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UNLV Magazine

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Making Strides

Our sweat and effort are paying off
At UNLV, Alumni Make A Difference for Today’s Students

This spring, students from our Rebel Ring Phonathon will reach out to nearly 25,000 alumni to share personalized updates on their colleges and programs. When one of our students calls your home, strike up a conversation. Ask about your former professors. Share your college experiences. Learn how you can make a difference at UNLV.

These students will explain how you can help fund priority issues in your college or program of choice. Please consider carefully how you will invest in your alma mater, and make your pledge for annual support.

Jim Zeiter, ’87 BS Business and Finance, is a member of the Board of Trustees for the UNLV Foundation. He leads this year’s efforts to raise $1.4 million in unrestricted funds for UNLV.

For more information about the UNLV Foundation and the Rebel Ring Phonathon, please call (702) 895-3641.
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Through its eight ambitious goals, UNLV is on track to become the premier metropolitan university that it set out to become a decade ago. Here, UNLV Magazine takes a look at some of the hurdles the university has cleared.

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Creating a University Vision: The Value of Strategic Planning

I am delighted to introduce this issue of UNLV Magazine, which focuses on the critical role strategic planning plays at UNLV. I have long been an enthusiastic advocate of strategic planning and have participated in or guided the planning processes at institutions at which I have previously served; it was also one of the first topics I addressed almost 10 years ago in my interviews for the position of UNLV president. Since that time I have remained committed to the planning process, devoting resources to it and maintaining an abiding respect for the results it produces. I am pleased to see UNLV Magazine profile various projects that demonstrate the richness of those results.

Although I consider myself a true believer in the value of strategic planning, I realize that not everyone shares my zeal for the process. It has been my experience that initial discussions of strategic planning are often greeted with audible sighs or a glazed appearance in the eyes of those being addressed. I recognize that this somewhat weary response may be attributable in part to the abstract nature of the pursuit: It is often challenging for those unfamiliar with effective planning to envision its benefits. This perception may be exacerbated by participants’ past experiences with “top-down” approaches to strategic planning that do not exactly cultivate engagement at all institutional levels. Additionally, it should be noted that at many universities, interest in the planning process waxes and wanes depending on leadership, circumstance, and the proximity of the accreditation process, which requires universities to conduct extensive self-assessments.

That said, I feel compelled to offer a vigorous defense of the strategic planning process, and this can be accomplished so easily by simply providing a definition of what it should be: I believe strategic planning should be—and is at UNLV—a facilitated process that enables a community to discover and articulate shared goals and purposes. It is an ongoing dialogue through which many voices are heard and from which central themes emerge. It is a chance for the university to speak to what it is and, more important, to envision what it should become.

I am gratified to say that planning has flourished on the UNLV campus through the model I have described. Our strategic planning process has been both continuous during my tenure and decidedly participatory, involving representatives of all campus constituencies at all facility, administrative, and student leadership levels in the broadest possible range of departments. Some of the most constructive elements of our eight strategic goals have emanated from faculty and staff who can offer unique perspectives on the institution and where it should—and can—go.

Today, the planning process involves more than 100 members of the campus community via a variety of discussions held throughout the year, including an annual planning retreat and regular meetings of a council specifically devoted to the planning process. In these gatherings, I find dedicated and enthusiastic faculty, staff, students, alumni, and community members who see the intrinsic value of the planning process and who willingly apply their knowledge and expertise to help guide the institution. Recently, these individuals developed performance indicators that will assist the university in measuring how effectively we are reaching our goals; they have also contributed very useful input on the ways the university can become more engaged in the community. This group, along with other interested newcomers, will continue to help us refine our institutional goals in the coming years.

As you can see, I bring a keen, if not zealous, interest to the discussion of strategic planning. My belief in its value to UNLV is paralleled only by my passion for the success of the institution itself. Thus, I hope you will find the projects discussed in the following pages as fascinating as I do. They truly capture the momentum of the planning process and, with it, the future of UNLV.

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Giving Hope

Students Lead State’s First Registration Drive for Bone Marrow Donors

By Erin O’Donnell

When the story of an 8-year-old Henderson girl’s search for a bone marrow donor made news last year, it struck a chord with Ronald Yasbin, dean of the College of Sciences.

Yasbin’s wife, Sherrill, had received a transplant of blood stem cells from her own marrow four years ago to treat non-Hodgkins lymphoma. The treatment was successful and the disease is now in remission. On the other hand, Chrissy Nelson, the little girl from Henderson, needed bone marrow from donors to treat her leukemia. After months of searching, one was found in March 2004, but the promise of the transplant was short-lived. Nelson died that summer.

Moved by the girl’s story, Yasbin suggested a project to his college’s undergraduate committee: Organize Southern Nevada’s first bone marrow registration program. It seemed like an ideal way for the students to introduce their peers—many of whom plan to be doctors—to community outreach.

“I think it’s very important that we establish an identity of being good citizens in the community,” Yasbin says.

Justin Smith, a senior in biological sciences who chairs the 12-student committee, seized on the idea and quickly discovered the magnitude of the need. About 3,000 Americans are looking for a bone marrow donor at any one time, and 10 times that number are diagnosed every year with blood diseases that could be cured with a marrow or blood stem cell transplant.

“It’s a rare opportunity to be able to help people like this, and I wanted to jump at it,” Smith says.

Blood stem cells are produced in a person’s bone marrow, according to the National Marrow Donor Program. Blood stem cells that are surgically extracted from the donor’s pelvic bone are used to replace and re-grow a patient’s damaged marrow and immune system.

Donors are matched by tissue type, which is inherited, but 70 percent of people must look for a match outside of their own family. That’s where the national registry comes in.

There’s an especially great need to attract more minority donors, who make up just 25 percent of the registry, Yasbin says. The chances of matching tissue type are greater when the donor and recipient are of the same ethnicity.

“There is a real problem finding matches among minorities,” Yasbin says. “If you’re a minority and your brother or sister is not a match, your chances are really slim.

“I thought establishing this program in Southern Nevada was a natural because of the huge Hispanic population we have.”

The students are working with the national registry’s coordinator in Phoenix to organize an educational session and registration drive early in the spring semester. As awareness of the issue continues to rise, Smith says, he hopes the university can take the lead regionally to continue that momentum.

Interested in helping?
Contact Justin Smith at undergradcommittee@hotmail.com. For background information on the bone marrow donor registry, go to www.marrow.org.
Rebel Resource
A quick look at a campus resource you can use.

Child School Refusal and Anxiety Disorders Clinic
Oh, school days. For some kids, it’s a time of exploration, learning, and fun. For others, though, it’s fraught with anxiety over tests and social situations. While helping these children cope, the UNLV clinic is expanding research to improve how counselors and therapists help these young clients.

Who it’s for: Children ages 5 to 17 who persistently avoid school because they are anxious about classroom situations, have specific fears related to school, or have trouble separating from their parents.

What the clinic does: Assesses and treats the children and counsels parents on ways they can help their child overcome the problem. Fees are based on the family’s ability to pay.

The person to know: Christopher Kearney, director of the clinic and a professor of clinical child psychology. He started the UNLV clinic in 1991, but began researching the field while pursuing his doctorate degree. “In graduate school, I was working in the children’s section of an anxiety clinic,” he says. “Children with school anxiety began coming in and no one knew what to do with them. I took them on as part of my dissertation and have been researching them ever since.”

Little-known fact: “Parents are always amazed to find that this is so common—their kid isn’t the only one,” Kearney says. “My estimates, and those of other studies, indicate that between 5 and 28 percent of children will experience difficulty attending school at some time in their lives.”

Info: Contact the clinic at 702-895-0183 or ckearney@ccmail.nevada.edu.

Mike Sanford, UNLV’s new head football coach, calls the program a “gold mine.”

Sanford Named Head Football Coach
Mike Sanford was named UNLV’s head football coach last month.

The 27-year coaching veteran enters his first head coaching position after an outstanding career as one of the top assistants in the nation. He has spent the last two seasons as offensive coordinator at the University of Utah, which went 21-2 overall and 13-1 in the Mountain West Conference during his time in Salt Lake City. The 2004 Utes earned a spot in the Tostitos Fiesta Bowl as part of the Bowl Championship Series.

“The UNLV job was one I looked upon with great respect over the years,” Sanford says. “Because of the way this university and city are emerging, this football program is a gold mine. This is a great community and campus that offer so many opportunities and advantages. John Robinson laid the foundation here and I am ready to build on that. This football program is ready to explode.”

In his two years as Utah’s offensive coordinator, Sanford helped instigate one of the biggest offensive turnarounds in the nation while directing an innovative spread offense.

Sanford’s first coaching position was as a graduate assistant at the University of Southern California under the man he replaces, Robinson.

His NCAA Division I coaching experience includes stints at Stanford, Notre Dame, USC, Purdue, Long Beach State, Virginia Military Institute and Army. He also was the receivers coach for the NFL’s San Diego Chargers from 1999 to 2001.

Longing for your Rebel days?

Come back to the classroom through UNLV’s Educational Outreach. This spring the division is offering 480 classes—everything from “Tax Information for Small and Home-Based Businesses” and “How to Buy and Use a Digital Video Camera” to “Gourmet Breakfasts and Lunches” and “Spanish for Business.”

Performing Arts Center subscribers, KUNV radio members, UNLV Alumni Association members and EXCELL Learning in Retirement members receive an affinity discount of 20 percent on many classes.

Info: Call 702-895-3394 for a course catalog or visit edoutreach.unlv.edu.
UNLV Enrollment Jumps Another 6.2 percent

With fall enrollment at 27,344 students, UNLV saw an increase of 6.2 percent in its total headcount over 2003. This is the largest rate of increase in headcount since 1991. The 2004 numbers place UNLV in the top 45 of U.S. public doctoral universities in terms of overall enrollment.

The university also saw an increase of 7.1 percent in its “full-time equivalent” enrollment, which drives the legislatively mandated formula for funding higher education.

“These numbers show that UNLV is clearly an institution on the rise,” President Carol C. Harter says. “With innovative programs, outstanding faculty and a high level of energy on campus, we are attracting more—and more accomplished—students every year.”

But, she adds, the university will have difficulty sustaining the growth with its current resources. “It is essential that our master plan projects for the main campus continue, and that we build on the success of the Shadow Lane Campus to develop additional regional facilities.

“This tremendous growth also underscores the need, recognized by our Board of Regents, to redefine admission standards and to build and strengthen a state college to meet the needs of an increasing number of undergraduate students.”

School Awarded $1.2 Million for Health Research

Just months after it was established, UNLV’s School of Public Health received a $1.2 million grant from the National Institutes of Health to establish an academic Center of Excellence for Health Disparities Research.

The three-year grant will help UNLV expand research and provide outreach and education to Nevada’s minorities and other medically underserved populations.

According to the NIH National Center on Minority Health and Health Disparities, there is a profound disparity in health status among America’s racial and ethnic minorities, resulting in part from a lack of knowledge about and treatment of serious health issues, including cancer, diabetes, AIDS, and infant mortality.

“This grant establishes the School of Public Health as a leader in biomedical and bio-behavioral research and policy development,” says Michelle Chino, associate professor of public health and director of the new center. “Through research, community outreach, training, and education initiatives, UNLV can play a critical role in addressing and, ultimately, eliminating health disparities in Nevada and the nation.”

The center is unique to Nevada and one of only three such facilities in the Intermountain West. The other two are located at the University of Arizona and the University of Colorado Health Sciences Center.

The center will develop partnerships with several community agencies, such as the State Division of Health and the Clark County Health District, as well as with other entities on campus. In addition, the center will also host numerous workshops and sponsor an annual research forum.

Yucca Mountain Documents Now Online

Scientists, interest groups and the community at large can now access a treasure trove of information on all sides of the Yucca Mountain debate, right from their home computers. More than one million documents related to the proposed high-level radioactive waste repository are now online at lsnnet.gov.

The site was developed to provide a single repository for Yucca Mountain project documents in a uniform, searchable format.

Research conducted by the Information Science Research Institute in UNLV’s Howard R. Hughes College of Engineering was a major influence on the design and construction of this massive public database. The institute is a leader in developing software tools to classify, search, and translate documents.
Cultures in Conflict: The French Revolution
by Gregory S. Brown
Greenwood Press, 2003

The French Revolution, says UNLV history professor Gregory S. Brown, belies the phrase “there are two sides to every story.”

In his latest work, the French specialist looks at the historic time from the perspectives of ordinary people. “The conflict of the French Revolution was, in fact, many different conflicts,” Brown says, “not reducible to a two-sided dispute. The conflicts played out over one another, and any attempt to reduce the revolution to an ‘either-or’ dichotomy would distort the experience, beliefs, and efforts of those involved.”

His work is part of the Greenwood Press Cultures in Conflict series. “The series asks, ‘How do ordinary people at the same time and place experience momentous events differently?’” Brown explains.

He draws upon letters and newspapers to craft a collection of interpretive, thematic essays on the subject. Because of the series’ reliance on primary sources, Brown found he had to identify, edit, and, in many cases, translate original documents.

“While there are many memoirs written during the revolution, most of those that were published were from a very hostile viewpoint,” Brown says. “I had to find sources that reflected the everyday experience of ordinary people in a way that would do justice to those who participated in and supported the revolution.”

Overall, he adds, “ordinary people in the French Revolution had to balance their sense of patriotism and commitment to their country and their fellow citizens with their own personal understanding of liberty.”

Economic Organization and Settlement Hierarchies
Ceramic Production and Exchange Among the Hohokam
by Karen Harry
Praeger, 2003

Through pieces of broken pottery, anthropologist Karen Harry examines the business world of the Hohokam Indians of southern Arizona, just north of the Tucson Basin.

By detailed examination of pottery sherds from two Hohokam communities of the early Classic period (A.D. 1110-1300), Harry sought to learn about political, social, and economic linkages among the peoples. Her study, which included chemical analysis of the sherds, focused on the role that elite leaders had in controlling that production and distribution of the high-quality, and apparently much desired, red-on-brown pottery.

“I have always been interested in the subject of prehistoric economic organization,” she says. The Marana and Los Robles communities of the Hohokam had been well studied in other areas of their culture, giving Harry a foundation on which to build her own work.

“Contrary to the expectations generated by previous models, the production of the red-on-brown pottery was not under elite control. At the same time, however, not everyone had equal access to these items. The greatest number of vessels, and those of the highest quality, belonged to residents of the ‘wealthiest’ and most established settlements,” Harry explains, adding that newcomers to the region appear to have been excluded from the established trade networks through which the pottery was circulated.

She argues that the exclusion of newcomers was an intentional strategy on the part of the elites to maintain and reinforce their superior social status.

Economic Organizations required Harry to do archeological excavations in 115-degree temperatures in southern Arizona. “Numerous friends volunteered to help me with these excavations, which certainly taught me what true friends are!” she says.

Now an assistant professor in the department of anthropology, Harry came to UNLV in 2000 from Austin, Texas, where she had been director of cultural resources for the Texas Parks and Wildlife Department for three years. She had held a number of positions with museums and government agencies before joining the UNLV faculty.
Global Handbook on Food and Water Safety
by Sonia Y. DeLeon, Susan L. Meacham, and Virginia S. Claudio
Charles C. Thomas Publisher, Ltd., 2003

For graduates working in Nevada’s large food service industry, Susan Meacham, former chair of the UNLV department of nutrition sciences, serves up this practical reference book on food and water safety. It’s intended for food managers, trainers/educators, food handlers, and consumers worldwide.

Co-author Virginia Claudio, who had extensive academic and professional experience elsewhere before she retired to Las Vegas, invited Meacham to address the issue of international food safety. The resulting volume instructs readers on how to avoid biological, chemical, and physical hazards in foods.

The book’s subject is particularly relevant “as we tighten our procedures for anti-terrorism, improve biomonitoring, and generally improve food safety at home and abroad,” Meacham says.

Meacham’s contribution examines how food additives—such as preservatives, pesticides, growth hormones, and radon gas—affect quality and nutrition. She also addresses the impact of naturally occurring chemical hazards in food and water, such as caffeine and enzymes.

In her research travels, Meacham says she has been struck by the dramatic dichotomies such as “the cornucopia of food in our Las Vegas stores and buffets in a desert region that cannot grow grass to walk on versus Brazil and China where very nutrient-rich native fruits and vegetables could be but are not produced and distributed in quantities needed to prevent disease and support growth for local citizens.”

Courts as Policymakers:
School Finance Reform Litigation
by Anna Lukemeyer
LFB Scholarly Publishing LLC, 2002

Everyone would like to think our schools are financed equitably and effectively, but failure to make sure that happens has led to numerous court challenges. Anna Lukemeyer, a UNLV professor of public administration since 1999, took a particular interest in those legal challenges and, knowing that social scientists had conducted considerable research on school funding, wanted to see how much their findings were shared with the lawyers and judges involved in the litigation.

“School finance reform lawsuits challenge disparities in the educational resources that are available to students in different school districts,” she explains. “The differences can be quite large, and reformers have been bringing constitutional challenges based on this inequality and the inadequacy of resources available to students in poor districts since the 1960s.

“Social science researchers had found good evidence that school spending appeared different (for instance, more equal) in states experiencing successful school finance reform lawsuits,” says Lukemeyer, who has a law degree as well as a Ph.D. “While social scientists clearly understood these suits to be an important factor in school finance, many lacked the legal background to understand the nuances of this litigation. This, I felt, hindered their ability to explore fully the impact of these cases.”

At the same time, lawyers and judges did not always appreciate the policy issues implicated in the litigation.

Readers may be surprised, Lukemeyer says, to discover how complex, diverse, and extensive school finance reform litigation is. “Forty-five states have experienced these suits,” she says. “Nevada is one of the five states that has not had a suit.”

What’s On Your Bedside Table?

We expect our professors to be well read in their fields of study, but what do they read for pleasure? UNLV’s faculty and administrators have an eclectic mix of books at hand to amuse and enlighten.

Lois Helmbold, chair of the women’s studies department, keeps Women’s Review of Books at her bedside and offers to send UNLV Magazine readers her vacation reading list of first-person accounts of racial, cultural, and ethnic diversity in the United States by women and men writers. E-mail her at helmbold@unlv.nevada.edu.

Helmbold calls “a single terrific novel.” In the meantime, she is reading Azar Nafisi’s Reading Lolita in Tehran: A Memoir in Books, as well as Hoyt Street: Memories of a Chicana Childhood by Mary Helen Ponce and Total Recall by her favorite mystery writer, Sara Paretsky, who combines Holocaust survivors and reparations for slavery in what Helmbold calls “a single terrific novel.”

Paul Ferguson, vice president for research and graduate studies, is keeping up with the Middle East. He, too, is reading Reading Lolita in Tehran by Nafisi as well as Bush at War by Bob Woodward. His bedside table also includes political history with Franklin and Winston by Jon Meacham. For lighter fare he’s reading Bleachers by John Grisham and always keeps handy the American Journal of Public Health and Journal of Higher Education Strategists.

Deborah Arteaga, associate professor of foreign languages, is reading Dan Brown’s The Da Vinci Code, Sue Grafton’s R is for Ricochet, John Irving’s A Widow for One Year, and a French work, La perle du Cardinal, by Rose Vincent.

Homecoming 2004

Dinner Marks Achievements

This year’s homecoming celebrations marked a time of return and transition. At the annual Alumni Association dinner, there was a poignant acknowledgment of head football coach John Robinson’s impending retirement. (See story of Mike Sanford’s appointment as the new head coach, page 4.)

The event also served as a venue to acknowledge the accomplishments of UNLV graduates and supporters.

Robinson’s six years of service on and off the field were highlighted by U.S. Rep. Shelley Berkley.

Berkley focused on Robinson’s enduring contributions as a mentor. “Perhaps the most profound gift that Coach Robinson gives to his players is a sincere investment in their lives. He is dedicated not only to their physical development as athletes, but to their growth as individuals of character and integrity.

“Coach Rob, as he is so affectionately known by his team, is available to his men. He sits down with them and talks in a straightforward, no-holds-barred way about their convictions and obligations. He underscores the importance of academic performance and the need to complete their program and emerge with a degree.”

The traditional homecoming tailgate, sponsored by the Berkley For Congress campaign, Applebee’s Neighborhood Grill, and Sidebar Spirits/Montecristo Rum, drew a robust crowd of 350 before the game’s noon kickoff. The match-up ended with a 24-20 loss to the University of New Mexico Lobos.

UNLV Philanthropist, Midtown UNLV Visionary Honored

Michael Saltman has been named the recipient of the 2004 Silver State Award. Bestowed by the UNLV Alumni Association, it is the most prestigious annual recognition presented to a nongraduate of the university.

Saltman is managing general partner and president of The Vista Group, a real estate development company. Saltman previously founded and served as managing general partner of the Flamingo-Decatur Partnership (developers of Renaissance Center West) and managing partner of Ford Aerospace and Communications Corporation Development, Las Vegas Technology Center.

He is an advocate for Midtown UNLV, a proposed project to revitalize the community surrounding UNLV’s main campus. (Visit midtown.unlv.edu for more information.)

Saltman and his wife, Sonja, ’78 BA and ’80 MA Psychology, gave $1 million to the Saltman Center for Dispute Resolution at the William S. Boyd School of Law. Additionally, the Saltmans contributed $50,000 to the UNLV Foundation Building Fund and $10,000 in video equipment to the UNLV football program. The couple also funds a $1,000 award for a College of Liberal Arts graduate each year.

Michael Saltman’s community activities include membership in the Urban Land Institute, Nevada Development Authority Board of Trustees, National Home Builders Association, the Clean Air Action Plan Task Force, and the World Presidents’ Organization. He is a member of the Young Presidents Association and a board member of Nevada Dance Theatre, the Las Vegas Symphony, and Nevada Institute of Contemporary Arts.

Saltman was nominated to the Foundation Board of Trustees in 1986 and serves on the board’s Real Estate Committee. He is on the Visiting Committee for UNLV’s Physics Department, the Law School Advisory Committee, and is past chair of the Planned Giving Advisory Committee. He is also a big fan of UNLV baseball.
Ratigan Named Alumnus of Year

Jim Ratigan received the 2004 Outstanding Alumnus Award, the highest honor presented by the UNLV Alumni Association, at the annual homecoming dinner.

Ratigan, ’78 BS Business Administration, is a former president of the UNLV Alumni Association and served as an ex-officio trustee on the UNLV Foundation Board. Ratigan is a member of the Foundation’s Annual Giving Council and has served on UNLV’s Management Information Systems Business Community Advisory Council.

Ratigan frequently speaks to students on how to make a successful transition from the academic world to the professional workplace. He recently was tapped to serve as the keynote speaker to an audience of more than 3,000 at UNLV’s new student orientation.

He is partner and senior vice president of Nevsys, Inc., a software development company that specializes in application development for court systems and the hospitality/gaming industry. Previously, he was co-founder and president of Advanced Cyber Solutions, Inc., a computer network integration and wireless communication company. The company was formed in 1995, and Ratigan recently sold his interests to his longtime business partner to pursue the Nevsys opportunity. Ratigan’s daughter, Heather, is immediate past president of the UNLV Student Alumni Association.

Williams Receives Service Award

Myrna Williams, ’74 AS Criminal Justice, ’77 BA Social Work, has received the 2004 Achievements in Service award from the UNLV Alumni Association.

Williams is currently serving her third four-year term as a Clark County commissioner. Among her many accomplishments in office are the refurbishing and rebuilding of six parks in her district, the creation of two new parks, and the grand opening of the Cambridge Community Outreach Center, the Cambridge swimming pool, and the Cambridge Recreation Center.

She serves in a number of key leadership positions including president of the Las Vegas Valley Water District Board of Directors, vice chair of the Kyle Canyon Water District Board of Trustees, member of the Southern Nevada Water Authority, chair of the Debt Management Commission. She is a member of the Southern Nevada Regional Planning Commission.

Williams was a state assemblywoman from 1984 to 1994 representing Assembly District 10.

Prior to serving in the Assembly, Williams taught in UNLV’s School of Social Work from 1969 to 1980. She attended UNLV, earning both her associate’s degree in law enforcement and a bachelor of arts degree in social work.

Rasmuson Appointed to Association Board

Mary Alice Torgerson Rasmuson, ’94 BA Communication Studies, has been named to the UNLV Alumni Association Board of Directors. She will serve the organization in an advisory capacity for a one-year term.

As a student, Rasmuson was active with UNLV-TV and the women’s swimming program. She was named UNLV’s 1994 Sportswoman of the Year and Big West Scholar-Athlete of the Year.

A Henderson resident, Rasmuson is the general manager of the T-Bird Lounge on Eastern Avenue and part owner/general manager of the T-Bird Lounge on Farm Road.

About the Association

The UNLV Alumni Association was established in 1967 to provide volunteer leadership, scholarship support, and resources to the campus community. Joining is easy and you don’t have to be a UNLV graduate to become a member.

For information, call 702-895-3621 or visit alumni.unlv.edu.
Private Investment for the Public Good

By John F. Gallagher

The institutional goals illustrated in this issue of UNLV Magazine reflect a growing, vibrant, service-oriented university—one that is providing key educational, economic, and community-building services to the region. But every year, as the university’s list of achievements grows, the percentage of its assistance from the state decreases. Ten years ago, the state provided more than 65 percent of UNLV’s annual funding; today, it supplies only one-third.

In that same time, gifts from individuals and corporations have grown exponentially. The UNLV Foundation reported a record $7.7 million in private gifts in 1993-94. This last year, fund-raising efforts topped $29 million.

Private support from our community, our alumni, and our friends around the world is essential as UNLV works to achieve these ambitious goals. We see the effects of private support in virtually every area of university life.

In the last decade, UNLV has constructed 18 buildings and completed significant renovations on six other campus facilities; more than half of the money used to build these projects came from private funding. Last year, 1,500 students received more than $4 million in privately funded scholarships. This spring, six students will participate as paid interns at the Nevada Legislature (see “Students Help Shape Nevada Politics” on the facing page), thanks to unrestricted gifts to the Annual Fund.

But it is not just today’s students who find themselves the beneficiaries of donors’ gifts. Children as young as six weeks old begin their learning in the Lynn Bennett Early Childhood Education Center. Professionals in the gaming industry turn to the International Gaming Institute, located in the Stan Fulton Building, for cutting-edge training and research related to Las Vegas’ largest industry. Historians from around the world find resources in the Lied Library’s special collections. These facilities, named to honor the generosity of the donors, have changed how the community interacts with our campus.

Privately funded lecture programs—like the Barbara Greenspun Lecture Series, which recently hosted Daniel Ayalon, Israel’s ambassador to the United States—are cornerstones of the university’s academic endeavors and the rising sophistication of Las Vegas.

The increasing financial commitments from alumni and friends may suggest that Nevadans are changing their approach to philanthropy. In 2003, the Chronicle of Philanthropy reported that the U.S. Bureau of Labor Statistics ranked Nevada at the bottom among Western states in terms of discretionary income given to charity. In 2004, however, UNLV received 38 percent more in private gifts than the previous year.

The trend is an indicator that graduates and community members embrace the opportunity to help the university succeed in its efforts as a top academic center and a central force in Las Vegas’ economic diversification.

This visionary investment certainly benefits students and others who come to the campus, but it also benefits all of us who live in Southern Nevada. A stronger UNLV contributes substantially to the quality of the lives we all lead here. In this era, it is clear that we all get something from UNLV whether we attend as a student or not.

John F. Gallagher is vice president for development and executive director of the UNLV Foundation.
As the 2005 Nevada Legislature convenes next month, UNLV students will put into action the political principles they’ve learned in the classroom. Every two years, six UNLV students pack their bags and head to the Capitol to serve as legislative interns. Each intern is assigned to work with one of the state’s political leaders for the entire 120-day session. Their full-time schedule gives them real-life lessons in the political process. They conduct research on political issues, participate in meetings, and track bills, taking in all the behind-the-scenes work in the legislative process.

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Magnus expects the experience to help prepare her for a career as a lobbyist for education and children’s rights. “I want to see how the process really works and what it takes for people to really let their voices be heard,” she says. “I also want to see what it takes for a woman to move up in the political arena.”

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Many students who participate in the program go on to attend law school or work in the political arena. “It is the perfect internship for the direction I’m headed with my strong interest in law and politics,” says Nichole Malich, a junior who is pursuing a double major in economics and political science.

After completing her undergraduate studies, Malich plans on continuing her education at UNLV to obtain a dual law degree and MBA in the hopes of one day practicing corporate law.

—Regina Bacolas

Business Hall of Fame Inductees Announced

Next month, William S. Boyd, Hank Greenspun, and Glenn Schaeffer will join the prominent members of the Nevada Business Hall of Fame. They will be inducted at a Feb. 17 event at the Bellagio Resort and Casino presented by the College of Business in association with Deloitte.

The college created the hall of fame to honor top business leaders who have contributed to the economic prosperity of Nevada and have generated positive recognition for the state.

Previous inductees include such prominent Nevadans as William F. Harrah, Howard Hughes, Irwin Molasky, William “Si” Redd, Jim Rogers, E. Parry Thomas, J.A. Tiberti, Claudine Williams, and Stephen A. Wynn.

The Nevada Business Hall of Fame event will include a reception and dinner. Tickets are $225. Corporations or individuals may purchase tables for $2,000 each. For ticket information, call 702-895-3904.

Athletic Booster Program Draws Donors’ Enthusiasm

The Rebel Athletic Fund (RAF) launched a new grassroots program that turns fans into ambassadors for the athletic department. The RAF Representative System draws on the talents and enthusiasm of donors to engage fellow supporters in activities, including fund-raising efforts, to support more than 400 student athletes. The goal is to provide more personalized and exciting programming to friends of Rebel athletics.

Started in 2003, the fund supports academic services, recruiting and travel expenses, facilities, and equipment, and it provides financial assistance to student athletes. By fostering an environment of community support, it enables UNLV to build successful sports programs on a national level.

To become a Rebel Representative, call Diana Philippi at 702-895-4753.

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—Regina Bacolas
**Your Dollars at Work**

**Boosting the EMBA Program:**
This spring, students in the Executive MBA program will have a couple of classrooms in John S. Wright Hall to call home.

In just three short years, the EMBA program has outgrown two temporary homes at the Paradise Campus and the William S. Boyd School of Law. Just as it prepares to admit its third class, the EMBA program will move into facilities in the recently rebuilt Wright Hall.

The UNLV Foundation committed $125,000 in Annual Fund dollars to help accommodate the growth of this successful program. Work is under way to outfit two rooms dedicated to the EMBA program. EMBA students will learn in a state-of-the-art classroom specifically set up to meet their academic needs. The space will also include catering facilities, breakout areas for small-group discussions, and lockers for the students.

The Annual Fund is one of the most important fund-raising priorities for the university. The unrestricted contributions from donors act as venture capital for the university, allowing it to quickly address campus needs, such as those of the EMBA program.

For information, call 702-895-3641.

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**Honor Roll of Donors**

The UNLV Foundation recognizes the following new members of its annual gift club programs for their contributions of unrestricted funds, their involvement in UNLV’s development, and their advocacy on behalf of UNLV.

**President’s Associates** (Individual gifts of $1,000 to $2,499)

- Barbara Algase
- George Garcia
- Albert Guida
- Daniel Holden
- James Houssels ‘90
- Jonathon Morrison
- Jeff Parks
- Thomas Pierce
- Kathy Robins
- Nancy Strouse
- David Sweikert ‘71

(Member listing updated: Dec. 1, 2004)

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**Journalism Pioneer Remembered Through Scholarship Fund**

Longtime Las Vegas Sun executive and columnist Ruthe Deskin will now be remembered by students of the Hank Greenspun School of Journalism and Media Studies through a scholarship fund.

To continue their mother’s legacy and memorialize her commitment to young reporters, daughters Nancy Cummings of Reno and Terry Gialketsis of Las Vegas started the Ruthe Deskin Memorial Scholarship Endowment after Deskin died last year.

The Yerington native embarked on her remarkable career as a papergirl for the Reno Evening Gazette. Prior to joining the Sun in 1954, she paid her dues in radio, public relations, and advertising. Her Sun career lasted more than five decades.

Deskin is remembered not only as a pioneer, especially among women journalists, but also for her devotion to the Las Vegas community.

More than 30 donations to the fund have been received by the UNLV Foundation, and the $25,000 mark to establish a scholarship endowment has been met.

**Ryder Cup Teammates Swing Support to Alma Mater**

Having two former players compete in this year’s Ryder Cup is a great accomplishment for a university golf program. But in September, UNLV reaped more than an enhanced reputation when two graduates made the coveted 12-person team.

Chris Riley, ’96 BA Communication Studies, and Chad Campbell, ’97 BS Hotel Administration, designated UNLV to receive $180,000 as part of a PGA of America initiative to increase participation in the sport.

UNLV is among 14 colleges and universities selected by the 2004 U.S. Ryder Cup team to receive grants to fund Golf: For Business and Life classes. Since the program was established in 1999, the PGA of America has distributed more than $4.5 million to colleges and universities on behalf of U.S. Ryder Cup team members.

The UNLV Golf: For Business and Life program is a William F. Harrah College of Hotel Administration initiative that offers juniors, seniors, and graduate students the opportunity to learn how to use golf as a business tool. Taught by PGA professionals, the classes also feature business leaders who discuss how the game has enhanced their professional careers.

**Software Partner Makes Pledge to School of Dental Medicine**

Software company Two-Ten Health recently pledged $25,000 to support UNLV School of Dental Medicine programs.

Two-Ten Health leaders became familiar with UNLV when the school became one of the first in the country to use the company’s patient administration and dental practice management software. Called Salud, the software enables the school’s full-service clinics to operate under a paperless system. Additionally, it helps the school collect data to assess oral health needs and develop evidence-based treatment regimens.

“The board and management of Two-Ten Health wish to extend their sincere appreciation for the ongoing efforts of the school in providing a reference site for Salud, which is encouraging interest from all over North America,” says Carl Moynihan, CEO and founder of the software company.
Nevada Power Creates Renewable Synergy

By Lori Bachand

More than two decades ago, Nevada Power Co. found a new way to energize Southern Nevada. The utility company partnered its resources with UNLV so both institutions could reach a common goal: to be valuable assets for the community and its environment.

“Both Nevada Power and the university have been a part of this community for many years, and we both share a deep commitment to its well-being,” says Pat Shalmy, president of Nevada Power. “We are committed to excellence that endures and responds to the changing needs of Southern Nevada. UNLV certainly measures up to that mandate.”

It started with an investment in the Howard R. Hughes College of Engineering, as Nevada Power and UNLV worked with community leader Summa Corp. to develop the college into one of the region’s premier programs. Quickly, their support began to crisscross the campus like power lines—unrestricted gifts were made through the Academic Corporate Council and President’s Inner Circle Annual Fund gift clubs, donations went to the Jean Nidetch Women’s Center, KUNV radio, and scholarships supporting business and engineering students.

Rebels in the Ranks

The synergy grew as more and more Nevada Power employees became volunteers or part-time instructors at UNLV—and more and more alumni joined the company’s workforce. Today, hundreds of Rebels work for the corporation in positions from accountants to project engineers.

Herb Goforth, director of technical services and support for Nevada Power, volunteers with the College of Engineering’s advisory board. Such hands-on involvement is essential to the academic progress of future leaders, he says. “Having a university that develops professional students is key to a growing community that will require a workforce with diverse experiences and a high-quality education,” he says.

Clark McCarrell, ’91 BS and ’99 MSE Mechanical Engineering, is an Alumni Association board member and Nevada Power employee who agrees. “Education is a life-long process that is regenerated through the minds of those who receive it,” he says. “Alumni can mentor students by becoming more visible in campus activities and encouraging them to understand that their efforts to complete a higher education are not in vain.”

Coming Back to Class

In addition to classroom knowledge, professionals are sharing their skills with students by working together on real-world projects. The Zero Energy House Project, for example, equipped a local home with energy-efficient technology. Students are now researching how to improve the home’s renewable energy systems.

According to Bob Balzar, Nevada Power’s director of energy efficiency and conservation, many industry leaders point to Las Vegas as the solar capital of the world. “These projects are good partnerships because they involve student education. But our association with UNLV lends credibility to the energy research we’re doing,” he explains. These efforts are put to work on campus to reduce UNLV’s energy costs and also help Nevada Power fulfill state mandates to pursue alternative and renewable energy sources, he says.

Nevada Power amped up its commitment to education and research even more last fall. It announced a $250,000 pledge to support the university’s Science, Engineering and Technology Building, scheduled for completion in 2007.

“We are grateful for Nevada Power’s continued support,” says Engineering Dean Eric Sandgren. “The partnership between our organizations is vital to a better Las Vegas. But it is the people—students, alumni, professors, and professionals—who make this relationship truly remarkable.”

These UNLV graduates are among the employees of Nevada Power, led by President Pat Shalmy. The company has a Rebel in nearly every division.
Staring Off In Space

Donna Weistrop has spent her long career peering at things that can’t be touched. But her work staring into space has brought in $1.4 million in federal grants since she came to UNLV 15 years ago. She’s spent nine years developing an instrument on the Hubble Space Telescope and the past seven years analyzing the data that Hubble is sending back about distant galaxies. And, all the while, she’s been opening the heavens to students in both introductory and advanced astronomy classes. Here she shares some of her observations.

Introductory classes give non-science majors a look at the scientific process. I try to teach students that science is not infallible. As we keep learning things, our interpretations will change. It’s part of being an informed citizen. One day they’re going to read about how a certain medicine is good for them; the next month another study will contradict that. They’ll need to be able to process that information to make good decisions.

Most astronomers believe there is some kind of life somewhere in our galaxy, even if it is microscopic.

A lot of astronomical research now is done at a computer instead of going to an observatory. In the classroom that means we can work with real-world data rather than fake lab exercises, and we can bring up live images on the Web. The immediacy of that information is so much more powerful than looking at pictures in a 2-year-old textbook.

There’s this amazing thing that happens when you’re working with graduate students. Around the time they finish their master’s and start working on the Ph.D., they just blossom. They transform from student into colleague—instead of me teaching them, we start learning from each other.

Gosh, I’ve always been interested in astronomy. I remember dragging my father out on Kingsbridge Road in New York City to see a solar eclipse when I was very young. I was lucky he encouraged my interests; that didn’t happen for girls much in my day.

Getting into the sciences can still be a struggle for young women. If you do go into a science field, you still find that you’re the different one; having one or two women in a department doesn’t change that. There’s still a certain amount of prejudice, of different treatment of women, but at least it’s not overtly accepted anymore. Women of my generation find this very irritating because we were going to change the world—we were going to be the last ones to experience those issues.

Mostly, my research has centered on star formation in galaxies and how the galaxies interact with each other. If galaxies get close together, they can go into orbit around each other or they may merge. The idea is that this interaction spurs formation of new stars.

I’m part of the team that built a spectrograph for the Hubble Space Telescope. I’ve been analyzing that data for the last seven years. We have data on five different galaxies now and we’re extracting from the data things like just how big the galaxies are, their chemical compositions. We’re looking at “space bubbles”—they occur where there are a lot of young stars and stellar winds clear out an empty space. A graduate student and I discovered one of these in our data.
It's so obvious to me why we should want to more know more about what the universe is like—this is where we live. Biologists can tell us where people on this tiny planet come from. Astrophysicists tell us where the whole universe comes from. You might not need that knowledge for everyday life, but it will make life richer.

Students love going to observatories.

The great thing about astronomy is that it's accessible to anybody. You just look up and it's right there for you. (Actually, in Las Vegas, I recommend driving outside of town and looking up.)

—As told to Cate Weeks

Donna Weistrop
physics professor
making strides

A decade ago, UNLV set out to transform itself into a premier metropolitan university. It was an audacious undertaking, to be sure. It would require the courage to make changes and the commitment to push them through. Individuals on campus and off, however, believed that by setting ambitious goals UNLV could fulfill the vision for itself and its community.

This issue of UNLV Magazine takes a look at some specific examples of how UNLV is clearing the hurdles before it. These are by no means comprehensive accounts of how UNLV is achieving its goals, but rather snapshots of the great things happening on campus.

It’s Not All Rocket Science
By Caryn Key and Cate Weeks


Nicol and fellow researchers at UNLV’s High Pressure Science and Engineering Center have been tapped to help the U.S. Department of Energy’s Stockpile Stewardship Program, which is charged with maintaining the safety and reliability of nuclear weapons. Their expertise in modeling and computational analysis enables “virtual testing” of aging explosives and eliminates the need for actually detonating weapons at the Nevada Test Site, Nicol says.

“This kind of scientific investigation enables us to learn how dangerous materials react under extreme pressure and high temperatures,” says Nicol, a professor of physics and chemistry. “But most important, our research helps us ensure that the nuclear

goal: increase research activities
What has research done for you lately? If you’re a student, it enhances the learning experience with hands-on opportunities. For consumers, research develops new products that improve our quality of life. Research diversifies the economy and opens new possibilities for workers. And it can make the world a little safer for everyone.
The center also offers an excellent example of how research at UNLV has progressed in just a few short years. And it makes the case for how establishing UNLV as a major research university both supports teaching and fosters economic diversification, says Paul Ferguson, vice president of research and graduate studies.

Established just six years ago with funding from the DOE’s National Nuclear Security Administration, the center has since brought in more than $15 million in federal grants. Its work has directly involved 121 people, including 18 faculty members, 16 postdoctoral scholars, 22 graduate students, and 42 undergraduate students.

A half dozen UNLV graduates have already taken their experience from the center to federal and private-sector jobs.

As UNLV rises in stature through research, doors to further resources are opening. Center scientists have gained access to advanced facilities at Lawrence Livermore, Los Alamos, and Sandia national laboratories. The center also was named, alongside such prestigious organizations as the Carnegie Geophysical and Lawrence Livermore labs, to a research collaborative at the Advanced Photon Source (part of the Argonne National Laboratory).

Such collaborations place UNLV, and by extension, Nevada, in position to contribute to and lead advancements in the economic and energy security of the nation, Nicol says. “It has also greatly enhanced Nevada’s scientific and educational infrastructure.”

UNLV’s research in this area is just one example of how the university is becoming a nationally recognized research institution, Ferguson says. “UNLV is further expanding its position as the community’s most powerful resource for enacting the socioeconomic, scientific, medical, and technological changes necessary to ensure a strong and healthy future.”
Like a number of students, Christine Lavan has found that the path to her college degree has taken a few turns. She first enrolled at UNR with a focus on interior design and three semesters later transferred to UNLV. But many of the courses she’d completed up north didn’t transfer neatly into the School of Architecture programs. Frustrated over the credit issues, Lavan hit a breaking point. “I just stopped (going to school) while I tried to figure out my next plan of action.”

Fortunately, UNLV had a new solution—one that both encouraged the interdisciplinary education that will suit Lavan’s long-term goals and empowered her to take control of her education. In July the school launched University College both to serve students seeking an individualized education and to boost retention and graduation rates. John Readance, dean of the college, says its scholars range from nontraditional students with full-time jobs and a need for academic flexibility to students whose long-term goals can’t be served by one academic field. The program is attracting pre-med students, for example, who want to combine a foundation in sciences with a background in business so they’ll be able to run their future practices well.

Charting A Course
With the help of advisors, students in the bachelor of university studies program craft a unique degree that integrates two areas of major study. In a capstone course, they develop a project that examines the real-world applications of their interdisciplinary work. In addition, the college requires its students to take 12 hours of university studies classes that teach critical thinking, statistics, diversity, and culture, among other topics.

Lavan plans to apply her combination of architecture and economics to opening a lighting design firm. “My frustration didn’t end in a complete loss,” she says. “I can still use my credits for a degree I am excited to get, and I can do something with it. I feel like I have more control over what’s happening with me right now.”

That ability to chart one’s own course has substantial appeal. Administrators expected an initial enrollment of 30 students; there are now 173 students in the college.

Readance is now working to raise the college’s profile among students and faculty. As the college establishes itself through its first graduating class, “people will learn there’s an alternative route
for them to consider.” His long-term goals include working with local businesses to pinpoint the skills and knowledge students need to succeed in business. His first priority, however, remains serving students who require a more personalized approach to their education.

“University College can provide a home for people who don’t necessarily think they have a home here in the university,” Readance says, pointing out that the college approaches student services with a uniquely broad overview. “Unlike other colleges, we’re not focused on serving students within specific disciplines. We can promote genuine exploration and discovery and help students match their goals to UNLV’s many academic programs. The college really embodies the ideals of student-centered learning.”

Lavan, who will earn her degree in May with 12 others in the college’s inaugural graduating class, agrees. “I think what I want and where I want to go are the right fit at University College. They really want to develop you. I also see an enthusiasm toward the degree that I don’t always see in other schools. I just sense a different energy.”

More simply put: “University College,” Lavan says, “saved me.”

University College’s unique degree program lets students tailor their degrees to specific career goals.
Call it chutzpah. Call it nerve. Call it desperation to land that elusive first job.

Whatever you choose to call it, Robin Quinn definitely has it.

As a UNLV film student in 1994, Quinn heard that Martin Scorsese was in town filming a movie called *Casino*. She really wanted a job, *any* job, on that set. If she was going to pursue a film career, she figured, there was no one better to work with than the famed director. And she wasn’t going to let a total lack of experience get in the way.

In an only-in-Vegas moment of inspiration, Quinn enlisted the aid of a showgirl friend. She packed a basket full of chocolate casino chips and Las Vegas memorabilia along with her incredibly short resume and a note asking for a job. Her friend, dressed in full regalia, delivered the basket to the set.

Just 30 minutes later, she had a job as a production assistant.

Foley editors like Robin Quinn use all sorts of surfaces to make sounds sound right on the spot. Quinn will graduate this May, thanks to Distance Education.

**Timing Is Everything**

By Diane Russell

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**goal: develop a flexible information technology infrastructure**

Some students plow through college in an orderly four-year fashion. Others find that life beyond campus can interrupt schedules and make completing that degree difficult.

Fortunately, today’s digital technology offers new options for fulfilling credits from afar.
Since then, Quinn has worked nearly nonstop on films. In her most recent, Phantom of the Opera, she served as supervising foley editor, a job related to sound. Currently, she is working on Sahara, an action-adventure film starring Matthew McConaughey and Penélope Cruz. As that wraps up, she’ll select her next project—perhaps the next Batman sequel, Charlie and the Chocolate Factory with Johnny Depp, or the Ridley Scott film Kingdom of Heaven.

“Much of the work you do in films depends on timing,” said Quinn in a telephone interview from London, where she has made her home for several years. “One project runs longer than expected, another gets delayed. It all influences which jobs you end up doing.”

But somehow, the work keeps coming.

Steps to Success

One attribute that served her well early in her career was her willingness to do any job. Her first “assignment” on Casino was to help Scorsese move into the house he was renting. She also made copies, brewed tea, took out trash, and drove people where they needed to go. Before long, she became the assistant to Scorsese’s mother, who was always on the set.

Once Casino wrapped, Scorsese, whom she describes as a genius, moved her to New York, where she lived with his mother, “a great, crazy Italian lady,” and continued working with the director.

From her early days as a production assistant, she moved into the sound arena, most recently concentrating on jobs as foley editor. That’s the person, Quinn explains, who makes sure that all the sounds—outside of the dialogue—sound right.

Recreating footsteps consumes much of the foley editor’s time. Their studios are filled with every type of “walkable” surface imaginable, from sand to cobblestones. Imagine how disconcerting it would be if the hero of a film were seen walking on crusty snow, but his journey was silent. Or, worse yet, the sound came when his foot was in mid-air instead of when it was breaking through the crust. Foley editors see to it that doesn’t happen. They use a variety of techniques to create the appropriate sound and then match the timing of the sound exactly to the action on the screen.

Foley editors also work with special effects editors on sound effects such as the explosions in the two James Bond films on which Quinn worked, Die Another Day and The World is Not Enough.

Looking for a new challenge, Quinn moved to music editing on Sahara.

“Music editing really has two parts,” Quinn says. “First you create a template, placing appropriate music at places in the film where music will be used in the final cut. You don’t have the actual music for that film, but you choose something similar so that those watching early cuts of the film will have an idea what it will sound like.

“The second half of the job is working with the composer as he puts his music to the film, using the template you have created,” she says. “Yesterday we were scoring with the London Symphony Orchestra. Paul McCartney was there.”

Success in the industry, Quinn has learned, also takes working nearly nonstop for several months on end. Pulling all-nighters is just as common in movie work as on campus at finals time. The “up” side, she says, is that once a project wraps, you can take a substantial amount of time off, if you wish.

Looking Ahead

Quinn took a little time off to collect the College of Fine Arts Alumna of the Year Award at last fall’s Alumni Association homecoming dinner. The presentation ceremony gave her a chance once again to see her UNLV mentor, film professor Francisco Menendez.

And Quinn is planning to take some time off in May—long enough to return to Las Vegas and walk across the stage at the Thomas & Mack Center to collect—at long last—her bachelor of arts degree in film studies.

You see, when that job offer on Casino came along, Quinn jumped ship, so to speak, only four classes short of her degree. “Not finishing that degree has bothered me for years, but working in places such as London, New York, and Los Angeles, I just couldn’t get back to campus for an entire semester.”

Then, distance education came along. UNLV’s online offerings made it possible for Quinn to complete her degree while still living in London. She took three courses last semester and will finish up her final class in May, just in time to get that diploma.

“I love what I’m doing, but I have to look ahead to a time when I might not want to work 20-hour days, when I might want to make a career switch,” she reasons. “Having that college degree will open doors for me that work experience alone might not.”
Southern Nevada has its share of well-publicized health-care woes: The rising cost of liability insurance, a high number of uninsured patients, and a sole Level 1 trauma center to serve a city of 1.6 million. But the crisis that has Colleen Peterson’s attention entails a stealthier problem. As director of UNLV’s Center for Individual, Couple and Family Therapy, Peterson is charged with providing mental-health care in a region that has recently lost such services at numerous local hospitals, even as its population has grown.

The community’s burgeoning need for the center’s services is evident. Peterson says the clinic has taken on 50 new referrals this year alone, growing the client base at its offices in the Paul McDermott Physical Education Building from around 120 to more than 170. “We’re filling a gap,” she says. “We’re getting more and more referrals from local agencies because a lot of these places can provide some evaluation and medication, but they can’t provide therapy.”

That’s where the center plays a significant role. Each semester, 20 to 40 students from the departments of psychology and marriage, family and community counseling lend their ears to Las Vegans facing a host of issues ranging from depression and anxiety to relationship difficulties. Patients don’t need physician referrals, nor do they need insurance; Peterson says she won’t deny counseling to those who can’t pay. Though the standard fee is $25 per session, sliding fees allow patients to pay only what they can afford.

The center’s therapy services are comparable to those of any private clinic or mental-health agency with one key distinction. Because the facility is part training ground, sessions are videotaped and reviewed by faculty to ensure students are providing effective counseling. “Someone might say, ‘You’re just getting a student-therapist,’ but you’re also getting a highly trained and educated supervisor who’s guiding the student,” Peterson says. “You’re getting two counselors for the price of one.”

Still, Peterson believes the center could do more. This year, she plans to add psychological testing and evaluation to the roster of services. In addition, the marriage, family and community counseling department just added a specialty in addictions, so the center will offer students a practicum in counseling substance abusers.

Serving the community ultimately means extending hours at the center, which is now open Monday through Thursday from 3 to 9 p.m. Peterson is working to raise the clinic’s profile so people in need of the services realize there is a resource for them. She’s also visiting with hospital executives, directors of health agencies, and other community-service groups who can refer potential clients to the center.

And though the center exists as an educational tool, its benefit to the community is just as critical. “The two functions go hand in hand,” Peterson says. “You really can’t separate the two. It’s essential for our students to take what they’ve learned in the classroom and apply it in a clinical setting, and at the same time provide a service that is an asset to the community. It’s a really nice mix between the two needs: being able to receive services at a reduced fee and giving students the opportunity to gain experience.”
UNLV’s Center for Individual, Couple and Family Therapy is providing much-needed mental health services to Southern Nevadans.
This fall, UNLV opened “Ask Me!” booths to give students a convenient place to ask all those back-to-school questions.

By Cate Weeks

Say you’re a transfer student. You took Accounting 201 at your old college. Now you want to get into Accounting 202 here and you need a prerequisite waiver. The process for getting that done: contact your college advisor by phone, fax, or e-mail. No forms, no lines, no fuss.

Contrast that simple process with the one some alums will remember with a shudder. Until last year, getting the waiver required going in person to the appropriate advising center to get a signature on a form and then walking back across campus to hand-deliver that form to the registrar’s office. “By this time, chances were good that the class would be closed,” said Pam Hicks, who now oversees enrollment management. So then the student

⭐ goal: develop a service-oriented administration

Short lines, fewer forms, and instant access to records. Recent measures to eliminate bureaucratic bottlenecks are doing more than just providing efficient services, they’re transforming the student experience and toppling barriers to academic success.
had to go back to the college to get yet another signature on a form for admission to the full class and return, once again, to the registration line.

Today’s students also can apply, register, and pay—all online. They can check the status of their financial aid and their credits toward graduation. When the semester’s over, eager students can view their grades online rather than trekking to campus to check the posting at their instructor’s door.

The high school transcripts of prospective students from the Clark County School District are automatically transmitted to UNLV—saving the students time in requesting the records, UNLV time in data entry, and the district the time and postage required to mail paper copies of 8,000 transcripts each year.

By removing people from mundane processes, technology has provided behind-the-scenes fixes to the bottlenecks created by UNLV’s rapid growth, and it’s delivering service in the way the Internet generation wants it. But that’s not at the expense of the personal touch, notes Rebecca Mills, vice president for student life. “We’re not using technology as a substitute for human interaction, but as a way to free up employees and students both for more meaningful interactions.”

Advising centers now staff a hotline to ensure that when the phone rings, a person answers it. Another example: the “Ask Me!” information booths that dotted the campus at the start of the semester this fall. Employees from all units manned booths to answer all those start-of-the-semester questions, like “Which ‘Beam’ building is my class in?”

“Part of the vision is being deliberate in how and when we communicate with students,” Mills says. “We know that at certain points in their academic careers we should actively communicate with them rather than expect them to come to us. Seven weeks into the new semester, we need to inform them about the stress-management workshops we offer. The first week of school, we need to help them find their classes.”

To improve responsiveness and service, UNLV is doing more than ending frustrating processes for the ever-increasing student body; it’s creating an atmosphere in which students can take advantage of all the services UNLV offers to help them reach their academic goals.

“I’d much rather see students studying in the library, working out at the rec center, or participating in a service-learning program than standing in line outside enrollment management,” Mills says. “We want to free up the time they used to spend conducting the business of a student so they have time to be engaged in and enjoying the life of a student.”
I

It's called the principle of the first dollar: The notion that a small initial investment can reap major rewards later. For Carl Reiber, chair of UNLV's biological sciences department, the school's genomic research offers a textbook example of the theory.

Three years ago, Reiber applied for seed money from UNLV's Planning Initiative Awards, grants designed to encourage faculty to develop innovative projects that further the university's goals. Reiber's department earned the maximum grant available, $30,000 (the smallest awards are $1,000). The money went to lab renovations and the purchase of basic genomic equipment. More important, it tipped off a cascade of outside funding that continues to roll into the program. Since the initial grant, major groups, including the National Science Foundation and agribusiness giant Monsanto, have donated an additional $2 million toward UNLV's genomic research.

"Once people see the institution is serious and willing to commit money, and once they see we're doing good work and have certain capabilities, then other agencies and private companies want to pump money into a program to be associated with it or to see what data they can get out of it," says Reiber, who received separate grants to replace laboratory microscopes and establish a departmental lecture series. "[The seed money] showed other groups that UNLV was committed to building a program in this area."

For university officials, the Planning Initiative Awards launched under President Carol C. Harter represent a key component in the drive to attract and retain distinguished faculty.

"The moneys promote a planning process that recognizes broad-reaching goals—larger goals as they apply to individual units, colleges, or departments," says Kathleen Robins, who oversees the program as a senior advisor to Harter. "The key argument for the Planning Initiative Awards was that we wanted to increase research activities and become a national research university. The objective is to provide internal resources to promote a variety of activities, and the seed money certainly serves as a motivator to faculty. It motivates by rewarding teaching and service."

Through genomic research, the biology department is offering

Seed Money Bears Fruit

By Jennifer Robison

It's no secret that happy employees make for a healthy bottom line. But in the academic world, the benefits of rewarding employees go far beyond retaining the best and brightest. At UNLV, a modest reward for an employee can have far-reaching effects on how the university serves its students, its community, and the world.
a service that extends well beyond the university’s halls. Researchers are examining the genetic and environmental factors that promote survival in severe surroundings.

“We live in a stressful environment,” Reiber says. “The desert has extreme temperatures, very low humidity, little water, and high salt content [in its soils]. That creates stress on biological systems, whether they’re plants, animals, or microbes. These organisms have suites of genes that allow them to survive in a stressful environment. We’re looking at those genes and how they’re regulated.”

Potential applications are widespread: Genes identified through the program, which Reiber says is the only one of its kind, could be moved to foods such as rice and corn, thus enabling crop growth in previously inhospitable climates.

Reiber, who has undertaken research at universities including the University of Massachusetts-Amherst and the University of Florida, says the UNLV awards are comparable to funds available at other major national universities.

“As a department chair and a researcher, I think we do well. I think this institution, in its array of grants for faculty, has a plan that can take us very quickly from a master’s institution to a Research I institution. They’re targeting good ideas and good faculty and showing a good-faith investment in ideas so outside agencies can see our work and advance it.”

And those investments mean that for increasing numbers of researchers at UNLV, that first dollar won’t be the last.
So which comes first: a diverse economy or a diverse workforce?

Efforts to diversify Nevada’s hospitality-based economy have included luring high-tech companies with high-paying jobs to the valley from California and Arizona. But development officials’ efforts are hampered by the perception that the workforce here is not sophisticated enough to fill the positions.

“It’s a chicken-or-egg thing,” says physics professor John Farley. “If there are employers in need of scientists and engineers, then the people will do whatever they need to do to become qualified for those jobs. But the businesses won’t come here in the first place unless there’s some prospect of recruiting highly qualified individuals.”

One way to attack the issue, Farley says, is to begin with incubation of the egg. Long before they enter the workforce, students are losing interest in rigorous mathematics and science studies, he says. “Students in elementary school think science is cool, in middle school they seem to get turned off by it, and then by high school it’s usually too late,” he says.

And that’s a nationwide problem. When applying math skills to real-life tasks, U.S. high schoolers ranked below their counterparts in 20 of 29 industrialized nations, according to test results released in December by the Program for International Student Assessment. Eugene Hickok, U.S. deputy education secretary, said factors contributing to the below-average performance include too few qualified math teachers and not enough effort to engage students in math at an early age.

In creating UNLV’s new Center for Mathematics and Science Education, Farley has teamed up with education faculty and local secondary educators. Their goal is to better prepare the next generation of students for what many hope will be the next incarnation of the Las Vegas economy.

“Whether Nevada will be a leader or a lagger (in the application of science and technology) will depend, in part, on the quality of math and science education that our children receive,” Farley says.

The key now, say center officials, is to find ways to better integrate the passion that mathematics and science teachers have for their subjects with innovative teaching methods.
In the past it was assumed that prospective teachers would learn (teaching methods) in education courses and their science content through their science courses, explains Farley. “But that never effectively prepared them to integrate that knowledge. Teachers teach the way they were taught in the subject area. If they learned from someone who just stood at the blackboard and lectured at them, then that’s what they’ll turn around and do.”

Through the center, UNLV faculty hope to provide a series of intensive workshops for current teachers that combine science content with effective teaching methods. The center also is working with the state-funded Regional Professional Development Program to offer in-service courses to local middle school and high school teachers. UNLV’s participation means that teachers can fulfill their professional development requirements while earning credits toward a master’s degree in science education.

The center is one example of how UNLV is facilitating the collaboration needed to address community needs. “We’re hoping that this collaboration between the (Education and Sciences) colleges will set a national model in preparing teachers with pedagogical content knowledge,” says Loretta Asay, curriculum coordinator for K-12 science and health at the Clark County School District. “We’ve always hoped that the science and math faculty would learn more from the education faculty about what is effective (for teaching in the field). Additionally, the collaboration will help the education faculty ground their work in reality.”

The center also is improving the way various researchers on campus can partner with the school district. Previously, research projects between the district and faculty in UNLV’s various colleges have been scattershot, Asay says. “This center will allow all of us to go to one place for help. Efforts that are now duplicated and sometimes disjointed can be eliminated or streamlined. We also think that by increasing the level of collaborative research, we could implement our results on a national level and bring additional answers, help, and grant dollars to Southern Nevada.”

Attracting those dollars requires UNLV to demonstrate that it has both the expertise and the institutional support to advance teaching methods, says Kent Crippen, professor of curriculum and instruction.

“This center is about UNLV raising its institutional profile by demonstrating that this center is built on campus and community collaboration and expertise, all with the goal of improving science education in our valley,” says Crippen, who also serves as associate director of the center. “It’s only natural for us to get all the math and science content experts together under one umbrella to address the bigger systemic issues in the field.”

So, will the center help hatch the skilled workforce needed to diversify Southern Nevada’s economy?

Center officials say they’re not too worried about that prospect. “Society in general will always benefit from an increased awareness of math and science among its citizens,” says Farley. “There’s never any downside to that.”

Faculty members created the new Center for Mathematics and Science Education to help hatch the sophisticated workforce needed to diversify Nevada’s economy in the future.
On a crisp Saturday morning in October, a standing-room-only crowd spilled out of the lecture hall at Richard Tam Alumni Center to listen as prominent thinkers debated the hottest of hot topics—the current clash between Islam and the West.

Conservative commentator and best-selling author Dinesh D’Souza offered his views on what he called “the root of the division between American-Western ideals and the Islamic world.” After tracing the struggle to the decline in the 16th century of major Islamic empires and the concurrent ascendance of Western civilization, D’Souza argued that “we’re looking at a somewhat humiliated civilization trying to find a way through theology—the banner of Islam—to recover its lost glory.”

Controversial? You bet. But controversy is part and parcel of a university environment that encourages diverse views and free expression. D’Souza, whose presentation was sponsored by the Boyd Law School’s Saltman Center for Conflict Resolution, is just one of many human lightning rods to spark electrifying debate at UNLV in recent years. Through institutes such as the Saltman Center and presentations via the Barrick, Greenspun, and University Forum lecture series, among others, a raft of notables has visited the school: former presidents Bill Clinton, Jimmy Carter, and Gerald Ford; journalists Walter Cronkite, Sam Donaldson, and William F. Buckley Jr.; and scientists Carl Sagan, Jane Goodall, and Richard Leakey.

“Our goal is to bring different personalities and viewpoints to Las Vegas, and to allow members of the community to express their viewpoints through question-and-answer sessions,” says Larry Henley, who helps oversee the Barrick Lecture Series. “It really becomes a public forum.”

The dialogue that ensues can offer mainstream connections to current issues, and it pushes learning beyond the classroom and into “the real world.” The D’Souza lecture, for example, wrapped up with a panel of speakers to counter D’Souza’s contentions.

By Jennifer Robison

It’s All In How You Look At It

Few places can rival a college campus for strong opinions. Just watch how the sparks can fly when you gather together faculty with a drive to analyze, students with newfound knowledge, and speakers with a podium for pontificating. But what does providing a forum for free expression do for the community on campus and off?

goal: foster an environment that respects diversity

Few places can rival a college campus for strong opinions. Just watch how the sparks can fly when you gather together faculty with a drive to analyze, students with newfound knowledge, and speakers with a podium for pontificating. But what does providing a forum for free expression do for the community on campus and off?

Upcoming Lectures

Tickets and Information:
Greenspun Lecture Series: 895-2787
University Forum: 895-3401
CSUN Student Government: 895-3645


Panelist Mujahid Ramadan of Ballard Communications noted that “conflict is not inevitable. Islam certainly has a role to play in peace. (Terrorists) violate every principle of Islam. They are not Muslims. Islam finds a tremendously engaging relationship with Christianity, and for the 1,400 years Islam has existed, we largely have not had the conflict we have today.”

For law professor Jean Sternlight, director of the Saltman Center, exposure to diverse experiences doesn’t simply foment debate; it can also heal stubborn divisions. Although housed in the Boyd School of Law, the center pulls from a variety of disciplines to study methods for avoiding and resolving conflict. A component of the programs, she says, “involves teaching people that others see the world differently. Once people understand that, it becomes easier to resolve disputes.”

Cynthia Carruthers, an associate professor of leisure studies and chair of the university’s Committee for an Inclusive and Just University, says seeing the world through the eyes of others is necessary to a quality education. “If we’re going to prepare students to be community builders, we need to help them develop an awareness of cultural pluralism,” she says. “How do you work with colleagues who are different from you? How do you create community change in partnership with people different from you? It would be incredibly shortsighted to not expose faculty and students to a full understanding of the richness of the world.”

Administrators aren’t confining diversity and free expression to lectures and seminars. Carruthers points to increasing evidence—requests for Planning Initiative Awards grants to foster diversity and an infusing of multicultural programming within academic units—that respect for a broad range of perspectives is cutting across all levels of the university in subtle ways.

“It seems to be more at the forefront of people’s minds than it was even five years ago,” she says. “People are using this goal in planning the lives of their units, and we’re seeing strong administrative support.”


March 10: Mo Rocca, political satirist and former “Daily Show” cast member. 7 pm. Ham Concert Hall. CSUN Student Government series.


March 17: General Wesley Clark, retired general, former NATO allied commander. 7 pm. Ham Concert Hall. CSUN Student Government series.

1960s
Dominic Daileda, ‘64 BS Accounting, is a retired CPA. The first recipient of UNLV’s Nevada Centennial Medallion, he owned his own firm in Las Vegas for 26 years. He now lives in Friday Harbor on Washington’s San Juan Island, where he enjoys boating and woodworking.

Diane Renchler, ’66 BA Art, received a master’s degree in expressive arts therapy from Lesley University in 1994. After working as an art therapist in Nevada for a year, she moved to Hawaii, where she worked as a therapist in the schools and as an outreach crisis counselor. She now teaches part time and exhibits fine art; she recently had an exhibit at the Waikoloa Hilton Hotel. Her hobbies are yoga, swimming, dance, and bicycling. She lives in Hilo.

Thomas Wilson, ’67 BS Accounting, retired from the Internal Revenue Service after 33 years, including 13 as an executive. He is now with PriceWaterhouse Coopers as a managing director with the Washington Mutual Tax Service in San Francisco. He enjoys running, lifting weights, and reading. He and his wife, Donna, live in Antioch.

Berna Jo Gayler, ’69 BS Elementary Education, ’75 Master of Education, went on a North Atlantic cruise in the fall of 2002 and met a gentleman while on a port stop in Corner Brook, Newfoundland, Canada. After her trip, they corresponded and eventually married. She writes that she is living in Corner Brook and experiencing an environment and a culture quite different from those in Las Vegas.

1970s
Rossi Ralenkotter, ’71 MBA, was co-recipient of Brandweek magazine’s 2004 Grand Marketer of the Year Award for the “What Happens Here, Stays Here” advertising campaign promoting Las Vegas tourism. Ralenkotter, president and CEO of the Las Vegas Convention and Visitors Authority, received the award along with Billy Vassiliadis, CEO of R&R Partners advertising agency. The team prevailed over such nominees as McDonald’s, Apple, DaimlerChrysler, Hershey’s, The Detroit Pistons, Michael Moore for Fahrenheit 9/11, and Mel Gibson for The Passion of the Christ. They were featured on the cover of the Oct. 11, 2004, issue of the magazine.

Charles Doughty, ’77 BS Mechanical Engineering, is an engineering specialist for Electric Boat Corp., where he manages the development

Spamming It Up: Brian Callerame, Field Marketing Manager

In a family of overachievers, how do you top a West Point graduate, a neurologist, and a Ph.D. student? By driving a really big can of potted meat product.

“I mean, in the cool factor, how can anyone top me when I drive up in the Spammobile?” asks Brian Callerame, ’00 BA Anthropology. When he landed the job driving the 28-foot rolling kitchen, Callerame knew he had arrived at the top of the food promotions field.

“I used to drive the Stagg Chilimobiles,” says Callerame, who got into product promotions part time while attending UNLV. “That was awesome, but Spam is huge. In food promotion, there is nothing bigger. No other grocery product can evoke a reaction as powerful as Spam—even people who are vegetarians can appreciate its iconic nature—and getting the reaction is what food marketing is all about.”

Callerame and wife Paula (who’s completing her UNLV degree in social science studies through distance education) now travel the West serving up a half million mini Spamburgers at events like the Nellis Air Force Base air show each year.

In Hawaii, the Spammobile was front-page news and the line for the “spamples” was sometimes 50 people deep. “People always ask me why Spam is so popular in Hawaii,” Callerame says. “I tell them, ‘These people are living in paradise and they want the world’s most perfect food.’”

But, he’s quick to point out, Spam is an “international sensation.” Since it was introduced in 1937, more than 6.5 million cans have been sold in 111 countries. The Spam fan club boasts well over a million paying members.

The Callerames travel for months at a time from state fairs and grocery store openings to air shows and community festivals. At every stop, Callerame says, people are compelled to share their experiences with those driving the “spamfessional.”

Some tell tales of how Spam got them through lean times. “I
of shipboard control system software as well as system simulation software. He also is owner of a small start-up business, Rough Country Robotics, which involves the design of mobile robots and accessories. In 1998, he retired from the U.S. Navy as a lieutenant commander, having spent his career on submarines. He and his wife, Denise, have three children. The family lives in Gales Ferry, Conn.

Renee Brown, ’78 BS Physical Education, ’81 Master of Education, recently was promoted to the position of senior vice president of player personnel for the WNBA. Formerly the vice president of player personnel, she will continue overseeing all player scouting for the league as well as the administration of player-related policies and programs. She joined the WNBA in 1996.

William Giordano, ’78 MBA, received a bachelor’s degree in marketing and communications from Arizona State University in 2001. He lives in Scottsdale.

Steven M. Bacon, ’79 BA Communication Studies, is the CEO of BlaCon Media, BlaCon News Service, and BlaCon Sports. The companies, which produce live events via satellite and the Internet, also serve as broadcast engineering and distribution firms. Their primary clients include the NCAA, CNN, and CBS. He and his wife, Cheryl, enjoy traveling. They live in Atlanta.

Ted DeCorte, ’79 MA History, is the regional vice president for operations for Nevada Pacific Dental, Nevada’s largest managed care dental insurer. He is corporate officer for DeCorte & Associates Inc., a financial and insurance planning business. He serves as a board member of the Clark County Association of Health Underwriters and is involved with the Center for Creative Therapeutic Arts, Boy Scout Troop/Crew 903-Henderson, and the First Church of Religious Science in Las Vegas.

Nancy Flagg, ’79 BA Elementary Education, ’92 MA English, joined UNLV last year as director of its new public lands initiative. The mission of the initiative is to provide educational, technical, and research assistance to the Bureau of Land Management, National Park Service, Forest Service, and U.S. Fish & Wildlife in completing capital improvement and conservation projects funded through the Southern Nevada Public Lands Management Act. She previously served as deputy to the chancellor of the University and Community College System of Nevada. Her husband, Tom, is UNLV’s director of community relations. Her stepdaughter, Emily Flagg, ’00 BS Civil Engineering, is a civil engineer with PBS&J.

Scott K. Plail, ’79 BS Hotel Administration, is founder and CEO of Black Mountain Gold Coffee, a national gourmet coffee company whose products are available in more than 6,500 grocery, drug, and mass retail outlets across the United States and Canada. He is married and has three children. His hobbies include golf, scuba diving, and all water sports. He lives in San Clemente, Calif.

Ron Wilson, ’79 BS Hotel Administration, is CEO of Hotel Investment Services Inc., which owns and operates hotels, conference centers, and golf courses and currently has a portfolio of $350 million in the United States and Mexico. He lives in Troy, Mich.

1980s

Rose Guntheroe, ’81 BS Management Information Systems, is a senior programmer/analyst at 20th Century Fox Film Corp. She earned a master’s degree in psychology with a concentration in organizational development from Antioch University in Los Angeles.

David Patterson, ’81 BS Hotel Administration, is director of sales and marketing at the Palm Mountain Resort & Spa in Palm Springs, Calif. He moved to Palm Springs 17 years ago from Vancouver, Canada, where he served as sales director with the Empress Hotel. He and his wife, Madeline, have three shih tzu puppies.

Gretchen Fidler, ’82 BS Human Communication Studies, is the CEO of Hotel Investment Services Inc., which owns and operates hotels, conference centers, and golf courses and currently has a portfolio of $350 million in the United States and Mexico. He lives in San Clemente, Calif.

Mary Westbrook, ’82 BS Finance, ’83 MBA, moved to Solana Beach, Calif., three years ago. She recently started a mobile notary loan signing business and is exploring additional opportunities in the mortgage business. She enjoys walking on the beach, boating, and reading.

Francis Beckwith, ’83 BA Philosophy, is associate director of the J. M. Dawson Institute of Church-State Studies and associate professor of church-state studies at Baylor University. He has written or edited more than a dozen books, including his most recent, Law, Darwinism, and Public Health, which was the subject of a positive book note in Harvard Law Review. He earned master’s and doctoral degrees in philosophy from Fordham University and a master of juridical studies from the Washington University School of Law in St. Louis. He and his wife, Frankie, live in Woodway, Texas.

Don Ehehalt, ’83 BS Hotel Administration, is director of business development for the western region of
**Coming Full Circle: Bob McCord, education professor**

When doctoral students in the College of Education take a class from Bob McCord, they’re helping complete a circle.

McCord was in UNLV’s first class of doctoral graduates 30 years ago. Now he’s back, teaching the teachers at his alma mater and running the Center for Education Policy Studies. Along the way he’s served as a school principal, a lobbyist in Carson City and Washington, and, ultimately, assistant superintendent in the Clark County School District.

Even though his current students have long since traded skinned knees for advanced degrees, McCord still has the heart of a teacher.

“I miss schools every day—I miss seeing children,” he says. “That isn’t to say I don’t love seeing my university students. But there is that sweet smell of diesel fumes and tater tots on the floor, the joy of watching a kid learning to read.”

McCord is quick to point out that his doctorate prepared him for leadership in K-12 schools, not for a professorship. He’s proud of his years with the district—a “Stand Up for Public Schools” sticker adorns his office door—and is now sharing the fruits of his experience with the next generation of educators.

“Toward my experience brings perspective and a balance into the curriculum,” he says.

McCord had his sights set on the upper echelons of district administration when he entered the doctoral program in 1974. Four years later, he says, he had gained confidence and training to go with his vision.

He spent his first two years with a doctorate as an assistant principal at Clark High School, then became principal of Madison Elementary School for two more years.

In 1982, he went to work at the school district’s headquarters, specializing in government relations and grant administration. He was named deputy assistant superintendent for educational accountability and government relations in 1997, a position he held until his retirement in 1999.

Since joining the UNLV faculty, McCord has tried to capitalize on his ties to the district and extend the university’s resources back to the schools. That is the goal of the Center for Education Policy Studies, which is currently zeroing in on serving those McCord calls the most forgotten group of school employees: superintendents and their cabinets.

This year the center launches its Superintendent Academy, in collaboration with the Nevada Association of School Administrators. The series of workshops will address leadership and political science at UNR, Hartnell College in California, and the State University of New York, Morrisville. She is working on a doctoral degree at Virginia Commonwealth University. They live in Richmond.

**George Lorenzo,** ’85 BA English, is editor and publisher of *Educational Pathways,* a newsletter that reports on distance learning and teaching in higher education.

**Ken Uhl,** ’86 BS Hotel Administration, is director of sales and marketing for Groth Vineyards and Winery in Oakville, Calif. He and his wife, Elizabeth, have two sons, Alex and Kenny. They live in Yountville.

**Richard Winget,** ’86 BA Criminal Justice, is retired and living in Bozeman, Mont. He retired from the Las Vegas Metropolitan Police Department in 2003 after 30 years on the job. Later that year President Bush appointed him U.S. Marshal for the District of Nevada. He resigned from that post in July 2004, following the retirement of his wife, so that they could fulfill their dream of living in Montana. His hobbies are skiing and collecting police patches.

**Raquel D. Garnette,** ’87 BS Hotel Administration, has worked for the Bahamas Tourist Office in New York City since 1990. She recently was promoted to regional director for associations. She has a 20-month-old son and lives in Parlin, N.J.

**Scott Shellman,** ’87 BS Hotel Administration, is the golf sales manager at the Coeur d’Alene Resort in Coeur d’Alene, Idaho, and owner of Kokomo’s, a casual clothing retail store. He and his wife, Betsy, have two sons, Casey and Mitchell.

**Patricia Greene,** ’88 MBA, is dean of the undergraduate school and holds the president’s endowed chair in entrepreneurship at Babson College. She is a co-author of the recently published book, *Clearing the Hardline: Women Building High Growth Businesses.* She lives in Needham, Mass.

**Bill Ahern,** ’89 BS Marketing, has worked for JCPenney since 1990, relocating five times. He currently is a store manager in Phoenix. He enjoys golf and basketball. He and his wife, Sue, live in Phoenix.

**Paul Biafore,** ’89 BSBA Management, is a financial advisor and a member of the Biafore Group in the Henderson office of Merrill Lynch.

**James Reza,** ’89 BA Political Science, has been a Las Vegas destination and travel writer since 1992. He currently is a nightlife and dining columnist for the *Las Vegas Mercury* and the consultant editor for the 2005 edition of the *Time Out* guide to Las Vegas. He also is vice president of Cultural Development Co., a Nevada-based retail and hospitality development company that operates Globe Salon.

**1990s**

**Elizabeth A. Daniels,** ’90 BA History, published her 24th novel, *At Twilight,* a historical adventure-romance set in 1868 Texas, under the name Beth Henderson. She has written suspense, romantic-comedy, young adult, and historical novels under four different names and has been published in 12 languages in more than 20 countries. More than 600,000 copies of her books have been sold worldwide. She also teaches English composition at Ohio’s Edison Community College. In 1995 she earned a master’s degree.
in English composition and rhetoric with an emphasis on creative writing from Wright State University in Ohio. She was featured in the spring 1993 issue of UNLV Magazine. She lives in Englewood.

Michael Robert Brunet, '91 BA English, is associate general counsel with Station Casinos Inc., practicing primarily in the areas of bankruptcy, copyrights, and trademarks. He was previously an attorney with Gordon & Silver Ltd. He married Michelle Silver in 2004 at the Hotel Bel Air in Beverly Hills, Calif.

James Covey, ’91 BSBA Management, earned an MBA from the University of Wisconsin, Whitewater.

Andrea Beauchamp Hammond, '91 BA Political Science, '94 BA Criminal Justice, has worked in the legal field for 14 years. Employed by the State Bar of Nevada, she began as an admissions investigator and was promoted to assistant director of admissions in 2001. She conducts background checks on applicants sitting for the bar exam and administers the exam in Reno. She lives in Las Vegas.
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(Class Notes entries must be received by Feb. 1 for the spring issue.)
A Dirty Job: Lawrence Banks, soil bioremediation expert

Lawrence Banks, ’03 BA Environmental Studies, is grateful he didn’t sell back all his textbooks when he graduated. He’s using them today to solve a challenge he’s facing in the Arabian Gulf—cleaning contaminated soil.

The 43-year-old former Chicagoan, who retired from the Marine Corps in 1999 after 21 years of service as an aviation ordnance technician, is just completing a one-year contract with Combat Support Associates, a Texas firm that provides environmental management services to the U.S. Army.

Banks is using a process called bioremediation to make oil-contaminated ground in Kuwait safe again. “We provide the Army with information on how to minimize its impact on the host nation’s environment,” Banks says. “I am involved with a soil remediation project, which is presenting me a unique and challenging opportunity because there is no single site to clean, but several sites ranging in size, contamination, and concentration. My biggest challenge is that I do not have anyone to consult for information, and I was made the lead of this project as soon as I got off the plane.”

With limited experience in soil remediation, Banks returned to lessons he learned in the classroom. “The most important thing UNLV’s environmental studies department staff taught me was the importance of conducting research before starting a project. The classes I took let me look at my current project from different views, and I constantly come across situations that were brought up in classes and lectures. The environmental studies program is well-rounded. I am applying almost every bit of instruction that I received at UNLV to what I’m doing today,” Banks says.

His interest in environmental studies began in the Marine Corps, where he frequently dealt with hazardous materials. “It was from this experience that I was first introduced to the effects of the use and release of hazardous materials on the environment. As I neared retirement, I decided to further my education on this subject, first at a two-year college and then at UNLV,” he says.

Banks has no reservations about living in Kuwait. When he’s not in the field working, Banks lives in an apartment with 24-hour security. However, it’s a bit different from when he visited the region with the military “The last time I was in the region was during the 1991 Gulf War. Then, I lived in a tent with no air conditioning and had to take showers under a fire hydrant. Things have improved a bit,” he says wryly.

Despite safety concerns, he enjoys getting out and exploring the country. “The most important thing to do is to always be conscious of your surroundings. If you like to shop, Kuwait is for you. On my day off, I usually spend time at the local shops looking for good deals. Last week, I found a pier to fish from. I am trying to convince my co-workers to go with me on a midnight fishing adventure.”

And perhaps some moments his days aren’t all that different from what they are stateside. “Another of my favorite pastimes is to sit at Starbucks downtown and watch the people traffic.”

—Holly Ivy De Vore

supervised therapy with clients with severe brain injury and spinal cord injury. She lives in Chandler, Ariz.

Nicole Frisella, ’02 BS Elementary Education, teaches third grade in Temecula, Calif. She is pursuing a master’s degree in education. She enjoys traveling.

Nicole Jacobs, ’02 BS Kinesiology, is studying for her master’s degree in movement science with a specialization in biomechanics at Barry University. She is interested in pursuing optimal performance in elite athletes and would like someday to work for the NFL or NBA. She lives in Miami and would like someday to work for the NFL or NBA. She lives in Miami Beach, Fla., where she enjoys Pilates.

Lesley Marie Pena, ’02 BS International Business, is finishing her final year of law school at Boalt Hall at the University of California, Berkeley.

Ann Marie Bordon, ’03 BS Hotel Administration, is front office director at the Sheraton Anaheim Hotel in California. She is pursuing an MBA in international marketing. She lives in Fullerton.

Tom Celli, ’03 BS Hotel Management, is the assistant executive housekeeper at the Hyatt Regency San Francisco Airport. He lives in Burlingame.

Randy Hatada, ’03 BS Business Administration, is owner of RH Enterprises Ltd. and manager of Homes West Properties LLC. His hobbies include snowboarding, riding motorbikes, surfing, and traveling.

Tracy Johnson, ’03 BA Social Services, is an academic advisor at the Wilson Advising Center in UNLV’s College of Liberal Arts.

John Mendez, ’03 BS Business Administration, is working on an MBA with an emphasis in entrepreneurship at Loyola Marymount University in Los Angeles. He passed the Nevada real estate license exam and is an associate with Internet Realty Inc. in Las Vegas. He incorporated Mendez Scholarships Non-Profit in Nevada to award financial and merit-based scholarships to students enrolled in college business, engineering, or pharmacology programs. He divides his time between homes in Las Vegas and Los Angeles.

Jaime Spotleson, ’03 BA Communication Studies, recently was promoted to the position of sales administrator for PR Newswire in its Chicago office. Her hobbies include travel and languages.

Alicia Tabaco-Moniz, ’03 BA Computer Science, graduated from the Emerging Minority Business Leaders Summer Institute, an executive-style entrepreneurial and technology management education program at the Robert C. Byrd National Technology Transfer Center at Wheeling Jesuit University in West Virginia. She also participated in the entrepreneur technology apprenticeship program at NASA in Houston.

Robert Whitney II, ’03 BA History, is attending the legal assistant program at the Community College of Southern Nevada. He and his wife, June, recently celebrated their first anniversary.

Nelita Wilder, ’03 BA Elementary Education, teaches second grade at Morrow Elementary School. A runner for the past year, she will participate in the Las Vegas International Marathon this month. She married in August 2004.

Camilla Brunold, ’04 BS Hotel Administration, is a cage cashier at the Pahrump Nugget. She has two daughters, Tiffany and Kristen. Her hobbies include doing cross-stitch, working with the Girl Scouts, and reading.

Sarah Ledon, ’04 Master of Education, is married to former UNR student government president Carlos Ledon. Their daughter, Calista Michelle, was born April 23, 2004.
CALENDAR OF EVENTS

January

1-5  Theatre: Winter Stage Combat Workshop. 8am. Black Box Theatre.

6  Charles Vanda Master Series: Violinist Itzhak Perlman. 8 pm. Ham Concert Hall.

11  MBA Infosession: 5:30pm. Moyer Student Union, Fireside Lounge.

21  Martin Luther King Jr. Day Celebration: With featured speaker Justice Michael Douglas, Nevada Supreme Court. 12:15pm. Moyer Student Union Ballroom.

25  New York Stage and Beyond: National Acrobats of Taiwan. 8pm. Ham Concert Hall.

February

3  Music: Nextet. 7:30pm. Beam Music Center.

10  MBA Infosession: 5:30pm. Moyer Student Union, Fireside Lounge.

11-20  Nevada Conservatory Theatre: A Man For All Seasons. Feb. 11-12 and 17-19, 8pm. Feb. 13 and 20, 2pm. Judy Bayley Theatre.


16  Charles Vanda Master Series: St. Petersburg State Ballet Theatre. 8pm. Ham Concert Hall.

18  Music: UNLV Symphony Orchestra. 7:30pm. Ham Concert Hall.

March


2  Career Day 2005: 9am. Thomas & Mack Center Concource.

2-6  Nevada Conservatory Theatre: Love’s Labor’s Lost. March 2-5, 8pm. March 5-6, 2pm. (Also showing Feb. 25-27) Black Box Theatre.

3  Music: An Evening with the UNLV Wind Orchestra. 7:30pm. Ham Concert Hall.

ALUMNI ASSOCIATION EVENTS

Jan. 13-14  New Student Orientation. Location TBA.


March 9-12  Mountain West Conference Championship Reception. Details TBA. Pepsi Center, Denver.

March 11  Business-to-Business Networking Group. 7:30-9 am. Includes breakfast. Tam Alumni Center.

March 30-31  Senior Send-Off. Tam Alumni Center.

And don’t miss: Young Alum Mixer, an event created specifically for alumni who are 35 and under. Date TBA. Call for more information.

For event information & reservations, call the UNLV Alumni Association at 702-895-3621 or 800-829-2586 or visit alumni.unlv.edu

CONTACTS

Athletic Events: 702-895-3267, unlvrebels.com

Campus Operator: 702-895-3011

Campus Tours: 702-895-3443

Fine Arts Events: 702-895-2787 finearts.unlv.edu

Donna Beam Fine Art Gallery: 702-895-3893

Marjorie Barrick Museum of Natural History: 702-895-3381

University Libraries: 702-895-2286 www.library.unlv.edu


Events are subject to change/cancellation
Music: UNLV Jazz Ensemble Concert. 7:30pm. Ham Concert Hall.

Dance: Poetic Images. March 4-5, 6pm. March 5, 2pm. Judy Bayley Theatre.

New York Stage and Beyond: Vienna Choir Boys. 8pm. Ham Concert Hall.

MBA Infosession: 5:30pm. Moyer Student Union. Fireside Lounge.

Theatre: Voice of the Western Wind. March 9-12, 8pm. March 13, 2pm. Paul Harris Theatre/Ham Fine Arts Building.

Music: Nextet. 7:30pm. Beam Music Center.

Music: Faculty Chamber Music Series: Music Among Friends. 5:30pm. Beam Music Center.

UNLV Opera Theatre: Don Giovanni. March 11-12, 7:30pm. March 13, 2pm. Judy Bayley Theatre.

Southern Nevada Musical Arts Society: Down a River of Time. 3pm. Ham Concert Hall.

Music: Jazz Bands Festival. 7:30pm. Judy Bayley Theatre.

Music: UNLV Jazz Ensemble Concert. 7:30pm. Judy Bayley Theatre.

Performance Art: The Vagina Monologues. 7pm. Ham Concert Hall.

Charles Vanda Master Series: Prague Symphony Orchestra. 8pm. Ham Concert Hall.


New York Stage and Beyond: Savion Glover: Improvography. 8pm. Ham Fine Arts Building.

Theatre: Ten Minute Play Festival. 8pm. Ham Fine Arts Building.

Music: Nextet. 7:30pm. Beam Music Center.
Making Time for Fans

Rebel fans have always started young. This year’s team is led by head coach Lon Kruger.

(Above) Senior Romel Beck, a starting guard/forward, signs autographs after the season’s first game Nov. 6. The Rebels beat the Los Angeles Stars in the exhibition match. In his junior year, Beck was one of two Rebels selected to the 2004 All-MWC Tournament team.

(Left) Signing autographs in the Rebel boosters booth at the Nevada State Fair on Aug. 16, 1972, are Bob Florence, a forward on the team from 1971-74, and Fred Albrecht, who was an assistant coach at the time. Albrecht is now UNLV’s vice president of university and community relations.

See page 39 for sports schedules.
ONCE A REBEL. ALWAYS A REBEL.

The college experience is a lifetime experience, not one that ends when you pick up your diploma. That’s what we are hearing from members of the UNLV Alumni Association. They’ve elected to become members because of a long list of real benefits and, perhaps more importantly, the intangible ones.

Like being able to say, “I’m a Rebel.”

It’s the best way to demonstrate your pride, stay connected with your fellow Alumni, give back to UNLV and its students, and stay in college forever. Learn more about the UNLV Alumni Association at www.unlvalumni.com or call us at 895-3621 or 1-800-829-ALUM.

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STAND OUT IN A CROWD.

Show your Rebel Pride and support UNLV by purchasing a UNLV REBEL License Plate. Funds from the sale of UNLV REBEL plates go back to the school, supporting UNLV’s Alumni and Athletic Scholarships. Pick up your UNLV REBEL license plates at any Nevada DMV office or call the UNLV Alumni Office at (702) 895-3621 for more information. alumni.unlv.edu