

2003

## Premier

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## Class of 2003 Doctoral Students' Job Search Pays Off

This year, the Harrah Hotel College was pleased to announce the graduation of six doctoral students. This is a rather large number to come out of one college simultaneously and with their focus on education rather than on working in the industry, it meant that they were competing for many of the same positions across the country and around the world. The six students – **Sandy Chen, Mehmet Erdem, Clark Kincaid, Carola Raab, Emmett Steed, and Dina Zemke** – spent the summer completing their dissertations and will report to their new posts this fall.

"Our Ph.D. graduates are mostly interested in academic positions," said Dean Stuart Mann. "Few work in the field and that makes their job searches more difficult. Because they're graduating from a top university, they seek jobs from universities along that same tier. There are plentiful jobs out there but not at full-time, research universities with graduate-level programs."

"I'm pleased to say that our graduates fare

well within the competition with other schools like Penn State, Cornell and Purdue," continued Dean Mann. "Our students are being placed in excellent positions. Some would really like to stay and teach at UNLV but we try to discourage that. We would rather go outside our own student base to add to the richness and knowledge of our graduate population...however, sometimes we are not able to find more qualified candidates than our own graduates and when that is the case, we reconsider."

Graduate Sandy Chen had originally planned to return to China upon finishing her degree but changed her mind. She will teach marketing at Central Connecticut State University this fall. "My friends encouraged me to apply for any appropriate jobs in the academic world that came open," said Chen. "I was invited to two interviews in March and received two offers at nearly the same time!



Clark Kincaid will teach in the college this year.

Luckily, I did not have that hard of a time finding a position. I did learn what an excellent reputation the Hotel College has by going on these interviews."

Clark Kincaid received a one-year faculty appointment within the Harrah Hotel College. "I'm not a typical

Ph.D. student," said Kincaid. "I'm a little older and have a family and my wife and I had made a decision that we wanted to stay in Southern Nevada. I had already lined up an adjunct teaching position within the College and was going to work at the new Cordon Bleu cooking school here in town." Clark ended up declining the Cordon Bleu job once he found out he would be teaching four classes in the Harrah Hotel College this fall.

Graduate Emmett Steed will be moving to  
See "Job Search" on page 4

## Owners of ConvExx Give Back to College In More Ways than One

Susan and Chuck Schwartz believe in giving back to the community. For the successful owners of the trade show management company ConvExx, that means becoming involved with the Harrah Hotel College on a number of levels: providing scholarship funds to deserving students, teaching a variety of courses within the college, and employing graduates of the school.

"We first became involved in UNLV through Patti Shock," said Susan Schwartz. "We knew her through IAEM (International Association for Exhibition Management) and Chuck and I had done



Chuck and Susan Schwartz

guest lecturing in her classes." To date, Susan has been teaching courses within the College for nearly six years and has no plans of stopping in the immediate future.

It is no surprise then that the Schwartz's have always been supportive of education. When Chuck's mother passed away a few years ago, they were able to establish the Rose Schwartz Scholarship in her name through the College's Department of Tourism and Convention Administration.

"We're very fortunate that we were able to set up this scholarship," said Susan. "We have been very blessed by the industry and want to help others get their start. We've been pleased to see the high quality of students that have received the award."

See, "ConvExx" on page 3



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## DEAN'S MESSAGE

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

"Wow, that is some list of advisors!" I hear this from so many of you that look at the panel next to this column. They ask how we have gotten so many impressive individuals to take time from their own busy schedules to work with UNLV. What they don't know is that in addition to the time expenditure, these folks also pay many hundreds of dollars each year out of their own pockets to make the trip to Las Vegas and stay in hotels here, in order to be at our meetings. We are thrilled to be able to list such prominent individuals as our advisors. We are privileged to have them sit with us twice a year and express their thoughts about the direction of the College.

While each of our advisors knows how much I personally appreciate their participation and activities with our board, I want to take this opportunity to publicly thank them for their contributions. Although there is no requirement for a financial contribution to the College in order to be an advisory board member, many board members have also become members of the Dean's Associates through their financial support. The conviction of purpose and the commitment to UNLV is very much appreciated by all of us and we want the members of our advisory board to know that.

In addition to time and money, the ideas and directions suggested by the board have been invaluable. We have had several sessions wherein students participated with the board. The comments returned from the students were that they were very grateful for the opportunity and many felt in awe of the status achieved by the board members. It is important for the students to understand something about the careers of our board through the columns that they write for *Premier* and to learn that they can excel in their careers through hard work and dedication to their jobs and maybe a little good fortune here and there.

The board members have commented on our action plan to achieve our strategic goals and have offered valuable insight into how we might quickly move forward. They have assisted in giving us a better understanding of how we are viewed from those outside of the university and how we might improve our marketing efforts. They have offered important and critical comments on our curricula and suggested changes to improve our offerings. For all of these interactions, we are most grateful.

While it is gratifying to receive such thoughtful advice from our advisory board, it is also quite nice to know that we are able give back when asked to provide

advice to the industry. Many of us are asked to interact with the industry in many different ways and we are pleased to supply knowledge that can be helpful.

Recently, MGM MIRAGE asked us to participate in their Leadership Institute for middle managers. About fifteen managers from MGM Grand completed the institute last year and another fifteen are engaged this year from both MGM Grand and their sister property, New York-New York. These managers are being groomed to ascend into the upper levels of management in the corporation.

The institute director asked me and Professor Andy Feinstein to present a half-day session to the group that would mimic what we do as part of a capstone class we teach to our seniors just prior to their graduation. The experience is a computer simulation of the management of a hotel property. Participants make decisions typical of what would occur in a hotel while competing against the computer-based decision-making being done for four other hotels. The simulation allows for the compression of several years of real time into four hours of simulated time and decision-making. While trying to achieve market share and a strong bottom line, the primary outcome of the session is for the participant to get a sense of the interdependency of one department's actions on all other departments of the hotel. As a result of our presentation to these MGM MIRAGE Leadership Institute participants, we have been asked to make many more similar presentations to other managers of the corporation.

This description is typical of the type of requests we receive and how we hope to encourage our community and industry interactions. We want to be able to have the local industry provide for work experiences, internships, mentoring, and career opportunities for our students. We want the local casino hotels to be able to provide our faculty and graduate students with opportunities for research and study leading to improving the state of the hospitality industry. And in turn, we hope to be able to give back to them information of substance that can be used immediately to help their businesses.

It is pleasing to note that we have enjoyed a partnership locally that is excellent in all regards. The benefits of an outstanding local university and an outstanding local industry have been mutual. Our anticipation is that this relationship will build and continue to be a source of satisfaction to both UNLV and the industries we serve.

# UNLVino 2003: One of the Finest

Mohsen Azizoltani, '93 M.S.

Director of UNLVino, Lecturer, Food and Beverage Department

UNLVino 2003 will be remembered as one of the College's best events in the past 29 years. This year, approximately 8,500 people attended UNLVino and enjoyed over 120 wine brands of about 500 different varieties, as well as plenty of fine food. Four of our distinguished faculty members - Chef Jean Hertzman, Chef Claude Lambertz, Dr. David Corsun, and Dr. Billy Bai - and myself, as the event's director, worked with 650 students who volunteered to plan and execute UNLVino. This year's event generated over \$100,000, which will benefit the William F. Harrah College of Hotel Administration.

UNLVino, the largest single-day wine tasting event in the world, gives students not only financial support for their academic endeavors, but an invaluable hands-on experience that could not be acquired any other way. Our committed student-volunteers are a major factor in the overall success of the affair. Students not only benefited by coordinating the logistics required to prepare for UNLVino, but also had fun while learning about the wines they were pouring.

In addition to the wine tasting activities, an impressive display of fine, rare wines and artwork generated unprecedented revenue as compared to the auctions of previous years. Another event, the well-



**The UNLVino management team of students and faculty take a moment to commemorate the day.**



**A student shares information about the wine she is pouring.**

attended alumni brunch, held just before the main UNLVino event, made many of us smile by the great deal of support provided by many familiar faces.

Students were also able to volunteer for two other unique events, which also benefited the Harrah Hotel College. Kerry Simon's Bubble-licious champagne tasting was held on Thursday, April 24 and the Auss-Some Australian BBQ and Wine Tasting was held on April 25.

Mark your calendars! **Saturday, May 1st, has been selected for UNLVino 2004.** It will be a celebration of the 30th anniversary of this extremely popular event and will be held once again at Las Vegas Paris Hotel and Casino.

On a personal note, for the past eight years it has been professionally satisfying and rewarding to me, as UNLVino's director, to see the students at the end of an exhausting day, tired but rewarded about the educational experience gained from the overall event. I am looking forward to UNLVino 2004 with great expectations.



**The wine auction is an annual event, anticipated by many.**



**Mike Severino of Southern Wine & Spirits celebrates another successful year with Mohsen Azizoltani, Director of UNLVino**

*“Students not only benefited by coordinating the logistics required to prepare for UNLVino, but also had fun while learning about the wines they were pouring.”*

from “ConvExx” on page 1

The Schwartz's company ConvExx is a full service show organizing company whose founders have many years of experience producing outstanding and award-winning events worldwide. The show management expertise of the ConvExx team includes attendance marketing, exhibit space and sponsorship sales, logistics and operations, registration, education and conference planning and housing and travel arrangements.

ConvExx currently employs 22 staff members, two of whom, including their son Jeff Schwartz, '98, are graduates of the Harrah Hotel College. “We like to hire these graduates because we know that they have received an

excellent education. We were very impressed by the knowledge and skills that the College provided to Jeff,” said Susan. “We also hire many interns from UNLV to help with the various shows we produce.”

“The industry has changed so much in recent years with the increasing availability of technology,” said Susan. “It's much easier than when we were getting our start – one of the first things we used to do when we would get to a new city was steal a phone book during the site inspection! Now we're able to get on the Internet and find virtually anything we need. We understand, though, that students still need mentors and we want to be thought of as a resource in the field.”

## PREMIER

The official newsletter of the  
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Hotel Administration

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# Why I Chose to Work in this Industry



by John F. Sweeney,  
RRP, ISHC

Executive Vice President  
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National Advisory Board  
Member

Reflecting on my work history in hospitality, I realize that I came in through the backdoor through the mixed-use application of timeshare as a component of the industry. After fifteen years in the recreational and resort property industry, focused mostly on timeshare marketing and development through my consulting company, I joined Marriott's timeshare division to head up product design, development, and construction for what is now a billion dollar division of the company. In a sense, the industry chose me – I was in the right place at the right time and had a unique set of skills.

This position brought me to Nevada in 1988 to work on the Marriott Desert Springs project. I also became involved with UNLV where I taught the first timeshare course in the Hotel College in 1999. In turn, this launched my further involvement as a member of the Harrah Hotel College National Advisory Board where I am pleased to serve.

Over time, it became readily apparent that the

timeshare project was compatible with the core hotel product and attracted and retained the same socio-economic customer. Moreover, the residual buildup of loyalty to the brand bolstered the customer base and created a new incremental source of revenue. The timing was right, the concept was established, and this new product – timeshare and its fractional interests – became a permanent part of the high-growth leisure, hospitality, and travel industry.

This shift with a major hospitality brand making a lateral entry into the timeshare industry not only changed the character and reputation of interval vacationing, but caused an avalanche or additional hospitality entrants that now include Hilton, Four Seasons, Ritz-Carlton, Hyatt, Radisson, Embassy, and multiple Starwood brands including Westin and Sheraton. In concert with changing an industry, this cascading event changed the way the world vacations and also changed my career path and life.

from "Job Search" on page 1

Cedar City, Utah to help implement a hotel management program at Southern Utah University. "I started looking for a job a little over a year ago," said Steed. "I had been in contact with San Diego State University who had just started a hotel management program. They asked me to apply but the first interview that came up was with Central Florida University. I interviewed there and then the position in Utah came available, so I interviewed there too. It proved to be a good match and I was offered the position at the end of the interview!"

He didn't accept the position right away (as he always tells his students – don't jump at the first chance, go home and think about it, discuss it with your spouse) but he did the next day.

"It's great – I love this position because I can mesh my knowledge of the industry with my academic background and hopefully fill some necessary niches." Emmett's job will involve growing the program's enrollment and teaching one class in the fall. He's currently researching what other Utah schools offer but knows the program will

focus more on hospitality management and club management.

Dina Zemke started looking into job opportunities last fall. Like the majority of the other graduates, she utilized the resources of the Chronicle of Higher Education as well as the Hospitality Educators Association. "It was a rough year for job hunting - I applied to seven opportunities and was contacted by two programs," said Zemke. "There are lots of opportunities at the community college level but not so many in the really good programs. I feel that our class has been very lucky, first of all because we all got placed and secondly, because we were all placed so well."

Zemke will begin teaching Lodging Operations and Service Operations Management this fall at the University of New Hampshire.

Another graduate, Mehmet Erdem, will commence teaching at the University of New Orleans this fall and Carola Raab is embarking on a completely different kind of adventure – she will be a faculty member at the most prestigious university in Hong Kong, The Chinese University.

# Why I Chose to Work in this Industry



by George Baggott

National Advisory Board Member

My business experience is in the supply side of the hospitality area. I am now retired from CresCor, a company (which my father founded in 1937) that sells banquet and holding equipment both nationally and internationally. My wife and part of my family now live in Henderson, Nevada and we are putting our experience to use doing consultation work by serving on advisory boards and project work within our industry.

I went into the food service industry because it had proved to be a great career for my father. When I joined CresCor, the company was really getting going – my dad was starting to work with companies like Kentucky Fried Chicken. I helped in the sales part of the company, learning about both the manufacturing and distribution processes. As someone who has seen a lot of change in the hospitality industry over the years, I encourage you to think of all the career opportunities that exist in related areas and will utilize the education you received in UNLV's great hospitality program:

- Working in the marketing department for a distributor, manufacturer representative, service-related agency or manufacturer that provides products or services to this industry.
- Working as a project coordinator for a facility design

firm that consults to the industry. In this same arena is the management consultant that can work on hospitality projects from the beginning stages through their completion.

- Being a trainer of personnel in the industry to bridge the gap between food service equipment, preparation and the presentation and service needed for an outstanding dining experience.

This industry is going through a great deal of change behind the scenes...the more knowledgeable the new entrée person in this industry, the better the industry will become.

As the industry becomes more complicated with the addition of technological advances like remote monitoring, education takes on a more important role. Through knowledgeable and experienced workers, the industry will be able to continue providing great experiences to customers while also stimulating growth.

UNLV is unique as to the area of the country where it is located as well as the progressive attitude of thinking differently in these changing times. I was pleased to join the advisory board as my interest in it lies in a couple of areas: (a) to learn what is taught to the students and future purchasers of products, and (b) to learn what educational and career needs could help in the supply side of our industry.

## UNLV Delegation Visits Greece

In May 2003 the Harrah Hotel College had the pleasure of sending the first American delegation overseas to represent UNLV and the United States in the 18th Annual International Tourism Conference, hosted in Chalkidiki, Greece. The International Tourism Conference (ITC) is a forum that brings together hospitality students from all over the world to discuss and analyze vital topics within the tourism industry. The United States was one of ten countries selected to send student delegations; other participants included France, Germany, Sweden, Finland, Spain, Portugal, Cuba, the Netherlands, and Greece.

Professor Mohsen Azizoltani and Dr. Audrey McCool from the UNLV Food & Beverage Department personally selected five students to represent the University and the College; Aja Beard, Gaye Coté, Leah Laderas, Nick Smieszek, and Yasha Sack. Each student was required to submit an application that included a sample of their writing and their GPA to ensure they would be capable of handling the academic challenges this conference would demand.

The topic of the conference challenged each student

delegation to discuss the development of "Heritage Tourism" within their country. This topic would be applied to a heritage site chosen from the delegation's home

country using the United Nations Educational, Scientific and Cultural Organization's (UNESCO) identified World Heritage Site list. The American delegation chose the Grand Canyon National Park in Arizona.

The call for papers required the students to develop a S.W.O.T. analysis in a research paper. This paper also included an assessment of the development of tourism, identified best practices, and recommended future actions using primary and secondary data. After the papers were submitted, the organizing committee chose the best three papers for presentation to the entire conference. After months of hard work, the American delegation received notice their Grand Canyon paper was to be presented as

See "Greece" on page 10



The UNLV delegation celebrates their last night in Greece.

*"I encourage you to think of all the career opportunities in new related areas for the graduate from a great hospitality program like that offered at UNLV."*

*"The International Tourism Conference (ITC) is a forum that brings together hospitality students from all over the world to discuss and analyze vital topics within the tourism industry."*

## Support Our Students!

The following themed meals are presented as part of the Quality Food Management course (FAB 467). Students must prove they can really do the job. They will plan, perfect, cook and serve your meal as if they were operating their own restaurant. Our students look forward to an opportunity to have you as their guest in the newly renovated Boyd Dining Room.

## Lunch Series

Boyd Dining Room,  
Beam Hall  
11:00 a.m. – 2:00 p.m.

October 15  
*Theme to be announced*  
October 22  
*Panda Express*  
November 5  
*Theme to be announced*  
November 12  
*Theme to be announced*

Seating available on a walk-in basis only. For groups of 10 or more, please call Judy Feliz at 702-895-1330.

## TRAVEL TALK: Stan Bromley

Last year Hotels magazine named Stan Bromley the Independent Hotelier of the World. Esquire has called him the best hotel manager in the United States. At a posh property like the Four Seasons San Francisco, an outstanding general manager is expected. But Bromley, who runs the hotel, is beyond outstanding: He's likely the best.

Q: What is the role of a truly great hotel manager?

A: To be a cheerleader to employees, a businessperson, and a butler.

Q: What's your favorite aspect of this job?

A: Knowing that guests are happy.

Q: How do you know if your guests are happy?

A: As soon as they look up, I say hello. I can tell if they're content from their responses and the looks on their faces. I interrogate them. I ask them if their towels were fluffy and thirsty.

Q: It sounds like you're a little bit obsessive about detail.

A: I bring a new dimension to the word obsessive.

Q: What makes a good hotel guest?

A: When things are good, they let us know. And when things are bad, they let us know.

Q: How do you handle complaints?

A: We fix them. We try to make everything right.

Q: What was your worst-ever hotel experience?

A: From

beginning to end, no one cared.

Whenever I asked for something, it was like they were doing me a favor.

Q: Besides the Four Seasons, what is your favorite place to stay?

A: Anywhere but in a hotel. At a hotel, I can't relax. I'm working. If I notice something a hotel isn't doing right, I have to ask myself, are we doing that?

By Amy Graff, Reprinted with permission from VIA Magazine, July/August 2003 issue.

Stan Bromley is a member of the Dean's National Advisory Board.



Stan Bromley

## Students Receive a Salute to Excellence

The National Restaurant Association Educational Foundation's (NRAEF) 16th annual Salute to Excellence was held on May 17. Each year, this event is held during the National Restaurant Association Show in Chicago. Industry executives, leading educators, and exceptional students participate from more than 100 restaurant management and culinary arts programs from across the country.

Harrah Hotel College graduating seniors Nick Strohecker, '03 and Alec

Pinkston, '03, were selected to represent UNLV at the Salute to Excellence Forum. This day consisted of meeting and learning from the industry's top professionals through presentations, group activities and an industry career fair.

There were many activities during the day, and from those, Alec noted, "the open forum part of the Salute to Excellence allowed me a fantastic opportunity to meet Van Eure, the owner of the Angus Barn. She is an outstanding lady in many ways and a great role model for the industry."

Although you wouldn't have known by the

excitement in their eyes, both Alec and Nick missed their graduation ceremony to be in Chicago for this



Alec Pinkston and Nick Strohecker show off their Salute to Excellence medals.

event. But that didn't stop them from reflecting back on their college career and the people who helped them succeed. "It would be impossible to name just one person, but some of the biggest influences on my college career would have to be Dr. Wanda Costen, Mr. Adam Carmer and Chef Jean Hertzman. They really are very dedicated to the development of their students and for that I owe them a debt of

gratitude. Certainly the most I have ever learned in one class was during Cost Control with Dr. Donald Bell - I think that you get smarter just being around him," said Alec.

Alec and Nick are not only the best of friends, but also the best of co-workers, as both accepted positions with J. Alexander's restaurant in Chicago. As participants in the extensive management-training program, Alec has found it is a wonderful company. Alec commented, "There isn't a single day that I don't apply the knowledge that I gained through the program at UNLV and the experience of working in Las Vegas.

# FROM THE LEGAL FRONT: Wage and Hour Cases Plague Foodservice Industry – Little Relief in Sight

**Bill Werner**  
Assistant Professor, Hotel Management

For years, the United States Department of Labor (DOL) has had the foodservice industry on its “Most Wanted” list for violations of minimum wage, child labor, and overtime laws. Fast food and family restaurants in particular are cited and/or sued for wage and hour violations more frequently than just about any other comparable segment of American business. Recently, the DOL has doubled its enforcement activities in such cases, so the recent rash of high-profile cases against foodservice businesses may come as little surprise to industry veterans.

Even so, wage and hour cases are still considered among the least threatening of all the various sorts of employment litigation, mostly because the damages available to the employee are capped. In the most egregious minimum wage or overtime case, the award might be double or even triple the amount of due and unpaid wages and it might even include interest and court costs and attorneys’ fees, but it cannot include general or punitive damages – the stuff of huge jury verdicts. One case is just not very likely to be financially significant. If that one claim, however, is based on a payroll or management error that applied to many employees in similar circumstances, the result can be a major class action, multiplying the company’s losses by the number of employees (current and former) who agree to join the case.

A quick look at the errors (presumed innocent for these purposes) underlying some of the recent wage and hour litigation against the foodservice industry reveals a few very simple ways to avoid becoming the next victim. While there are many different aspects of wage and hour law involved in these cases, the most common in the industry seems to be the misclassification of employees as salaried when they legally are not, which results in a large back-overtime award because the employee does not meet all the criteria for exemption from overtime. The prominence of this problem is highlighted by the startling fact that the plaintiffs in all of these cases have been managers.

## Mistake Number 1: Docking Managers’ Pay

The first element of any overtime exemption is the payment of a “salary”, which is defined in the law as a fixed amount of pay for a fixed pay period. When deductions are made from a manager’s salary, whether they are for lost work hours or cash shortages, the employee’s “salary” basis is threatened.

This was the problem behind an action filed by Shoney’s general managers and assistant GM’s nationwide last year. The case settled for \$19 million, which included back overtime for managers who had never even had a

shortage taken out of their check for any reason. The same thing happened with Sbarro, which paid out over \$3 million to its store managers. Because the policy of deducting shortages applied to all the employees, they all lost their exempt status since they were not paid a true “salary”. All of them were thus entitled to the back overtime pay.

## Mistake Number 2: Working Managers

No newsletter in the world provides enough space to explain in detail the “primary duty” element of an overtime exemption. Suffice it to say that when a salaried manager spends the majority of his or her time performing non-management work, the overtime exemption is very likely gone. Waffle House unit managers, for example, recently proved that they actually spent more time cooking, serving, and clearing tables than they did managing the stores. The court found that their primary duty was not management and awarded almost \$3 million in back wages.

The working manager is even more common in fast food settings, and so is the recent overtime litigation. Cinnabon (\$1.5 million), Einstein Bros. (\$500,000), Starbucks (\$18 million), and Taco Bell (\$9 million) have been the most publicized cases and all based on exactly the same violation. The managers and assistant managers were paid a flat salary, but spent the majority of their time doing the same work as all the other employees. Most of the settlements and judgments also included agreements by the company to either change their management structure or pay the managers an hourly wage and overtime.

## What To Do

The rules of overtime exemptions are far more complex than they are represented here and legal advice will be necessary in some cases to reach a confident conclusion that an employee is legally exempt from overtime pay requirements. As the above cases demonstrate, however, two simple rules might save you several million dollars:

Whenever you deduct money from a manager’s salary for anything other than taxes, social security, or benefits, you may be destroying his or her exempt status for good. Check with legal counsel before deducting the money.

Managers who do not spend most of their time managing are usually not exempt from overtime pay requirements. Review the duties of managers to make sure that they are truly managing.

Finally, businesses must be especially mindful of company policies and practices that may affect many employees in the same way, like in all the above cases. One mistake with one employee will not cause any devastating loss, but when the mistake applies to many employees, it becomes a simple matter of multiplication.

*“While there are many different aspects of wage and hour law involved in these cases, the most common in the industry seems to be the misclassification of employees as salaried when they legally are not, which results in a large back-overtime award because the employee does not meet all the criteria for exemption from overtime.”*

## Alumni Reunite in Chicago

In 1969, the first graduating class of the college said goodbye to each other and to the campus as they started their careers—not knowing where their lives would take them. Little did **Pat Moreo, '69**, and **Dale Bowes, '69**, know that it would be 34 years before they would see each other again—unexpectedly in Chicago at the



**Pat Moreo and Dale Bowes reunite for the first time since graduating in 1969.**

UNLV alumni reception, held on the occasion of the National Restaurant Association Show on May 18, 2003.

Dale is currently self-employed with Custom Woodwork in St. Peters,

Missouri and Pat is Professor and Director of the School of Hotel and Restaurant Administration at Oklahoma

State University. Both took the opportunity to catch up with each other during this festive occasion.

The reception was held for the second year at Le Meridien Chicago, with convenient proximity to the *magnificent mile* in the heart of Chicago. Local Chicago alumni took this opportunity to meet each other and decided to start an alumni club for UNLV. Their primary purpose will be to connect with fellow alumni and assist in networking and social opportunities. For more information, please contact Stephanie Fisher at [sfisher@mortons.com](mailto:sfisher@mortons.com).



**A group of Chicago alumni create an alumni club for social and networking opportunities.**

### Friends of Nevada Dinner

Wednesday, October 26, 6:00 p.m.

The Food & Beverage Department's second annual "Friends of Nevada" dinner will benefit the Poverello House homeless shelters. The deluxe gourmet tasting stations will feature recipes from your favorite Nevada politicians. Price is \$60 per person, which includes dinner, open bar, specialty-selected wines and entertainment.

For reservations, please call Judy Feliz at 702-895-1330. Major credit cards and checks are accepted. Reserve early as seating is limited.

In the Franciscan tradition, Poverello House offers regular daytime hospitality to homeless men in a homelike environment that respects their human dignity. A non-profit [501 (c)(3)] organization, Poverello House offers laundry facilities, showers, home cooked meals, beds to nap in, and a place to sit and relax in their large, enclosed back yard.

## LVIHRS Links Education to Industry



**While representing UNLV at the show, Prof. Brian Tyrrell and student Stephen Denny (right) talk with current students Ricci Bordwell and Stephanie Filson, who were attending the show.**

The Las Vegas International Hotel & Restaurant Show (June 18-19) provided a venue for the College to promote our hotel administration and food and beverage degree programs including the one-year-old professional golf management program.

This year's show was a great success due to the partnership developed among the Nevada Hotel & Lodging Association (NH&LA), Nevada Restaurant Association (NRA), American Hotel and Lodging Association (AH&LA), New York State Hospitality & Tourism Association (NYSHTA), and Hotel Association of New York City (HANYC). This partnership helped



**During the alumni reception, held at Gordon Biersch Brewery Restaurant on June 18, Dean Stuart Mann and Carlos Silva, '92, of Memphis Championship BBQ, enjoy a specialty drink made with Montecristo Rum (the company is owned by UNLV alumni). In addition to the hosted alumni reception, alumni had access to a VIP show entry and discounted tickets to the Epicurean Affair.**

to increase member activities and participation in the annual event.

The College would like to thank **Van Heffner**, President and CEO of the NH&LA and NRA and member of the Dean's National Advisory Board, for his outstanding leadership of this event as well as his ongoing support of the college.

# New Book Spans Career of Prominent UNLV Gaming Professor

A new book detailing the career of Shannon Bybee, professor and executive director of UNLV's International Gaming Institute, was published this month by Pearson Custom Publishing. Colleagues and friends of Shannon Bybee gathered at a reception at the Stan Fulton Building earlier this year to celebrate the publication of the book, "Shannon Bybee: Evidence of a Serendipitous Career in Gaming," which includes a collection of articles, speeches, and presentations written by Bybee during his 33-year career in the gaming industry.

Arranged in six sections, the book covers a wide variety of topics, from the history of the gaming industry to the management and regulatory practices of casino operations to the issue of problem gambling. Also included in the book are examples of Bybee's commitment to civic participation as well as an overview of education and employment prospects for future gaming executives.

"This book contains a diverse sample of the work Dr. Bybee has shared with his many colleagues and students during his long career," said Dina Marie Zemke, a recent Ph.D. graduate in UNLV's William F. Harrah College of Hotel Administration and editor of the book. "Each selection contains powerful information that every gaming practitioner, regulator, and student can use."

"Shannon Bybee has made many contributions to the industry and education throughout his career," said Stuart Mann, dean of the College of Hotel Administration. "We

are pleased to be able to play a small role in seeing that his written contributions are being made available in a compact format so that students and others can profit from them in the years to come."

Bybee currently serves as the executive director of UNLV's International Gaming Institute and is also a visiting professor at the William S. Boyd School of Law.

Prior to his appointment at UNLV in August 1994, Bybee worked for more than 20 years in the private sector, serving as president and chief operating officer of United Gaming Inc. (now Alliance Gaming Corp.); chief executive officer and chairman of the board of the Claridge Casino Hotel, Atlantic City; senior vice president of Golden Nugget, Inc. (now MGM MIRAGE); and president of Golden Nugget Atlantic City Corp., which operated the Golden Nugget Casino Hotel in Atlantic City. He also served on the Nevada Gaming Control Board for more than four years and has practiced law in the state of Nevada, with a specialty in gaming regulatory issues.

The book, which was supported in part by a grant from the Ace Denken Company of Tokyo, Japan, can be purchased for \$55 at UNLV's International Gaming Institute, or by calling (702) 895-3903.



Shannon Bybee

*"Shannon Bybee has made many contributions to the industry and education throughout his career."*

## Lecturer George Lewis Remembered

George Lewis, Jr., 47, died on June 28, 2003. He taught gaming protection courses in the Harrah Hotel College as well as at the Community College. George owned G&G Surveillance Specialist Inc. and was the author of "Casino Surveillance, The Eye that Never Blinks." He was also a private investigator for undercover operations in casinos.



"George will be remembered for his many contributions to the Harrah Hotel College, our students, and the gaming industry. He will be missed by all," said Stuart Mann, dean of the college.

## Doctoral Student Shares Her Findings with Latina Entrepreneurs

Rachel Shinnar, a Ph.D. candidate in the Harrah Hotel College, recently spoke at the Latina Style Business Series held at the MGM Grand. This is an ongoing seminar series designed to assist Latina entrepreneurs. The seminar provides Latina entrepreneurs with strategies and tools to start their own business or make their existing one more successful. To date, over 4000 Latina business owners in 24 cities have attended the program.

Over 100 participants attended the event, which featured presenters from Citibank, U.S. Small Business Administration, State Farm Insurance, and the U.S.

Department of Energy. Opening remarks by Las Vegas Mayor Oscar Goodman welcomed the growth of minority business in Las Vegas.

The Hispanic community is growing rapidly in the valley and so are the numbers of Hispanic owned businesses. Rachel presented the findings of a research project on foreign-born Hispanic entrepreneurs in Las Vegas conducted in the summer of 2002. This study was conducted through the support of an ARI (Applied Research Initiative) grant awarded to Dr. Cheri Young, faculty member in the Harrah Hotel College.

## Principal Investigators Receive Grant:



**Deborah Barrash,**  
assistant professor



**Jean Hertzman,**  
chef instructor



**Lesley Johnson,**  
assistant professor

# Congratulations

**Senior Aja Beard** was selected by the TIA (Travel Industry Association of America) Foundation Board of Directors to receive the Ronald H. Brown Memorial Scholarship. The formal presentation of Aja's award will be given during the TIA Marketing Outlook Forum in October 2003 in Austin, TX.



**Aja Beard**

**Senior Mary Fanok** received the second annual Roger D. LaForte Scholarship from the TSEA (Trade Show Exhibitors Association) Foundation. The purpose of this scholarship is to encourage higher education in the field of exhibit management, develop qualified exhibit industry professionals and create a greater academic awareness of this career field. Mary's award was presented in July at the TS2 Super Session in Washington, DC.

**Department Chairperson Patti Shock** (Tourism and Convention Administration) was recently selected by Tradeshow Week's magazine as one of the "Power Pack 100." This was a survey of the 100 most influential people in the North American trade show industry. Announced in July, the list included a dozen local Las Vegas leaders as selected by staff members of the Los Angeles-based trade magazine.

Shock has made many 'top' industry lists because she is widely recognized for bringing convention education into the academic environment starting in the late 1970s at Georgia State University. Many colleges have followed

suit, but UNLV has the largest and most prestigious convention program in the world. Shock has been at UNLV for over 15 years. Others named to this year's list include **Manny Cortez**, president and chief executive officer of the Las Vegas Convention Center and **Paul Dykstra**, president and CEO of GES Exposition Services.

Three faculty members in UNLV's William F. Harrah College of Hotel Administration have received a \$75,000 grant from the U.S. Department of Agriculture (USDA) to study the safety of food handling practices in the catering industry.

Assistant professors **Deborah Barrash** and **Lesley Johnson**, along with chef instructor **Jean Hertzman**, will serve as the principal investigators on the research, which will examine how food is handled during the preparation, transportation, and service at catered functions.

During the two-year project, they will work with undergraduate and graduate students from the college to test and observe employees from more than 70 local catering firms on their knowledge and practice of safe food handling procedures.

Once the study is complete, the results will be used to develop educational materials specifically designed for catering employees. These materials, which will be produced in both English and Spanish, will include training plans, instructional materials, and short tests, which will be available both in print and on the web.

Additional faculty involved with this research include **Patti Shock**, **Stowe Shoemaker**, **Christian Hardigree**, and **Carl Brandenmeier**, Ph.D. Student.

from "Greece" on page 5

one of the top three!

The conference also required each delegation to set up market stalls to present their country and institution. The American delegation worked vigorously to gather posters, pictures, giveaways, and literature to convey an accurate depiction of their Las Vegas home. As other countries provided different food and drink, the American delegation passed out dice, cards, and posters in front of a panoramic picture of the Las Vegas Strip. Numerous pictures of the UNLV campus and the American flag accompanied the Las Vegas theme.

*"We dove completely into this project by doing our best to collect primary data which included a helicopter tour of the Grand Canyon. We also managed to rename a group study room in the Lied Library for our all-nighters and sacrificed three months of our social life to meet the deadlines. For me, these sacrifices were minimal compared to the opportunity to travel outside my country for the first time and to meet other students involved in similar hospitality programs."*

– Aja Beard

The three-day conference included guest speakers, workshops, and an awards ceremony and dinner. Overall, the paper was well received, proudly placing third for the best paper. At the end of the conference the students



**Conference attendees pose on the slope of Mt. Olympus.**

took a tour of Mt. Olympus and enjoyed one last traditional Greek meal, stuffing themselves with Greek salad, souvlakia, and lamb.

*"We study hospitality every day in class, and there's no question that we have one of the top programs in the world. But there is no substitute for actually living the hospitality of another country. Joining this conference reminded us of our passion for the*

*industry and enabled us to share it with others who have the same passion."*

– Leah Laderas

The American delegation made a strong enough impression to warrant a permanent invitation to this conference, which will be hosted in Finland next year with the hopes of bringing it to Las Vegas in 2005.

– Aja Beard, Class of 2004

– Leah Laderas, Class of 2004

To see the students work online, please visit:  
<http://users.forthnet.gr/the/vangel/papers.htm>

# ALUMNI Updates

## The 1970s

**Michael D. Boyd, '79** Michael is the Assistant Director of Volunteer Services at Methodist Hospital in San Antonio, TX

## The 1980s

**Norman (Joe) Ferrando, '87** After years of being the proud owner of a deli and catering business, Joe has found a fantastic life as a Real Estate Finance Consultant, AKA (Loan Office) in Northern California. He specializes in FORWARD and REVERSE Mortgages and he can provide special benefits to UNLV Alumni. Please contact Joe at [jferrando@adventmortgage.com](mailto:jferrando@adventmortgage.com).

## The 1990s

**Jesus Andres Figuereo Baez, '90 M.S.** Jesus currently lives in Santo Domingo, Dominican Republic and is the General Manager of Matudelca, a company that distributes gaming machines to sports bars in the Dominican Republic.

**Welf Mahlke, '90** Welf returned to his home country of Germany in 1990 after graduating. He worked at the Park Hilton Hotel-Munich for a year, then decided to continue his education in the field of dentistry. He graduated from dental school in 1997 and opened his own office in 2000. He has been married since 1995 and has two children. He invites classmates to visit his website at [www.zahnarztpraxis-mahlke.de](http://www.zahnarztpraxis-mahlke.de)

**Adam Graham, '93** Adam is the Vice President of Rapaport USA, which provides information to diamond jewelers and dealers on price, availability and the market. His office is located in Las Vegas.

**Roi Stone, '93** Roi lives in Kaysville, Utah and is a Sales Executive for PeopleWise, responsible for gaming and hospitality markets. Previously, Roi served as Assistant Casino Controller for Treasure Island at the Mirage.

**Sean McCrossan, '96** Sean currently lives in Las Vegas and works for Coldwell Banker as a Sales Associate/Realtor.

**Jung Hoon Lee, '97 M.S.** Jung Hoon joined Sun@Food, the management company of Tony Roma's in Korea as a General Manager for the 7th Tony Roma's in Seoul, Korea. Before joining Tony Roma's, he worked for the Hilton Fort Lee for 5 years as a Front Office Manager. Jung Hoon has the pleasure of working with other UNLV graduates, Bong Shik Lee, '97, Hyun Jin Chun, '88, and Han Soo Kim, '01.

**Ka Kei (Karrie) Yuen, '99** Karrie currently works at The Royal Garden, Hong Kong as an Assistant Sales Manager.

## The 2000s

**Yukiko Takeda, '00** Yukiko works for the Hotel Nikko San Francisco and is the Housekeeping Manager for over 100 people. She recently received the award for Manager of the Year, selected from 50 other managers at the Hotel Nikko.

**Saki Shiho, '01** Saki currently lives in Japan and works at the Four Seasons Hotel at Tokyo Marunouchi in room reservations.

**Kevin R. Allen, '02** After graduating in May 2001 from Le Cordon Bleu in Paris France with a Grande Diplome in Cuisine and Pastry, Kevin returned to UNLV where he graduated in December 2002 with a bachelor's in Hotel Administration. He is now Food Service Coordinator and Head Chef at the Bosch Baha'i Convention and Retreat Center in Santa Cruz California.

## ALUMNI CLUBS

Get Involved.  
Stay Connected.

Alumni Volunteers Wanted!

If you are interested in joining an existing alumni club or would like to start one in your area, please contact your fellow alumni:

### Chicago Area

Stephanie Fisher, '00  
[stephanie\\_fisher@mortons.com](mailto:stephanie_fisher@mortons.com)

### Northeast Area

Albert Ginchereau, Jr., '71  
[albertginchereau@msn.com](mailto:albertginchereau@msn.com)

### Oregon/Willamette Valley Area

Denise Phillips Beban, '95  
[dbeban@uoregon.edu](mailto:dbeban@uoregon.edu)

### Phoenix Area

Tony Zaranti, '99  
[tonyzaranti@yahoo.com](mailto:tonyzaranti@yahoo.com)

### San Diego Area

Scott Gulbransen, '95  
[Scott\\_Gulbransen@intuit.com](mailto:Scott_Gulbransen@intuit.com)

### San Francisco Bay Area

Tony Llanos, '97  
[tllanos@theorchardhotel.com](mailto:tllanos@theorchardhotel.com)  
or 415-365-0307

For all other areas, please contact  
Judy Nagai-Allison  
[judy.nagai-allison@ccmail.nevada.edu](mailto:judy.nagai-allison@ccmail.nevada.edu)  
or 702-895-2934.

**You're Invited**  
**UNLV Alumni Reception – New York City**  
**Sunday, November 9, 2003**  
**5:30-7:30 pm**

For additional details, please sign up to receive monthly e-mail updates from the College. To sign up, please visit <http://www.unlv.edu/Tourism/alumni.htm> or send an email request to [hotelalumni@ccmail.nevada.edu](mailto:hotelalumni@ccmail.nevada.edu).

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# UNLV Homecoming

**Reserve your seat for  
Homecoming Dinner 2003.**

**Friday, October 17**

5:30pm Cocktail Mixer

7:00pm Dinner

**Saturday, October 18**

Tailgate 3 hours before Kick-Off

**UNLV VS. Utah - Go Rebels!**

Tickets available call (702) 736- FANS

**Monday, October 20**

12:00pm Homecoming Golf Tournament  
at Canyon Gate Country Club

Contact [mcastillo@ccmail.nevada.edu](mailto:mcastillo@ccmail.nevada.edu) for more  
information.

