

Spring 2014

e-Premier

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e-PREMIER

Spring/Summer 2014

Harrah Hotel College Receives \$7 Million Gift From Las Vegas Sands Corp.

On April 3, the University of Nevada, Las Vegas (UNLV) announced a \$7 million gift from Las Vegas Sands Corp. (LVS) to the William F. Harrah College of Hotel Administration. The gift will support construction of a new hotel college academic building and boost executive education opportunities through a proposed Center for International Hospitality and Gaming Education.

“With Las Vegas Sands’ support, we are setting the global standard in hospitality and gaming education and development of the industry’s future leaders and scholars,” said Stowe Shoemaker, dean of UNLV’s Harrah Hotel College. “These endeavors are vital for continuing UNLV’s leadership and building an environment that enhances the learning styles of tomorrow’s students, creating a truly global classroom.”

The LVS gift advances construction fundraising for a new hotel college academic building, dubbed Hospitality Hall, in the heart of UNLV’s campus. During the next five years, LVS will allocate \$2.5 million for the construction of Hospitality Hall.

Early designs of the facility include roughly 95,000 square feet of classroom, laboratory and meeting space that will encourage interaction and a sense of community between students, faculty, and industry professionals. The total project cost is estimated at \$50 million, with a proposed \$30 million in public funding and \$20 million in private support.

LVS has also committed \$4.5 million to create a new Center for International Hospitality and Gaming Education. The center will support hospitality industry managers and executives through a mix of open enrollment and custom in-person and online executive education courses. It will provide working professionals the skills and knowledge necessary to advance their careers, and further position UNLV as the world’s premier educational leader in hospitality and gaming.

“The generous support of Las Vegas Sands will strengthen Las Vegas’ reputation as the global intellectual capital of gaming by creating new education opportunities for industry professionals and by continuing momentum on a new academic building that will connect the university and the industry like never before,” said UNLV President Donald Snyder, who served as dean of the Hotel College from 2010 to 2013.

The LVS gift is part of the corporation’s new global citizenship program, Sands Cares, which focuses on corporate giving in support of local communities where LVS operates. This includes support for LVS employees, the hospitality industry, and efforts to reduce environmental impact.

This information was taken from an April 3, 2014 UNLV Office of Media Relations press release by Afsha Bawany. To read the press release in its entirety, please visit: <http://news.unlv.edu/release/unlv-hotel-college-receives-7-million-gift-las-vegas-sands-corp>.

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From the Dean's Desk



Premier

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

Stowe Shoemaker, Dean and Michael D. Rose
Distinguished Chair

James Busser, Associate Dean for Academic
Affairs

Billy Bai, Senior Assistant Dean, Academic
Affairs

Jean Hertzman, '06 Ph.D., Assistant Dean for
Operations

Tony Henthorne, Associate Dean for
Research and Graduate Programs

Pat Moreo, '69, '83 Ed.D., Associate Dean for
Strategic Initiatives

Richard Linstrom, Associate Dean and
Managing Director, UNLV Singapore

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Director of International Gaming Institute

Bobbie Barnes, '93, '05 M.Ed., '13 Ph.D.,
Director of Career Services and Internship

Sherri Theriault, '07, Director of Student
Advising

Robyn Campbell Ouchida, '00 MA, Editor,
Premier Magazine

Robyn Hadden, '05 MS, Director
Alumni & College Relations

Margaret Walsh, Director of Administration
& Budget

Abby Westerhold, Director of Development

These are very exciting times for the university and our college. The move towards a Carnegie Foundation designation "Research University/Very High" (RU/VH) is critically important. The University of Houston (UH) successfully undertook a similar initiative while I was there and the benefits included: (1) an increase in SAT scores of incoming freshmen; (2) an increase in the quality of faculty applications; (3) an increase in community engagement; (4) an increase in recruiters visiting UH; (5) an increase in funds to the university; and (6) an improvement of the organization infrastructure within the university.

One of the important implications of the RU/VH initiative for our college pertains to research. There will be an emphasis on publications in the top-tier journals as measured by a journal's impact factor. (This is a benchmark of a journal's value and recognizes how frequently peer-reviewed journals are cited by other researchers in a particular year.) The number of external grants or contracts awarded will also measure research productivity. (One criterion for RU/VH is \$1 million spending by the university on research grants/contracts per year.) Colleges that recruit educators who can publish in high-impact journals and bring in research grants/contracts will be rewarded with new faculty lines.

Teaching and student progression is another very important factor in RU/VH designation. At UNLV we measure student success by Retention, Progression, and Completion (RPC). Research—much of which has been undertaken by our own Dr. Montgomery—has shown that a critical influence on RPC is the educator and student interaction. Teaching is and will always be critically important to UNLV.

The RU/VH initiative is being viewed very favorably by potential donors for our new building. They all realize that for the city to be great, the university needs to be great; and for the university to be great, the hotel college needs to continue to be great.

The move to an RU/VH university can be intimidating, as it means the status quo is no longer acceptable. It means hiring people with different skill sets than our own and redefining what a university is. But, the move to an RU/VH university can also be very exciting; it energized those at the University of Houston as they saw the results discussed above coming to fruition. I know that when I left UH to return to UNLV, I felt a real sense of accomplishment because I left the hotel school at UH a much better school than when I joined it. And I know the students were better prepared for a life of learning.

We all have the opportunity to contribute greatly to this new initiative. The hotel college has always been the jewel at UNLV and, with everyone's collective effort, we can continue this tradition. Here is what I plan to do to help the college and university reach RU/VH status: (1) hire people that I can learn from and who have better training than I received 20 years ago; (2) create a culture of learning among our students by getting them involved in research projects; (3) design a building that facilitates student and educator interactions; and (4) develop nurturing relationships with industry that lead to research grants and contracts. I look forward to hearing how you can help.

-Dean Stowe Shoemaker 2

Generous Gift from KONAMI CORPORATION Will Help Fund Construction of Hospitality Hall

On February 10, the University of Nevada, Las Vegas (UNLV) announced a \$2.5 million gift from the KONAMI CORPORATION to support construction of Hospitality Hall, a new academic building for the William F. Harrah College of Hotel Administration.

“Our strong commitment to the education of future industry leaders compels our continual support of UNLV,” said Thomas Jingoli, senior vice president/chief compliance officer for Konami Gaming, Inc. Jingoli is a Harrah Hotel College alumnus. “We are proud to make this gift for the Harrah Hotel College's new academic building and believe that it will help build a solid foundation for excellence in hospitality and gaming education. We look forward to continuing our strong relationship with the university and President Snyder.”

The gift officially launches the campaign for construction funding for Hospitality Hall at the center of UNLV's campus. Preliminary plans for the facility include roughly 95,000 square feet of classroom, laboratory and meeting space that will be designed to encourage interaction and a sense of community between students, faculty, and industry professionals. Hospitality Hall will be located on the North Field behind Frank and Estella Beam Hall, which the Hotel College currently shares with the Lee Business School.

“The Harrah Hotel College has been at the heart of hospitality education for decades, shaping the future of the industry in Las Vegas and around the world,” 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.”

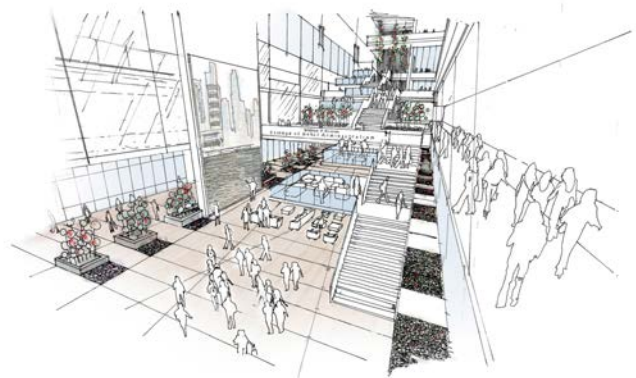
The total project cost is estimated at \$50 million, with a proposed \$30 million in public funding and \$20 million in private support. Existing kitchen and laboratory spaces in Beam Hall will be renovated concurrent with the project.

More About Hospitality Hall

It has been an incredible start of the calendar year with great momentum for the new academic building. Hospitality Hall will embody the future of the hospitality and gaming industry and education. It will serve as a bridge between the industry and the Harrah Hotel College and represent the next step in educational design. With a new building comes a new direction and beginning for the hotel college. World-class facilities and inspiring spaces will attract educators and students who will push the boundaries of current truths and industry norms. It is our vision to create a truly experiential building with communities and neighborhoods – not just classrooms and offices – and that our industry partners help us reimagine the relationships within these communities. The building funding will exemplify our philosophy of building a space “for the industry, by the industry.” Supporting these neighborhood communities will not only help the building become a reality, but presents an opportunity to revolutionize both the educational experience itself and those who directly participate and benefit from it.

-Abby Westerhold, Director of Development

*This information was taken from a February 10, 2014
UNLV Office of Media Relations press release by Afsha Bawany.*



CONCEPTUAL SKETCH - INTERIOR ATRIUM
UNIVERSITY OF NEVADA, LAS VEGAS WILLIAM F. HARRAH COLLEGE OF HOTEL ADMINISTRATION

UNLV
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IGI Continues to Build Relationships with Industry Leaders

New Center for Gaming Innovation Latest Development

A groundbreaking class on gambling game design has, with the help of a \$500,000 grant from the State of Nevada's Office for Economic Development, developed into a brand new Center for Gaming Innovation within the International Gaming Institute (IGI). This exciting evolution began with an idea last summer, which was brought to life when Dr. Mark Yoseloff worked with the IGI team to launch a new Gaming Innovation program. Having developed more than 100 gambling patents himself, Yoseloff was perfectly suited to lead this progression.

This unique class was offered to 20 undergraduate and graduate students in the fall semester of 2013. Instruction was delivered by Yoseloff, alongside some of the most creative minds in this field, including Joe Kaminkow (the most successful slot machine designer in recent history) and Roger Snow (currently the most successful table games designer). The program culminated in a design competition that yielded several awards and 13 new patent applications for games that will be featured in the gaming spaces of tomorrow. These innovations span slots, table games, and other casino floor enhancements.

"With the non-disclosure agreements, a feeling of comfort and trust developed very quickly within the class," comments student Gael D. Hancock. "Students immediately started supporting each other's efforts with suggestions for the game ideas, art for presentations, proofing of PowerPoints, and words of encouragement. It was really an amazing experience."

The timing and success of this program linked perfectly with the key strategic needs for the state – directly responding to Governor Sandoval's economic development agenda and helping to cement Nevada's status as the "global intellectual capital" of gaming. These links resulted in the IGI being awarded the largest grant in its history to develop the new Center for Gaming Innovation, which will support gaming innovators in developing their ideas and bringing them to market.

The Center will help to develop the math, design, and patent processes that are so crucial to game design, as well as providing the necessary expertise and knowledge to navigate the lengthy regulatory and intellectual property process.

The Center for Gaming Innovation will work hand-in-hand with the state's existing gaming companies, and will also drive the creation of new gaming companies. Each year, it will deliver two unique educational and entrepreneurial experiences – one for on-campus undergraduate and graduate students in gaming management, and one through a new Gaming Innovation Certificate program for Nevada residents and industry employees.

What began as an idea, and then became a class, has now been transformed into a center that will be a strong foundation to Nevada's gaming industry and therefore the state's future economic success.

–Katherine Jackson

"The Gaming Innovation program is a shining example of what is possible, and hopefully, what is to come. As Nevada continues to struggle with elevated employment rates and state budget shortfalls, empowering students at all levels to develop ideas that leverage not only their abilities but also our community's core competencies should be at the center of our policy and budgeting discussions."

*–Jeremy Aguero, Founder and
Principal, Applied Analysis*

Rebels...in Blue? Only Once a Year!

As a former Rebel, we wear our Rebel Red proud and loud throughout the year. I personally have to think twice when it comes to buying anything blue to wear – something about the rivalry between my alma mater and that team up north.

Despite my aversion to blue, this May I will be making an exception to my blue rule! For one week only, the Las Vegas Convention and Visitors Authority (LVCVA) will be leading the Las Vegas community in helping celebrate National Travel and Tourism Week May 3-11, 2014. During this week, the LVCVA is asking the entire community to help us celebrate the importance of tourism to our community by wearing the color of tourism and our state flag – BLUE.

Last year alone, in Southern Nevada tourism generated \$45.2 billion in economic activity and supported 46% of the region's total workforce (375,000 jobs). For both students who are entering the workforce and post-graduates like me, it is thanks to tourism that we enjoy the quality of life that we live today. Tourism helps build our schools, roads, parks, and impacts all of us. We all play an important role in welcoming visitors to Las Vegas and making Las Vegas the most exciting city in the world for people to visit.

In addition to wearing blue, the LVCVA has several activities planned through this week and the month of May. These include honoring our **Hospitality Heroes** who are those individuals that go above and beyond the call of duty to deliver a top-notch guest experience to our nearly 40 million visitors. Earlier this spring, former Mayor and now Chairman of the Las Vegas Host Committee Oscar Goodman helped recognize four Hospitality Heroes from the UNLV Hotel College. Congratulations to: Hillary Cubelo, David Le, Kristin Malek, and Jarrod Nicholas.

In addition to Hospitality Heroes, the LVCVA invites UNLV Rebels to join us on **Tuesday, May 6** at 4:00 p.m. for **Travel Rally Day**, which will be held at the Mob Museum. It will be a great fun-filled afternoon in honor of our economic engine!

So don't forget to pull out your BLUE and wear it during the week of May 3-11 and in particular on Travel Rally Day – Tuesday, May 6. Our own Harrah Hotel College Dean Stowe Shoemaker is planning on wearing his favorite blue ties during National Travel and Tourism Week.



Tweet us your pictures during the week and tell us how tourism impacts you at @LVCVA @VegasHosts and use #TourismMatters. Don't forget, making Las Vegas a better place to visit makes it a better place to live.

*–Business Marketing Manager Ericka Aviles, '04
Las Vegas Convention and Visitors Authority*

Welcome!

Student Advisor **Gordon Louie** is originally from Guangzhou, China but has spent most of his life in the Las Vegas Valley. After graduating from Sierra Vista High School, he earned his bachelor and master's degrees at UNLV. Before joining the Harrah Hotel College's Advising Center, he worked on campus at the Academic Success Center (where he discovered his passion for working with students), the Division of Educational Outreach, and the Office of Admissions. As a first-generation college student, he is enthusiastic about helping others navigate the challenges of college life and achieve their goal of obtaining a college degree. An avid fan of video games and pop culture, you can also find him at the Student Recreation and Wellness Center on campus or volunteering at service projects around the community in his spare time.



The Hotel College is pleased to welcome Director of Development **Abby Westerhold**. As a new member of both UNLV and the Southern Nevada community, Westerhold brings a great diversity of higher education and development experiences. Most recently, she was the associate director of leadership giving at Harvard College in Cambridge, Mass. Prior to that, she served as associate director of alumni affairs and development at the Collat School of Business at the University of Alabama at Birmingham. Her higher education career also includes undergraduate and graduate admissions and academic advising. She's a graduate of Vanderbilt University and received her M.B.A. and M.A. in counseling from UAB. Please feel free to contact her at 702-895-2934 or abby.westerhold@unlv.edu for more information about supporting the William F. Harrah College of Hotel Administration.



News Briefs

Jean Hertzman was quoted in the January 13, 2014 issue of the *Las Vegas Sun*, <http://www.lasvegassun.com/vegasdeluxe/2014/jan/13/confused-about-tipping-now-irs-has-reclassified-au/>. She also participated in an interview on CBS Radio January 13, 2014 regarding the IRS gratuity issue.

Dean Shoemaker was quoted in the *Las Vegas Review-Journal* on March 17, 2014, <http://www.reviewjournal.com/business/las-vegas-joins-leisure-locales-serving-health-service-seeking-travelers>.

An article about UNLVino appeared in the March 14, 2014 issue of the *Las Vegas Review-Journal*, http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=14C89A5876F19510&p_docnum=8.

Visiting Lecturer Arte Nathan spoke at a recent TEDx event at the University of Nevada, Reno, <https://www.youtube.com/watch?v=tm2BzOLfnOw>.



UNLVino Celebrating 40 Spectacular Years

There are many food and wine events, but no other event brings "40" vintage years of raising scholarship funds like UNLVino. Funds raised by the four events go directly to the William F. Harrah College of Hotel Administration. The hotel college's UNLVino Management Class is a credited course for students who will go on to become hospitality industry leaders.

Sip & Savor at Spago – Wednesday, April 9th: 6:00 p.m. for VIP; 7:00 p.m. – 9:00 p.m.

The second annual celebrated fundraiser—Sip & Savor—joins the roster of the 40th annual UNLVino as world-renowned chef Wolfgang Puck hosts an evening filled with premium labeled wines and incredible food! This mix-and-mingle, dine-around-style meal will indulge guests in signature cuisine from Puck's six distinct Las Vegas restaurants. Attendees will have the opportunity to meet the award-winning chef, as well as executive chefs from his Las Vegas establishments and a bevy of talented sommeliers and beverage professionals. Chef Puck will be honored with the Dom Perignon Award of Excellence for his culinary accolades and contributions to the city of Las Vegas.

VIP includes: First access to all food and wine, meet and greet with our chefs and winemakers, reserved seating, and complimentary raffle ticket to win prizes.

Tickets are \$225 for general admission; \$275 for VIP.

Bar-b-q at Caesars Palace Garden of the Gods Pool – Thursday, April 10: 7:00 p.m. – 10:00 p.m.

UNLVino's popular Bar-b-q returns at Caesars Palace as cocktail masterminds collaborate for a unique poolside barbeque. At this mixology-inspired soiree, guests can imbibe signature cocktails created by Southern Wine and Spirits of Nevada's Executive Director of Mixology, Francesco Lafranconi, and his talented team, while enjoying mouthwatering twists on barbeque flavors.

Tickets are \$100 in advance; \$125 at the door.

Bubble-Licious at The Venetian – Friday, April 11: 7:00 p.m. – 10:00 p.m.

One of UNLV's most beloved events, Bubble-Licious will delight patrons with an evening of champagne, sparkling wines and cocktails, along with amazing small plates from The Venetian and Palazzo's collection of restaurants. During the event, pop artist Romero Britto will be recognized with the Dom Perignon Award of Excellence. A longtime supporter of UNLV, Britto will be on hand to present an original poster he created for the 40th anniversary.

Tickets are \$125 in advance; \$150 at the door.

Founders' Grand Tasting at the Keep Memory Alive Events Center at the Cleveland Clinic Lou Ruvo Center for Brain Health – Saturday, April 12: 7:00 p.m. – 10:00 p.m.

UNLVino will conclude with the Founders' Grand Tasting, which will celebrate the event's creators, Southern Wine & Spirits of Nevada's Senior Managing Director, Larry Ruvo, and dean emeritus of the William F. Harrah College of Hotel Administration, Dr. Jerry Vallen. Taking place amongst the captivating architecture of the Frank Gehry-designed building, guests can partake in the world's finest wines, champagnes, spirits, beers, and sakes, as well as bites from the city's best restaurants and UNLV's culinary students.

Tickets are \$125 in advance; \$150 at the door.

BOB BOUGHNER CAREER SERVICES CENTER



***Your Source
to Recruit
Hospitality
Students & Alumni***

RECRUIT AT **UNLV!**

The William F. Harrah College of Hotel Administration has been impacting the industry through its students for close to 50 years. Undergraduate and graduate students leave the college knowledgeable, skilled, and experienced. These students are not only learning from the best, they are living and working in one of the world's greatest hospitality laboratories, Las Vegas.

In addition to strong academic learning opportunities, students benefit from industry support including internships, mentor program participation, and career opportunities.

Contact Bobbie Barnes to learn explore development and recruitment opportunities within the College of Hotel Administration.

BOBBIE BARNES
BOB BOUGHNER CAREER SERVICES CENTER
BOBBIE.BARNES@UNLV.EDU
(702) 895-5553

EMPLOYER SERVICES

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HOSPITALITY STUDENTS AND ALUMNI FREE
OF CHARGE.

INTERNSHIP POSTINGS

WE WELCOME EMPLOYER'S INTEREST IN OUR
INTERNSHIP PROGRAM. THROUGH THIS
ACADEMIC PROGRAM, STUDENTS HAVE THE
OPPORTUNITY TO GAIN APPLIED
KNOWLEDGE IN INDUSTRY OPERATIONS AND
MANAGEMENT FIRST-HAND.

Make Your Plans to Attend *Switched On!*

TEDxUNLV Live-Stream Viewing Party

Join the Harrah Hotel College and Lee Business School on April 11 for the TEDxUNLV live-stream viewing party *Switched On!* This event will be unlike any you have ever experienced. And “experience” is the right word. Immerse yourself in a virtual urban community complete with coffee bar and street vendors. You’ll be entertained and inspired by the live-streamed TED talks from TEDxUNLV and the live entertainers, speakers, and discussions scheduled throughout the day.

The event’s goal is for you to leave “Switched On” and ready to change the world, whether it be with a new app, your art, a book or poem, a dance, theater performance, or new business. You are creative. Go create!

- For information on speakers, visit the TEDxUNLV website, <http://tedxunlv.com>
- Unfamiliar with TED talkx? Please visit ted.com
- Instagram: <http://instagram.com/switchedonunlv>
- Facebook: <https://www.facebook.com/SwitchedOnUnlv>



Admission to the event is free and lunch and snacks will be provided free of charge. If you’d like to know even more, contact Gael Hancock at (702) 895-5430 or gael.hancock@unlv.edu.

Valuable Networking Time For Students Interested in Event Planning

On Tuesday, November 19, meetings and events professionals networked with students at the Meetings and Events Professionals Roundtable in the Boyd Dining Room on campus. A follow-up event to last spring’s successful roundtable, this discussion allowed students to enjoy one-on-one time with executives from some of Las Vegas’ top venues and related convention industry companies. A networking reception, hosted by the Southwest chapter of the International Association of Exhibitions and Events (IAEE), took place after the discussion.



January Commencement

UNLV Singapore's sixth commencement ceremony, in conjunction with UNLV's 50th annual commencement exercise, was held on January 4 at the Drama Centre Theatre Singapore. During two ceremonies, 286 Bachelor of Science degrees in Hotel Administration were conferred by the William F. Harrah College of Hotel Administration Dean Stowe Shoemaker. On stage to congratulate graduates were



Associate Dean Richard C. Linstrom and Assistant Dean for Singapore Kurt Stahura, UNLV Singapore Limited Board Members Chew Hai Chwee and Yvonne Goh, and UNLV 2013-2014 Student Body Government President Wan Qi Koo, Vice President Gordon Tan Ping Hong, and Secretary Francisco Jung Hwan Moon. Siddharth Chadha and Stephanie Ho Li Fern were this year's student speakers, and Yuen Tong Ri and Siddharth Chadha were the recipients of the outstanding UNLV Singapore student award. During his remarks, Dean Shoemaker highlighted the five countries graduates represented, the ratio of females to males in the graduate classes (72% and 28% respectively), and youngest and oldest graduates (20 and 33 respectively). Congratulations to the Classes of 2013 & 2014!

UNLV Alumni Club in Singapore Kicks Off

The newly formed UNLV Alumni Club in Singapore kicked off its inaugural year with two local events: a



networking reception in November 2013 at Studio Bar, followed by the annual alumni and graduating students reception in January 2014 at 28 Hong Kong Street Bar. Rebels from both campuses were in attendance at both events, and hotel college Dean Stowe Shoemaker gave a special Dean's Lecture on Customer Loyalty and Branding at the January event. Alumni interested in joining the alumni club leadership and connecting with other Asia-based rebels are encouraged to contact UNLV Alumni Club in Singapore President Ms. YeYoon Kim, '12 at unlvalumni.sgclub@gmail.com. Go Rebels!

VALLER DINNER OF DISTINCTION

The William F. Harrah College of Hotel Administration is pleased to announce the
10th Annual Vallen Dinner of Distinction: Honoring Excellence in Hospitality

Thursday, April 24

5:30 – 7:30 p.m.

Hakkasan Las Vegas inside the MGM Grand Hotel & Casino

Gerard (Jerry) J. Inzerillo, '75, president and CEO of IMG Artists, will be recognized as the Alumnus of the Year and the Hospitality Industry Leader of the Year. Inzerillo was formerly the head of Kerzner Entertainment Group and the founding president of what is now Ian Schrager Hotels. He has planned over 900 major events, including the launches of Atlantis Resorts in the Bahamas and Dubai, as well as played a major role in coordinating the 1994 South African Presidential Inauguration of Nelson Mandela.

Tickets to this year's dinner are \$100 for UNLVIP members, \$150 for non-members, and \$2,500 for a corporate vignette (includes tickets for 10, a full-page ad in the printed program, and a company logo slide shown during dinner).



Gerard J. Inzerillo, '75

To purchase tickets, please click here:

UNLVIP Members, Sponsor a Student, Corporate Vignette:

<https://netcommunity.unlv.edu/vallendinner2>

Non-Members:

<https://netcommunity.unlv.edu/vallendinner1>

Part of your registration is a gift and will be acknowledged by the UNLV Foundation. For additional information, please call 702-895-3148 or e-mail robyn.hadden@unlv.edu.

Chef Artist Series Continues to Impress

Join the Harrah Hotel College for the 17th Chef Artist Series dinner on April 29 when Table 34 proprietors Chef Wes Kendrick and his sister, Laurie Kendrick, host an unparalleled culinary experience. Each Chef Artist dinner features a guest chef preparing their handpicked signature menu items and Table 34 promises to be a crowd-pleaser. The evening will begin with a hors d'oeuvre reception at 6:00 p.m. in the UNLV Stan Fulton Building.



Kendrick got his culinary education working alongside old school Italian chefs in his hometown of Redlands, Calif. while Laurie worked under Wolfgang Puck in San Francisco and was chosen to help open Spago in Las Vegas in 1992. In the late 90s, the siblings opened Wild Sage. With a new vision of serving gourmet comfort food, they created what is now Table 34. The restaurant has been rated “A” by the *Las Vegas Review-Journal* for its food, atmosphere, and service.

Appetizers:

Oven-roasted New Potatoes with Truffle Potato Puree
Chilled Shrimp and Avocado Salad on Endive Spears
Grilled Prime Beef Tenderloin on Crostini with Horseradish Cream and Crispy Capers
Warm Puff Pastry Squares with Danish Blue Cheese and Granny Smith Apples

First Course:

Cream of Tomato-Tarragon Puree

Salad Course:

Chilled Beets with Watercress, Goat Cheese, and Candied Walnuts And Raspberry Vinaigrette

Entrée:

Seared Wild Scottish Salmon with Cauliflower Puree, Asparagus Spears and Lemon-Dill Butter

Dessert:

Dark Chocolate Mousse and Espresso Tiramisu

The pre-dinner reception will feature a selection of sparkling, white, and red wines as well as the restaurateurs' favorite beverage choice and Southern Wine & Spirit's sommelier will select wines to be paired with each dinner course. Beverages are donated by Larry Ruvo and Southern Wine and Spirits and Nevada Beverage Company.

For reservations and payment please contact Adrianna Oliva at olivaa3@unlv.nevada.edu or by telephone at (562) 365-4504.

Join us for the 2nd Annual Crisis Management in the Hospitality Industry Summit

Yes, we're doing it again! Last year's summit was so informational that we've decided to host another in June. With the knowledge that crisis management is a very real and rapidly growing response to today's social climate, we are aware that nowhere is it more vital than the hospitality and tourism segment. From natural disasters to man-made threats, we've seen all too often that a crisis can strike at any time causing sudden and catastrophic impact upon the industry.

This year's summit will take a close look at threats, resources, and organizational planning to assist in turning a crisis into an opportunity. By creating a paradigm shift from planning for eventuality to creating an organizational culture of preparedness and response, participants will be better equipped to handle the changing world environment. A powerful line-up of speakers will present their knowledge and guests will leave with a renewed sense of intelligence that they are prepared to assist their organizations with any emergency.

Thursday, June 12
7:30 a.m. – 5:00 p.m.
UNLV's Stan Fulton Building

For more information on June's event, visit www.unlv.edu/hotel/CHRC.



Alumni Updates

Submit your updates to Robyn.Hadden@unlv.edu.

2000s

Danny Crinson, '13 MS, is working as a beverage manager for Caesars Entertainment Corporation.

Seth Grabel, '05, married Tammy Shaw during a special ceremony at the Grammy Awards January 25 with Queen Latifah serving as officiate.



From left: Seth Grabel, Queen Latifah, and Tammy Shaw

UNLV PGA Golf Management Program News

Our program is experiencing high demand with 200 prospective student interests for the fall 2014 semester. From this group we will enroll 25-30 students that have the highest probability of being UNLV PGA graduates, future members of the PGA of America, and leaders within our dynamic hospitality and golfing industry.



Most of our graduates achieve the role of PGA Assistant Golf Professional once entering the industry. Below highlights the paths of some of our graduates moving from the role of assistant to other levels of management within the industry. This snapshot of our graduate profile illustrates that our alumni are entering the industry with a well-rounded skill set allowing for growth as leaders in the hospitality and golf industry.

Nolan Halterman, '06, PGA Director of Golf, Anthem Country Club
Kyle Helms, '07, PGA Assistant Director/Internship Coordinator, UNLV PGA Program
Joseph Goar, '08, PGA General Manager/Owner, Prairie Winds Golf Club
Matt Henderson, '08, PGA Director of Instruction, PGA Tour Academy TPC Las Vegas
Kendal Murphy, '08, PGA Coordinator, UNLV PGA Program
Jonathan Horner, '09, PGA Director of Instruction, CordeValle Golf Resort
Erik Mettelle, '09, PGA Head Golf Professional, Sunriver-Crosswater Course
Michael Misiewicz, '09, Taylor Made Golf Company
Emanuel Radoccia, '09, PGA Head Golf Professional, Austin, Texas
Michael Seiden, '09, Bobby Jones Golf, New York, New York
Ryan Darland, '10, PGA Head Golf Professional, Painted Desert Golf Course
Reese McCall, '10, PGA General Manager, Black Mountain Country Club
Ryan Smith, '11, PGA Head Golf Professional, Forest Highlands/Meadow Golf Club
Lindsay Hoskins, '12, PGA Head Golf Professional, Wolf Run Golf Club
Brian Jones, '12, PGA Assistant General Manager, Tuscany Golf Course
Roy Smith, '12, PGA Assistant General Manager, Rhodes Ranch Golf Club
Joe Sobaski, '12, PGA Tournament Coordinator, First Tee of Southern Nevada
Landon Nelson, '14, PGA Chapter Coordinator, Southwest Section

Since the start of the program in 2002, we have placed over 500 students on internships within 42 states. Over the past year, our internship program has begun a process of refinement. For example, filtering methods with the use of on-line platforms are being utilized to help match employer needs and student skill sets prior to the interview process. The on-line platform has exciting implications, offering an extension to mobile devices in which our students are notified immediately of an internship that fits their specific passion and skill sets. In addition, we will be using the summer months to develop an internship agency survey in which data collected will be automatically populated into a database available for students to search on-line. We feel these methods will decrease lag time between an employer request and student interview.

Our efforts to engage with the community have been growing. Recently, UNLV along with four other universities, were selected by the PGA of America to conduct a growth of the game pilot program with retention benchmarks. The selection criteria used for this pilot were to invite programs that have demonstrated high levels of growth of the game initiatives for several years. Our program has been involved with on-campus golf expo days; an academic course offering for non-golf majors to learn golf skills, history and rules of the game; off-campus Play Golf America and Get Golf Ready Programming; and support of the UNLV Summer Golf League. This past year we have been involved with the Boys and Girls Club introducing the game of golf to youth, and we look forward to building a bridge between this programming and the First Tee.

*—Christopher P. Cain, PhD, PGA, CHE
Associate Professor in Residence
Director, PGA Golf Management University Program*

Congratulations

Seyhmus Baloglu was awarded the UNLV Alumni Association Outstanding Faculty Award.

Congratulations to master's student **Riley Berry**, who received the 2012-2013 UNLV Outstanding Masters Thesis Award. He completed his thesis in Spring 2013 under the direction of his committee chair Sarah Tanford, Ph.D., CHE. Each college submitted one nominee and Berry was selected as the university-wide winner. His accomplishment will be recognized at the April 17 UNLV Achievement Gala.



In August, student **Kathryn Bertini** was announced as a Helen Brett Scholarship recipient by the Center for Exposition Industry Research (CEIR) Foundation in the amount of \$3,500. The scholarship also included an invitation to attend Expo! Expo! International Association of Exhibitions and Events' (IAEE) Annual Meeting & Exhibition in Houston, Texas in December 2013. Registration, hotel, and airfare to the conference were also paid for in addition to her scholarship funds. Bertini had the opportunity to work as part of the IAEE professional conference team, and participate in educational programs, and the exhibition.

Mehmet Erdem was invited by the board of directors of the Hospitality Financial and Technology Professionals (HFTP®) to serve a three-year term on the Hospitality Information Technology Exhibit and Convention (HITEC) Global Advisory Council. Council members are responsible for planning the education programs offered at HITEC, the world's largest hospitality technology show. Currently, Erdem is one of two academics serving on this prestigious council. This is only the second time in the hotel college's history that a faculty member has served. The paper, "Meeting Planners' Use of Social Network Media and the Impact of Perceived Critical Mass" (Woojin Lee, Timothy Tyrrell, and Mehmet Erdem) in *Journal of Hospitality and Tourism Technology* has been selected as the 2013 outstanding paper.

Congratulations to Harrah Hotel College Lecturer and Ph.D. student **Kristin Malek** and Associate Professor **Curtis Love** who were recently honored with the Best Paper Award in Special Track at the 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. The honor,

which was sponsored by Coca-Cola, was bestowed in Houston, Texas during the conference in early January. Malek and Love's paper was entitled "Exploring Virtual Events: A Pilot Study."

Dan McLean served as the lead author on the *Kraus' Recreation and Leisure in Modern Society, Tenth Edition*. He coauthored the book with Amy R. Hurd of Illinois State University.

Congratulations to PGA Golf Management Coordinator **Kendall Murphy** for becoming TPI certified. TPI leads the golf industry in research and data on golf fitness, health, and swing biomechanics. Murphy's near-perfect score on the exam assessed areas of body-swing mechanics, kinematic sequencing, and physical screening.

Sarah Tanford had the following article published in *Journal of Travel Research* with **Rhonda Montgomery** as a co-author: "The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions" (Tanford, S. & Montgomery, R.).



Mehmet Erdem was recently notified that he received the UNLV GPSA Outstanding Mentor Award. The purpose of the UNLV GPSA Outstanding Mentor Award is to acknowledge UNLV faculty members who have demonstrated continued success in preparing graduate and professional students for academia. Doctoral student **Susan Zhong** received the UNLV GPSA Outstanding Grad Student Award. This is the first time the hotel college has been the recipient of both awards.

Alumni Chapter Board of Directors

The hotel college alumni chapter board of directors was announced in January 2014.

President: Holly Lindsay, '99
Delmonico Steakhouse

Vice President: Vicki Savini, '92
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Secretary: Sandy Kim, '11
Bellagio

Treasurer: Adam Gordon, '04
Las Vegas Convention and
Visitors Authority

Immediate Past

President: Chris Smith, '98
Caesars Entertainment

Board Members at Large:

Michael Pius, '10 MS
The First Tee of
Washington

Bobbie Barnes, '93, '05 MS,
'13 Ph.D.
UNLV Career Services

Tracee Nalewak, '02 MS
Angel Management Group

Faculty Liaison:

Clark Kincaid, '99 MS,
'03 Ph.D.