



## Recruiting Partnership Established with MGM MIRAGE

A long term recruiting partnership between the Harrah Hotel College and MGM MIRAGE was announced as part of the Company's 2003 Diversity Report meeting held in Las Vegas in February at The Mirage. The partnership includes a \$500,000 gift commitment to fund the program during a five year period.

"We are thrilled to receive this support from MGM MIRAGE," said

Carol C. Harter, President of the University of Nevada Las Vegas. "It presents an opportunity to strengthen a partnership between UNLV and Nevada's most important industry in the pursuit of a goal that all of us share: diversity. We are honored that the Harrah Hotel College has been selected as a key partner in this diversity initiative."



Dean Stuart Mann and Bill McBeath '87 at the public announcement of the UNLV-MGM MIRAGE partnership.

The Harrah Hotel College-MGM MIRAGE partnership will focus on activities in the areas of recruitment, scholarships, student internships, mentor programs and professor externships. Funding will provide scholarships

to minority students and help with expenses to recruit these students.

Recruitment activities will include aggressive outreach to Southern Nevada high schools and community colleges, at career fairs and at other local events. In

addition, the partnership will include targeted activities to interest minority students to pursue careers in hospitality and recruit them from throughout the United States to study at the Harrah Hotel College. The College has as its goal to increase the number of African American and Hispanic students by 20% each year of the five-year recruiting partnership.

"As we look around at our company's current executives, we employ several alumni of the hotel college – Bill McBeath, '87, President of The Mirage, Cindy Kiser Murphey, '80, '95 MS, SVP of Human Resources for MGM MIRAGE, Scott Sibella, '88, President of Treasure Island and Bill Hornbuckle, '84, President of MGM MIRAGE Online," said Terry Lanni, Chairman and CEO of MGM MIRAGE. "To explore our future prospects, we looked into the pipeline of next generation leaders by examining the current student body at the hotel college. We found that UNLV, home to the world's finest hotel college, is a source of many of our best and brightest executives, and they've been diligently working on issues related to diversity. Together, we will aggressively recruit bright minority students, both locally and nationally."

To assist with this initiative, the Harrah Hotel College will partner with UNLV's Center for Academic Enrichment and Outreach (CAEO). CAEO provides comprehensive programs to increase student admission, retention, and graduation rates in secondary, undergraduate and postgraduate programs.

See "Recruiting Partnership" on page 4

## Academic Scholars & Faculty Receive Recognition

The Harrah Hotel College held its first Academic Recognition Luncheon this past April 9, 2003. The Academic Recognition Luncheon provided the opportunity to congratulate students who were the recipients of scholarships. This year over 190 students in the College received a scholarship. The event was very successful with almost 150 students, families, faculty and honored guests in attendance. The grandparents of one student traveled from California to celebrate the occasion. Also in attendance were several scholarship donors representing the American Hotel and Lodging Association, the Founders Club, Park Place Entertainment, and MGM MIRAGE.

Claudine Williams, Chairman of Harrah's Las Vegas was the keynote speaker. Mrs. Williams established the

Shelby Williams Scholarship Endowment in 1978 in memory of her husband to benefit the Harrah Hotel College, and continues to make additional gifts to help deserving students each year. In fact, she presented a check for \$10,000 to Stuart Mann, Dean of the College at the luncheon. Mrs. Williams praised the education provided by the college and suggested that students were embarking on a future career that would be wonderfully satisfying.

One of the students, Aja Beard, was a featured speaker who reflected on the meaning of receiving a scholarship. She spoke to the financial challenges of obtaining an education at one of the best hospitality programs in the country. Her final point summed up the



Mrs. Claudine Williams meets Hau-Yin Leung, recipient of the Shelby Williams Memorial Scholarship.

See, "Academic Scholars & Faculty" on page 3



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Stuart Mann, Dean, William F. Harrah College of Hotel Administration

## DEAN'S MESSAGE

*"In my fifteen plus years  
as a director or dean of a major  
program in hospitality, this year has  
been the most difficult that  
I have seen for students in the  
hospitality job market."*

As the global hospitality industry fights to climb out of a severe downturn as a result of recession, acts of terrorism, war, SARS, and a slower than forecasted economic recovery, our students have been significantly affected by this struggle. The demand for hotel room nights has been weak since early 2001. The number of tourists visiting Las Vegas and the number of conventioners has declined as well. The impact of this slowdown has been employee layoffs and a reduction in gaming revenues and retail sales.

Most hotels have had to implement layoffs or reduced work schedules. Because of these pressures on the staffing needs of hotels, our students are facing considerable uncertainties. Many trying to complete their 1,000 hours of work experience are finding employment difficult. Those seeking to find an internship site for their three-credit academic requirement are also finding opportunities scarce. In my fifteen plus years as a director or dean of a major program in hospitality, this year has been the most difficult that I have seen for students in the hospitality job market.

At the state level, the impact from the reduction in gaming and retail sales revenues is a budget gap between state needs and state revenues. For UNLV, a state institution wherein we rely on a large percentage of our funding from the state, budgets are stressed. We have had hiring freezes at a time when there are not enough faculty members to teach the needed classes. This is occurring concomitant with the numbers of students attending UNLV increasing. Last semester we had significant difficulty

in arranging a schedule that found classrooms and instructors to hold all of our necessary classes.

We have been engaged in a facilities master planning process for the entirety of UNLV for the past year. Consultants have been assisting the university in coming to grips with an annual rate of growth of seven percent projecting 38,500 students in 2010. Our current 335 acres yield limited opportunities for adding to the number of buildings that could accommodate this expected growth. Included in this plan however, is our proposed "hospitality campus". A new hospitality academic building and a conference center hotel with significant meeting space would enhance our abilities to satisfy the growing demand for classrooms as well as the growing needs of the university to accommodate guests for scientific and professional meetings.

While we struggle with the realities of the economic world, we are confident of the future. While our students face uncertainty upon graduation, most of them eventually find jobs in the hospitality field to begin their careers. As the economy improves we are sure that these students will be able to move quickly up the career ladder and become the base of support that we need to sustain our ability to provide a premier education to our students. In this and future issues of Premier you will read about many of our alumni who are important executives and award winners. These individuals have succeeded in difficult times and provide an inspiration as we strive to get better in tough times.

# Rebel Words

One of the most confusing things about having gone to a college or university is what you are supposed to be called afterward. Obviously, you are a graduate, but are you an alumnus? An alumni? We thought we would help you explain with some definitions:

An **alumnus** is a male who has graduated from a school. For example: If you are an **alumnus** of the William F. Harrah College of Hotel Administration, you are one of the smartest, handsomest men around and should be a member of your alumni association.

An **alumna** is a female who has graduated from a school. For example: If you are an **alumna** of the William F. Harrah College of Hotel Administration, you are one of the smartest, most beautiful women around, and are being pursued by at least one **alumnus** who wants you to be a member of your alumni association.



**Alumni**, the plural of alumnus, are men or a group of men and women who have graduated from a school. For example: If your friends are **alumni** of the William F. Harrah College of Hotel Administration, they probably

know another **alumnus** who knows an **alumna**.

**Alumnae**, the plural of alumna, are women who have graduated from a school. For example: If your friends are **alumnae** of the William F. Harrah College of Hotel Administration, they probably know another **alumna** who knows at least one **alumnus** and possibly two **alumni**.

Now that you know all of this, here is what matters: you went to the William F. Harrah College of Hotel Administration, and you know others who did. Tell them to get involved and **show their pride as members of the UNLV Alumni Association!**

from "Academic Scholars and Faculty" on page 1 perspective of many scholarship recipients. "I would like to say thank you again to the scholarship donors and also UNLV for all the financial help they have given me. When I am an alumna I will not forget your positive impact on my college experience and look forward to the opportunity to give back to the future



Jaime Garcia meets the Dean and Ms. Williams.

students of the hotel college."

The luncheon also offered the opportunity to recognize outstanding faculty

achievements for the year. Receiving the Boyd Awards for excellence were Dr. Gail Sammons, '87 MS, for teaching, Dr. Andrew Feinstein, '91, '95 MS, for research and Ms. Kathleen Nelson, '94, '96 MS, for service. Dr. Feinstein was also selected as the recipient of the Outstanding Graduate Faculty award.

Each scholarship student was also recognized at the event. Students and their scholarships were announced to the audience and came up to be personally congratulated by the Dean of the College. Certificates were also presented to each scholarship recipient to mark the occasion. The Academic Recognition Luncheon was a wonderful opportunity to bring students, families, faculty and scholarship donors together. The development of scholar-

ships represent a true partnership between the university and industry. We hope to continue this event and add more scholarship opportunities for students in the future. If you would like to be a

scholarship donor please contact Deborah Young at (702) 895-3148 or [dyoung@cmail.nevada.edu](mailto:dyoung@cmail.nevada.edu).



Dean Mann presents Professor Kathleen Nelson the Boyd Award for Service.

**PREMIER**

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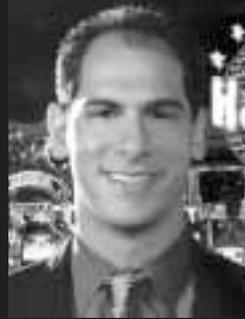
# Why I Chose to Work in this Industry

Like many of my colleagues at Harrah's Entertainment, Inc., I'd never thought about joining the gaming industry.

That changed four years ago, when my colleague and mentor, Harvard business professor Gary Loveman, was named Harrah's chief operating officer. Gary's move to Harrah's prompted me to think about the gaming industry for the first time. Within the year, I'd left a consulting position with Booz Allen & Hamilton in New York to join Gary and Harrah's.

It was the perfect challenge for me, as I looked for the next step in the evolution of my career. At Booz Allen, my specialty was customer relationship management; for a gaming company, nothing is more important than the relationship the casino and its employees have with each customer.

For a Chief Marketing Officer, there's no greater dream than working for a company where marketing is king, as it is at Harrah's. Under Gary Loveman, our philosophy has been a simple one: don't just build a world-class gaming company; build a world-class marketing company.



by *Richard Mirman*

**Harrah's Entertainment, Inc.**

Chief Operating Officer  
and Senior Vice President  
of New Business Development

Harrah Hotel College  
National Advisory Board Member

Marketing skills are at a premium in many industries, including financial services, the industry in which I specialized at Booz Allen. But gaming offered a fascinating fusion I could find nowhere else – the marriage of marketing expertise with the operational skills required in running a labor-intensive casino resort.

Gaming also offered technological opportunity. For years, regulators across the country had required casinos to install systems that monitored the play

occurring each day on casino floors. To a marketer, finding these systems was an unparalleled opportunity to gather detailed information on the habits of millions of our customers. These systems, and the data they produced, helped us create a system that could not only reward customers, but predict their potential worth to our company – and entice them to become loyal Harrah's customers.

But, perhaps most importantly, gaming offers one great reason to stay - our business is all about having fun. Four years after joining Harrah's and the gaming industry, I still can't imagine doing anything else.

*from "Recruiting Partnership" on page 1*

Because of CAEO's success in recruiting and retaining minority students, the Center will help the College design a program that will not only attract students currently enrolled in high school, but also will work with those in middle schools and non-traditional students to encourage them to pursue a degree in the Harrah Hotel College.

"CAEO has an outstanding track record of recruiting and graduating minority students

and students from disadvantaged backgrounds," said Stuart H. Mann, Dean of the Harrah Hotel College. "This partnership will allow us to maximize resources by allowing each of our academic units to focus on what we do best. Together, we hope to interest minority students in the many exciting opportunities in the hospitality and leisure services industries and prepare them to become future industry leaders."

## National Advisory Board Member Wins Crain Award

Stephen G. Michaelides, a member of the Harrah Hotel College National Advisory Board, has been named the 2003 recipient of the American Business Media Crain Award. Michaelides, a long-time editor of Penton Media's Restaurant Hospitality magazine, joined the company in 1966 as assistant editor. In 1970, he was named editor and held that position until becoming associate publisher in 1991.

While he left the company to pursue other interests in 1998, Michaelides' articles continue to appear in Restaurant Hospitality.

The Crain Award, now in its 34th year, is given annually by American Business Media, the association for business-to-business information providers, to an individual who has made outstanding



Stephen Michaelides

contributions to the development of editorial excellence in the business press. The award was established by a grant from the G.C. Crain, Jr. Foundation and honors the late G.D. Crain, Jr, founder of Advertising Age, the flagship magazine of Crain Communications Inc.

## Harrah's Entertainment Inc. Donates Corporate Archives to UNLV

Hundreds of photographs, publications, documents, and artifacts chronicling the 65-year history of Harrah's Entertainment, Inc. are now housed in UNLV Lied Library's special collections, thanks to a donation by the Las Vegas-based gaming company.

"We are thrilled that Harrah's chose to donate these materials to UNLV," said Peter Michel, director of special collections. "Harrah's has a long history in Nevada and in the gaming industry. Having its corporate archives housed at UNLV is a valuable research asset for UNLV, enhancing its already established position as an international center for the study of gaming and the gaming industry."

The collection, now known as the "Harrah's Archive," is part of the Gaming Studies Research Center housed in the library's special collections.

## Join The UNLV Alumni Association KEEPING ALUMNI MEMBERS CONNECTED

By Raja, '92 HA, '95 POS

Membership Chair, Harrah Hotel College Alumni Association

I believe it is important that UNLV Alumni Association members maintain a strong connection to UNLV. By becoming an active member of the UNLV Alumni Association, you make a difference in the lives and college careers of thousands of students. Your membership fees help fund scholarships, improvements for the campus and communication for the Alumni.

The Alumni Association provides hundreds of thousands of dollars for scholarship aid for students in every academic department. Because of the generosity of the alumni and friends, UNLV has helped numerous dedicated students to continue their dream to become the best that they can be.

The UNLV Alumni Association is your connection to UNLV. The strength of our university comes from the thousands of individual men and women, who are alumni members, dedicated to the enhancement and development of our continuing education. They make a difference every day by helping future Alumni enhance their educational experience and environment.

It is the desire of the Harrah Hotel College Alumni Association to help in achieving its strategic goals to provide financial support for programs and promote fellowship among the alumni members, students and faculty of the college. By participating and maintaining membership, you will make a big difference.

For more information on how you can become an active member of the Alumni Association, please call us at 702-895-3621 or 1-800-829-ALUM for out of town residents. If you have internet access, you may visit our website at [www.unlv.edu/alumni](http://www.unlv.edu/alumni).

Annual Membership is \$55.00 or \$90.00 for Joint Annual Membership (you and your spouse), which includes your membership in the Harrah Hotel College Alumni Association.

## Save the Date: Alumni Reception

The next Alumni Reception in Las Vegas will be during the Global Gaming Expo (G2E) on September 16, 5:30 to 7:30 p.m. Additional details will be sent by email. Be sure to subscribe to our alumni e-newsletter by sending your request to [judy.nagai-allison@ccmail.nevada.edu](mailto:judy.nagai-allison@ccmail.nevada.edu).

# UNLVino Alumni Brunch A Success

Nearly 200 alumni and friends gathered at the 2nd Annual UNLVino Alumni Brunch to celebrate this year's industry achievement awards and to reunite for the weekend. The brunch took place at Risqué Ultra Lounge, the new nightclub in the Paris Hotel Casino. This fashionable venue was a wonderful location, providing a social and casual atmosphere for attendees to interact and mingle while sampling gourmet crepes and pastries and enjoying mojito cocktails featuring Montecristo Rum.



(L-R) Manny Cortez, Stuart Mann, John Sweeney, Bill Hornbuckle and Chris Plunkett.



Bill Hornbuckle addresses the group.

Attendees had very favorable responses to this year's brunch. "I highly recommend attending the annual alumni brunch," said Mike Carosielli, '02. "Networking within the industry has never been easier and it is wonderful to enjoy exquisite food in a spectacular room full of UNLV alums with similar career paths." Mike was also pleased to reunite with hotel college professors as well as many alumni. "I already have the brunch in my calendar for 2004!"

Another former student, Allison Verrino, '99, flew cross-country to attend. "It is a fun event and makes for a memorable weekend. I would definitely recommend this event for all alumni."

Just as alumni enjoy UNLVino and the Alumni Brunch, many instructors and professors also make it a point to attend each



Chris Plunkett accepts the Dean's Medal of Distinction award on behalf of Dick Rivera of Darden Restaurants.

year. "I think the event is held during a great time of year to come to Las Vegas," said Professor Gail Sammons, '87 M.S. "Everyone enjoys visiting and it is always great to 'touch base' with former students."

Six awards were introduced by Dean Stuart Mann at the Alumni

Brunch.

The *Alumnus of the Year* award was given to **Bill Hornbuckle, '84**, Executive Vice-President of Marketing, MGM MIRAGE. The award was presented by Jim Germain, '75, Harrah Hotel College Alumni Association Board Chairperson.

The *Professional of the Year* selected by the Leisure Studies Program was given to **Amy Hyams, '94, '00 Ph.D.**, Coordinator for the UNLV Division of Educational Outreach. In Amy's

absence, the award was accepted by James Busser, associate dean.

The *Industry Executive of the Year* selected by the Food & Beverage Management Department was awarded to **Dick Rivera**, President/COO of Darden Restaurants, Inc.



John Sweeney accepts his award from Pearl Brewer.



Alumni Bryan Page of Page Wine Cellars and Josh Wand of Montecristo Rum, proudly display their wine and spirits to faculty members Don and Kathy Bell.

**Cortez**, President/CEO of the Las Vegas Convention & Visitors Authority. The award was presented by Patti Shock, department chairperson.

The *Dean's Medal of Distinction* was awarded to **Dick Rivera** of Darden Restaurants. Each year, one of the honorees of the event receives this award. It is given to an individual industry professional or executive of the year who has throughout his or her career demonstrated excellence in management and operations; demonstrated a focus on the development of human

resources; demonstrated continual

participation in the governance of organizations representing the industry served; and demonstrated exemplary contributions to the prestige and public image of the industry served.



Rebecca Seipp, '98 and Brad Henry enjoy the event.

## ON THE JOB TRAINING:

# How do you audit this class?

Doctors and lawyers probably have the toughest college curriculum, but future golf professionals aren't far behind.

Just ask Bill Moore, director of UNLV's Professional Golf Management (PGM) course that started last August (702-895-3865 or bill.moore@ccmail.nevada.edu). "It's by far the most difficult undergraduate program I have ever come across," Moore says. "It's 12 months a year for four and-a-half years. There are two curriculums: the golf training program which includes learning about merchandising, food and beverage, teaching, grass and everything else about the golf business and the academic curriculum which is about 15 hours per semester. In addition to those, students must pass the playing-ability test within 4 years, and that's not easy."

There are plenty of people interested in the course, but few are willing to put in the time and effort. Moore gets plenty of phone calls, many from older people with degrees who are looking to slide right in.

"I tell them that it's four-and-a-half years whether they have a degree or not," Moore says. "They have no idea how tough this really is."

Moore adds that these graduates step right



Bill Moore, director of the Golf Management Program.

into top jobs. But there is a catch: You do have to know the game—and play it well.

Admission requirements include a high school GPA of 2.5, as well as a golf handicap of 8 or less (and it is checked - Moore has already had to turn away applicants).

The program requires 124 credits—47 in general education, 43 recreation major, 28 in Professional Golf Management concentration and 6 electives, so it's not just golf, golf and more golf. Upon completion, students receive a Bachelor of Science degree with a major in Recreation and a concentration in PGM.

Still interested? Moore hopes so. "We have 15 students this time and we're hoping for 50 new ones next year."

Moore has been working with local company Walters Golf and says the

arrangements "have been awesome. They have made a commitment to our program, and we're making a commitment to the students."

### A WEDNESDAY IN THE LIFE OF A UNLV/PGM STUDENT

8:00 – 9:00 a.m.	Fundamentals of business writing
10:00 – 11:00 a.m.	Hospitality finance
11:00 – 12:00 p.m.	Golf operations and management
12:00 – 1:00 p.m.	Lunch
1:00 – 2:00 p.m.	Mandatory study for Golf Professional Training Program (GPTP)
2:30 – 6:00 p.m.	PGM team practice or league competition
6:00 – 7:00 p.m.	Dinner
7:00 – 8:30 p.m.	Student association meeting (coat and tie required) once a month or mandatory GPTP study sessions on other Wednesdays of the month
9:00 – 10:30 p.m.	Voluntary study hall (mandatory for first year students)

*Reprinted with permission from Vegas Golfer magazine, January 2003.*

## Fort Valley State University Partnership

To help recruit academically talented minority students to study hotel administration and culinary arts management at UNLV, a dual degree partnership has been established with Fort Valley State University in Fort Valley,

Georgia, a historically black college. For three years at Fort Valley, students will study in the area of Foods and Nutrition, then transfer to UNLV to pursue a degree in either hotel administration or culinary arts management. After completing both

programs of study, students will receive a degree from each institution. Students completing a degree in business at Fort Valley may also earn a second degree in hotel administration by completing an intensive one year program.

### Don't Miss Your E-Newsletter from the College

Have you been receiving the college's monthly e-newsletter? If not, visit <http://www.unlv.edu/Tourism/alumni.htm> to sign up. Don't forget to update all your contact information so you can stay connected to UNLV.

## Hotel Alumnus Appears on Popular Television Program

The Learning Channel's popular program Trading Spaces recently visited Las Vegas and a Harrah Hotel College alumnus, **Kenny Horowitz, '95**, and his wife Samantha were among the local participants. Utilizing his education in the hotel industry, Kenny works as a server at Bellagio's famed Aqua restaurant.

Trading Spaces is a one-of-a-kind decorating show that lets two sets of neighbors swap keys and transform a room in each other's home. With a limited budget and two days to complete the project, each couple is not allowed back in their homes until the room has been redecorated.

Kenny and wife Samantha (also a graduate of UNLV) and their good friends and neighbors, the Velasquezes, were joking around

one evening and decided to go on-line and sign up to be on the show. "Our neighbors are huge Trading Spaces fans and we thought it might be fun to see if we could get chosen," said Horowitz. "We were surprised when we got a call from the show's producer saying we were being considered as finalists."

The field kept narrowing and soon, Kenny and Samantha were one of the six couples chosen for the Las Vegas show. The program was filmed in January and aired during the weekend of March 28 – 29.

"It was a really good experience," said Horowitz. "We learned some tricks of the trade and had a blast during the filming. It's amazing what can be accomplished in two days' time."

## SARS Impacts International Tourism

As I write this, SARS continues to spread throughout China with almost half of the provinces reporting cases. In Hangzhou, where I am living, several cases of SARS have been reported. Many universities and schools were closed in Beijing, sending thousands of students back to their hometowns. But, in Shanghai, students are not allowed to leave campus. If they do break the policy, they are not allowed to return to campus and may be removed from the school registry. The government is actively trying to contain and control the disease, a difficult task in a crowded country with over a billion people. I am sure we will see many more aggressive tactics if the disease continues to spread.

Throughout China, people are full of fear and their ignorance of the disease is causing many to panic. The travel industry has almost come to a standstill in Asia with many hotels reporting occupancies below 10% and tourism is suffering everywhere. Several of the international English teachers in our building have returned to their home countries as a result of SARS.

I feel that it is important to stay here to continue working with

the hospitality industry. In the last couple of weeks, I have discussed SARS with my tourism students, met with several hotels offering advice, and am in early discussions with the Zhejiang Hotel Association to develop a strategy for their three hundred member hotels to combat the negative economic impact of SARS. Additionally, during presentations, I have stressed the importance of improving the overall levels of sanitation quality in tourism operations. While the government works to end the spread of the disease, members of the tourism industry must join together to develop new policies and industry practices that will help a struggling industry rebound from this devastating event.

The faculty of Zhejiang University has been very good to my family and me over the past few years. It is in these times of trouble when it is important for friends to help and support each other. Thus, while Lisa and I will be evaluating the situation on a regular basis, I will be staying as long as practical and taking appropriate measures to ensure our personal safety. Thank you again for your thoughts and concern.

**Andy Nazarechuk, '79, '85 MS**

## Student Chapter Wins Awards in Boston

The National Society of Minorities in Hospitality (NSMH) Las Vegas Chapter attended the annual national conference held in Boston February 19 - 22. This year, the chapter took 21 students to proudly represent UNLV. The conference was held for the purpose of leadership enhancement for minorities, providing job and internship opportunities for students, and networking between students and industry leaders. Through the educational workshops that were conducted, the conference provided many opportunities for all of the ambassadors to seek their future career paths.

In addition, NSMH Las Vegas Chapter was awarded Best Chapter of the Year, Best Publicity of the Year, and Best Exhibit of the Year among the 30 chapters nationwide. These awards are the result of volunteer work, community outreach, educational workshops, effective membership drives, and property tours. The organization has the potential to grow even more in a society where diversity is strongly appreciated, and these awards are just the beginning. As Mr. Wildon

Lacro, NSMH president, said, "We will set the bar to improve our organization and exceed expectations for the coming years."

Finally, NSMH Las Vegas Chapter would like to thank Dean Stuart Mann for funding \$1,500, CSUN for funding \$1,500, and the Silent Auction participants last October (the silent auction raised \$2,800). The 4th Annual Silent Auction will be held this fall during the Homecoming Football Game tailgate event. If you would like more information on supporting NSMH or to donate items to the silent auction, please contact the group at [nsmh@hotmail.com](mailto:nsmh@hotmail.com) or Dr. Corsun, faculty advisor, at (702) 895-4967.



NSMH members receive award for best exhibit of the year at the national conference.

College faculty participated in the “Gaming Management Symposium Series” sponsored by the University of Macau. This was one in a series of invited presentations that the University of Macau sponsors throughout the year. The topics for this symposium were: Casino Regulations, Problem Gambling, Casino Systems and Technology, Casino Customer Relationship Marketing, and a presentation about the program at UNLV.



Back, left to right: Andy Nazarechuk, Stuart Mann, Pearl Brewer, Ed Polivka. Front: two University of Macau graduate students.

students are shown here with **Bill Wright**, second from left, vice president for operations at Bally’s Las Vegas. Bill is a member of the class of ’90 and was keynote speaker for the day.



“There are many talented high school students here in Southern Nevada,” said Stuart Mann, dean of the William F. Harrah College of Hotel Administration.

“Programs like Be A Rebel Day provide opportunities for them to learn about the many career

options in the gaming and hospitality industries and the importance of a college degree to their careers. We are grateful to Park Place Entertainment for helping to make this important program possible,” said Mann.

The college welcomes **Yong-Kwan Kim** to UNLV. Professor Kim will spend the year as a visiting professor from Korea. His office will be located in the Stan Fulton Building.

Adjunct Professor **David Saxe, ’93** is pictured with comedian/actor **Pat Morita**. David is a local show producer for David Saxe Productions and teaches the hotel entertainment class. Pat was a guest speaker in class.



Students from Clark County high schools participated in the UNLV Be A Rebel Day program, sponsored by Park Place Entertainment to encourage them to continue their education by enrolling in college. A few

Students in the Quantity Food Management (FAB 467) class take a break from preparing authentic Italian dishes, which was one of many themed lunches offered during the semester-long lunch series. Each lunch was held in the Boyd Dining Room, and was planned around a specific theme. This Italian theme was expressed through menu items, décor, service style, and overall ambiance. This course is the “grand finale” of their academic experience. It brings all their previous learning experiences together, helping them prove they really can “do the job.” On this occasion, guests from GES Exposition Services enjoyed the student-prepared and student-served meals. Following lunch, CEO Paul Dykstra presented to students interested in convention management.



Welcome, **Chef “Shag” Dale Shigenaga, CSC**. Chef Shag began his studies as a Culinarian while stationed in the United States Air Force. Upon retiring from the Air Force he received his bachelor’s degree from the Harrah Hotel College in 1990. He continued his culinary career working at the Flamingo Hilton and The Mirage. While working at The Mirage, he obtained his associate’s degree from Community College of Southern Nevada Culinary program in the spring of 1995.



Chef Shag began his Kitchen Manager career at the Community College of Southern Nevada in August 1995, when it opened its new \$10 million kitchen facilities. While working there, he obtained his American Culinary Federation (ACF) certification as a Certified Sous Chef. Winning numerous medals while competing in sanctioned local and national ACF culinary competitions, both in hot food, and hot food served cold categories, as well as in the Baron Galand Knowledge Bowl, he is also the proud recipient of the ACF Presidential Medal. Though his job entails maintaining UNLV’s kitchen facilities, his interests are still centered on expanding the knowledge of fledgling new students in the culinary field.

## Congratulations



**Alumna Christian Hardigree, J.D.**, was awarded the Hotel Management Department (HMD) UNLV Hotel Professor of the year for 2002-2003. The Hotel Association sponsored the recognition by sending out nomination forms to UNLV Hotel College students and asking them to nominate an outstanding HMD professor and explain why they are worthy of this recognition. "Hardigree received the most nominations and the students had commendable comments," said UNLV Hotel Association president Natalie Binder. "Hardigree was the hardest professor I've ever had, but I learned so much in her class and you can tell that she really takes an interest in her students," said one of the nomination forms. Hardigree was awarded a plaque on behalf of the Hotel Association as well as a two night's stay courtesy of Caesars Palace. Last year's HMD Professor of the year was Dr. Wanda Costen.

**John Bowen**, Director of the Graduate Program, received one of the four *UNLV Foundation Distinguished Teaching Awards*. He has been selected to serve as Dean of the Conrad N. Hilton College of Hotel Administration at the University of Houston and will begin his position for the 2003-04 academic year.

**Professor Pearl Brewer** has been named Director of the Graduate Program beginning this summer. She previously served as Department Chair for Hotel Management for three years.

**Food & Beverage Professor Andrew Feinstein, '91, '95 MS**, received the *Sam & Mary Boyd Distinguished Research Award*. He also received the *Distinguished Professor Award, Graduate Education*. In addition, Andy received a travel grant from the University Faculty Travel Committee.

**Professor Lesley Johnson, '99 Ph.D.** was a featured speaker at the 6th Annual Sunrise Hospital Pediatric Conference. Pediatricians from around the country attended this national conference. Her presentation topic was "Weighty Issues in Pediatrics". Lesley will also present a paper titled "The Bottom Line of Diabetes" at the Hawaii International Conference on Business in June. In addition, Lesley received a travel grant from the University Faculty Travel Committee.

**Graduate student Clark Kincaid** received the *Graduate Teaching Award*.

**Professor Curtis Love**, Tourism & Convention Department, received the *2002-2003 UNLV Alumni Student Focus Award*.

**Tourism & Convention Professor Kathy Nelson, '94, '96 MS** received the *Sam & Mary Boyd Distinguished Service Award*.

**Hotel Management Professor Gail Sammons, '87 MS** received the *Sam & Mary Boyd Distinguished Teaching Award*.

**Professor Stowe Shoemaker**, Hotel Management Department, received the *Barrick Scholar Award*.

**Professor Bob Woods** has been named the new Department Chair for Hotel Management beginning July 1.

Food & Beverage Department, **Leah Laderas, '04** (pictured below)—Tourism & Convention Department. Award recipients were asked to invite a faculty member to attend to thank them for their support. Drea invited **Professor Lesley Johnson, '99**

**Ph.D.** Leah invited **Professor Curtis Love**, who also received a Student Focus Award at this event.



Recipients of the *UNLV Alumni Association William Paulos Hotel Scholarships* were **Kimberly Foley, junior, Greg Miller, senior, and Yukiko Takagi, senior**. **William Paulos, '69** is a committed donor and supporter of UNLV and its various programs. Kimberly invited **Professor Ellis Norman** and Yukiko invited **Professor Gail Sammons, '87 MS**.

## STUDENT CONGRATULATIONS

The **21st Annual UNLV Alumni Association Mitzi Hughes Scholarship Recognition Luncheon** was held on April 10 to recognize outstanding students who received scholarships for the 2003-2004 academic year. *The Mitzi Hughes Scholarship Recipients* included **Drea Parenti, '04**—



Alumnus Bill Paulos meets the Paulos Scholarship award recipients

# Alumni Updates

## The 1970s

**Joseph V. Baldini, '70** After spending 20 years in the Food and Beverage industry, Joseph moved to Portland, OR and then Tacoma, WA and pursued careers in other fields. Presently he is a parts service manager. He also spent 7 years involved with the Puget Sound Chapter of the National Association of Investor Clubs. He is married with two sons, a daughter-in-law and one grandson.

## The 1980s

**John Maksimik, '80** John works for Orgill/Singer & Associates and recently earned the Certified Risk Manager designation from Certified Risk Managers International.

**Edward Chaaya, '81** Upon his graduation, Edward was appointed as a corporate trainee with Hyatt International. He has spent most of his career with Hyatt and other international chains in Dubai United Arab Emirates. Presently, he is the General Manager for Holiday Inn Resort Safaga City Red Sea Egypt.

**Ron Shratter, '83** Ron is president of Elite Hospitality Group, an executive recruiting firm in Atlanta, GA specializing in the Hospitality Industry. He can be reached at EHGroup@aol.com.

**Lee Brucks, '84** Lee also holds an AS degree in computer science from Hesser Community College and just completed his MBA at Rivier College in New Hampshire. He and his wife Cathy have two children, Austin and Carissa, and reside in Nashua, New Hampshire. He works for BAE Systems in the Business Management Division.

**Sharon Flax Mars, '84** Sharon lives in the British Virgin Islands and works as the Rooms Division Manager for the Little Dix Bay Resort. She also owns and operates a company called Tropix Limited, a vacation home/villa property management company. This company also provides location services for photo shoots, commercials, and movies.

**Tony Santo, '84** Tony, a 22-year veteran of the gaming industry, was recently named Senior Vice President of Park Place Entertainment Corporation's Western and Mid-South regions.

In this role, he oversees the operations of a dozen Park Place casino resorts in Nevada, Mississippi, Indiana and Louisiana. Tony is also a member of the Harrah Hotel College Alumni Board.

**Andrew Meckler, '86 MS** Andrew was named tavern operations director of Timbers Hospitality Group, the company operating seven Southern Nevada Timbers Bar and Grill Restaurants.

**Timothy Morrissey, '86** Timothy has worked for the State of Nevada for 10 years and has been in supervision for three and a half years. He supervises the Southern Nevada Adjudication section in Las Vegas, which is part of the Department of Employment, Training, and Rehabilitation and the Employment Security Division.

**Greg Schall, '86** Greg, who resides in New York, is the VP of Lodging for Stuart Dean Company, the largest restoration and maintenance company in the industry.

## The 1990s

**Christian E. Hardigree, '93** Christian currently teaches courses in the Harrah Hotel College, including Hospitality Law (401) and Labor Management Relations (408). She will be starting a new Hospitality Employment Law (402) class in the Fall. She also practices law with the law firm of Parnell & Associates, mainly from a civil defense perspective.

**Jarrett Kratchman, '93** Jarrett opened the Ritz-Carlton New York, Central Park as Director of Finance and Quality. His first child, named Alyson Brook Kratchman, was born in June 2003.

**Joseph Miller, '94** Joseph is the Director of Business Development for Infosys Corporation. He is a specialist for business critical application and infrastructure management and currently lives in West Hills, California.

**Brad Packer, '95** Brad is the Director of Public Relations for Noble Hotels and Resorts, with properties across the country. Before moving to Florida in 2001, he was the Public Relations Manager for The Venetian Resort Hotel Casino.

**Bryan Page, '95** Page Wine Cellar's 1999 Page Red Table Wine recently received a score of 93 in the May issue of Wine Enthusiast. While at UNLV, Bryan, owner of Page Wine Cellar, was very active in the Food and Beverage department, chef of the Wine Club, and taught in the Summer Studies in Switzerland program for two years.

**Gregory Dye, '96** Gregory was promoted to field craftsman by Las Vegas Handyman, Inc. His duties will include residential repairs, carpentry, plumbing, electrical work and various other services.

**Wanda Jong Lewis, '98** Wanda recently moved to Palm Springs, CA. She can be reached at wjonglewis@yahoo.com.

**Chris Smith, '98** Chris is the Internal Communications partner in the Human Resources department at Harrah's Rincon Casino in Valley Center, California. In this role, he handles employee relations issues, benefits, recruiting, training and development, and communications. He recently received the Company Chairman's award for outstanding team performance in 2002.

**Brad Mark, '99** was elected to the board of directors for The Las Vegas Speedway Children's Charities.

## The 2000s

**Amy Byro, '00** Amy has been a pastry chef at the Rincon Casino Resort in San Diego for just about 6 months and had the opportunity to help open this new resort. Previously, Amy worked for the Rio in Las Vegas.

**Hanako Nagano, '00** Hanako currently works at the St. Regis Monarch Beach Resort and Spa in Dana Point, CA where she is the Housekeeping Manager. She lives in Aliso Viejo and hopes to move back to Las Vegas in the future.

**Irma Jamin, '01** Irma was recently recognized as the "Employee of the Year" by the Le Meridien Chicago. This recognition includes an opportunity to attend a special company conference overseas to represent the Le Meridien Chicago.

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Yes, Bob did get that plane he dreamed about off the ground. In fact, he now owns an air shuttle service in the Bahamas . . . and he flies his old classmates for half fare!

## Wondering what your classmates are doing now?

Find out all about your friends and classmates in the upcoming Alumni Directory. This exciting and invaluable resource will include personal, academic and business information about our graduates. Don't miss your opportunity to be part of this important project. When you receive your directory questionnaire, take a few minutes to update your information — and be sure your friends will know what's happening with you.

It's not too late to purchase your UNLV Harrah Hotel College Alumni Directory. Find out where all your college friends are these days. Orders are being accepted until early September. Please contact the Directory Customer Service department at (800) 877-6554 to place an order.

## Dean's Associates Roll of Honor

Created in 2002, Dean's Associate members of the Harrah Hotel College provide a much-needed, ongoing source of unrestricted revenue for the College. We are pleased to recognize these founding members who have made contributions during this fiscal year:

### Dean's Associates Gold

*William P. McBeath '87*

*GES Exposition Services*

*The Williams Foundation*

### Dean's Associates Bronze

*George and Linda Baggott*

*Ballard Spahr Andrews & Ingersoll*

*Richard and Andrea Goeglein*

*Stuart and Doreen Mann*

*Dean and Peggy McClain*

*Paul and Kathy Mullen*

*Robert Murray*

*Linda Novey Enterprises*

*RCI Consulting*

*Dr. Gail Sammons '87 MS*

*Dr. Skip Swerdlow*

*Dr. Cheri Young and*

*Dr. David Corsun*

*Deborah Young and*

*Michael Green*

### Dean's Associates Silver

*Tola and Marcia Chin*

*Fleming's Prime Steakhouse &  
Wine Bar/Roy's Restaurants*

*Konami Gaming*

For more information, please contact Deborah Young, Director of Development, at (702) 895-3148 or [dyoung@ccmail.nevada.edu](mailto:dyoung@ccmail.nevada.edu).