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ADVENTURES IN RESEARCH

UNLV student
Gabrielle Renshaw
AT UNLV THE FUTURE IS OUR TRADITION
ENERGY IS OUR HALLMARK

We're building momentum, and we're dedicated to the success of our students. Dick Baldizan, facilities supervisor, and his children, who are students at UNLV, are a part of the energy, a part of the family.

More than 19,000 students are finding out for themselves why U.S. News & World Report has placed UNLV on its list of "up and coming" universities four straight years. UNLV has also been included in 101 Best Values in America's Colleges and Universities.

People like the Baldizans are investing in their future at UNLV. You can build your future — and be part of our tradition — at UNLV. Call 1-800-334-UNLV or 702-895-3443 for information on your opportunities at UNLV.

UNLV
UNIVERSITY OF NEVADA LAS VEGAS
This announcement sponsored by the UNLV Foundation, AA/EO
Making the Best of the Worst: Managing the Aftermath of Disaster
Crisis management expert Laurence Barton analyzes the actions and communication of organizations facing disastrous situations. 
BY DIANE RUSSELL

Adventures in Research
UNLV senior Gabrielle Renshaw lived and studied in the rain forests of Belize for nearly a semester — all in the name of environmental research. 
BY LISA STORY

The Assassination, the Site, and the Scholar
Communication researcher Anthony Ferri examines the JFK assassination site, people's reactions to it, and the way TV may have shaped those reactions.
BY SUZAN DIBELLA

Beth's Passion for Prose
UNLV alumna Beth Daniels Henderson is the author of tantalizing tales of history, romance, and suspense.
BY BARBARA CLOUD

Back to the Beginning
Research on frog and alligator embryos may lead to a greater understanding of the earliest stages of human development, according to UNLV biologist Warren Burgess. 
BY TOM FLAFFG
University Logo Redesigned to Reflect New Image

A new look is here for UNLV.

The familiar sunburst logo that appeared on UNLV publications, stationery, and business cards for more than 30 years has been replaced by a new logo bearing both the University’s full name and its initials.

The new logo, which was developed by university artists, features the initials “UNLV” underscored by the full name of the university enclosed in a solid black bar.

The change was made for several reasons, according to university officials.

“Clarity is a concern,” said Les Rachko, director of the University News and Publications Office. “The new logo is easier to read than the sunburst logo. Additionally, the new logo uses both UNLV and the University of Nevada, Las Vegas, which communicates the university’s name clearly to a wide variety of audiences.

“The need to establish some uniformity in the appearance of our official publications and stationery items was another reason for the change,” Rachko said. “And the sunburst logo declined in popularity, some offices began using other logos, including the state and university seals. The use of these variations meant UNLV’s image in print was fragmented. The new logo provides us with a single graphic image and a more cost-effective program.

“UNLV" logo bearing both the university’s full name and its initials.

As part of the redesign, the University of Nevada, Las Vegas, will be used year after year, it will be used year after year, it is a gift that will serve as an ongoing reminder of the Alumni Association’s support of UNLV.”

The Alumni Association will contribute up to $50,500 for construction of the amphitheater, which will be a combination of grass and cement and will include a 20-foot by 20-foot stage. A portion of the donation will be made in materials and labor. Construction is expected in spring 1993.

UNLV Hires New Dean of Libraries

UNLV has hired Matthew J. Simon, director of libraries at Queens College of the City University of New York, as the new dean of libraries.

Simon, who was the director of the Queens College Library since 1980, also served as professor and assistant college administrator.

At Columbia University from 1976 to 1980, Simon was director of Lehman College Library and was head of the Chemistry Library for a year. He also held positions at the City College of the City University of New York, Kean College of New Jersey, and Indiana University in the 1970s.

“Academic libraries are aggressively redefining themselves as they extend information delivery beyond their traditional constituencies to larger communities of scholars and citizens,” Simon said.

Simon holds a bachelor’s degree, as well as two master’s degrees, one in library science and one in political science, from Indiana University.

UNLV Professor Receives Grant to Study Tortoises

UNLV biology professor Charles Douglas has received a grant of more than $30,000 to begin a long-term study of the endangered desert tortoise.

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UNLV biology professor Charles Douglas has received a grant of more than $30,000 to begin a long-term study of the endangered desert tortoise.

The grant, which comes from the U.S. Department of the Interior through the National Park Service, will fund the first year of what is intended to be a three-year study.

The work will be a broad-based ecological study of desert tortoises in a tortoise management area in the Lake Mead National Recreation Area.

Douglas said that some of the funds will be used to study the tortoises’ seasonal movements, where they build their burrows, what they eat, and the density of tortoises in a given area, he said. The tortoises will be marked to make it possible for the scientists to track their movement patterns.

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Energy Conservation Research Underway at UNLV

Two mechanical engineers at UNLV have used a grant from the Nevada Power Co. and donated materials to build what looks like a matching pair of tool sheds on the roof of the Thomas T. Beam Engineering Complex. The 9-by-12-foot structures, each with one door, one window, and an attic, are not tool sheds, of course; they are identical, free-standing rooms that will be used to test new energy-conservation technologies, such as very thin, reflective insulation, new controls for air conditioners, advanced window systems, and ceramic roof paint.

Nevada Power provided $21,000 for the project. Banta's Building Products of Yucca Valley, Calif., donated wall panels made of styrofoam sandwiched between particle board, and the university supplied data acquisition and other equipment.

Samir Moujais, associate professor of engineering, and Robert Boehm, chairman of the mechanical engineering department, have equipped the two small buildings with heat pumps, sensors, digital watt meters, and other equipment. A computer will collect data on the amount of electricity used, temperature, wind direction, and other factors.

The researchers will test a variety of energy-saving strategies with the facilities. Noting that energy-conservation concepts are attracting increasing interest, Boehm said the new facility will allow faculty and students to evaluate a variety of building projects and construction techniques for the rapidly growing southern Nevada area.

"We are very interested in measuring the effectiveness of the various energy conservation technologies that are now available, as well as those that will be available in the near future," Moujais said. "As time goes on, we hope to get into some innovative research that will improve on existing technologies."

The structures were built on the roof of the engineering building, a sufficient distance apart so that no shadows would fall on either one.

"We wanted to simulate the harshest conditions possible," Moujais said, adding that it is critical that conditions are absolutely the same for both rooms.

One room will be the "reference" site, and the other will be identical, except that it will employ whatever piece of technology is being tested. If the tested device or material is effective, less electricity will be needed to keep the test room at the same temperature as the reference room.

"The approach of using two buildings like we have here is critical in our effort to find out how certain construction details change energy consumption," Boehm said. "The effectiveness of housing elements cannot be analyzed well in houses that actually are inhabited because people in the house affect so many energy-related variables."

One example of the materials to be tested is the highly reflective ceramic paint that has come out of NASA's space research. The paint is relatively expensive, but it may be cost-effective for residential or commercial construction if it significantly reduces energy costs for heating and cooling, Moujais said.

UNLV Lauded for Quality and Value

UNLV has been named "up and coming" for the fourth straight year by U.S. News and World Report and has been included in the book 101 Best Values in America's Colleges and Universities. U.S. News and World Report's annual Best Colleges issue listed UNLV as an up-and-coming regional university in the West, along with Cal Poly-San L A in Opi thinks. The Best Colleges issue provides an advance look at the information on colleges and universities nationwide that is presented in the magazine's 1993 College Guide.

"U.S. News has run the up-and-coming listing for four years in its College Guide. UNLV is the only school in the Regional Colleges and Universities category to be listed all four years," said Wilson. "As time goes on, we hope to getInto some innovative research that will improve on existing technologies."

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UNLV management professor Laurence Barton studies real-life corporate crises to analyze how to manage and communicate in the heat of chaos.

BY DIANE RUSSELL

Making the Best of the Worst: Managing the Aftermath of Disaster

UNLV management professor Laurence Barton studies real-life corporate crises to analyze how to manage and communicate in the heat of chaos.

BY DIANE RUSSELL

The first phone call brought only sketchy details—a gunman opening fire in a crowded restaurant at lunchtime, two people dead, others wounded.

For Ralph Erben, chief executive officer of Luby's Cafeterias Inc., that rough account, relayed to him in a board of directors meeting in San Antonio, was the first word he received concerning what would turn out to be the worst mass murder in U.S. history.

By the end of the day, 23 people were to die as a result of gunman George Hendard's noontime assault on the Luby's restaurant in Killeen, Texas. Additionally, Hendard himself died after being shot by a policeman.

But shortly after noon on Oct. 15, 1991, Erben had only the sketchiest of details on which to begin charting a course that could prove crucial to the future of his successful cafeteria chain. Through a combination of good common sense, good business sense, and good will, Erben maneuvered that obstacle-laden course almost perfectly, according to UNLV's Laurence Barton, an associate professor of management in the College of Business and Economics.
for his candor with the news media.

"Think about this," Barton urges. "In the matter of an hour, he went from relative obscurity to having to speak to the world. CNN was there — CBS, NBC, all the major news organizations rushed there. That's the number-one story that night — the largest mass murder in American history. As a manager, what do you do? What do you say?"

As a result of Erben's quick thinking and generous impulses, Barton says, Luby's not only survived but could have been a mortal blow to the company, but today remains a thriving business. In fact, the crisis was handled so well that the day after the shooting, Luby's stock price actually edged upwards.

When Barton teaches crisis management to his students at UNLV, he always uses Erben as an example of a model CEO. He says he tells the students, "Watch what this person did. Here's a dynamic model for you to emulate. Get involved. Go to the scene. Be human. Don't be afraid to show your emotions. Be pro-active. Be generous. Be a philanthropist. Be candid."

By way of example, Barton also tells his students about Exxon CEO Lawrence Rawl and his handling of the Exxon Valdez oil spill. This, Barton tells them, is an example of exactly how to handle a crisis.

Barton says that Erben's actions teach his students about Exxon's handling of the Exxon Valdez oil spill. This, Barton says, is an example of exactly what Exxon didn't care. The response of the company was perceived as too little, too late.

Teaching UNLV's management students that traits such as social responsibility should rank right up there with more often discussed business concerns such as profit and the bottom line — is something Barton strives to do.

The study of real-life crises such as the Exxon Valdez and Exxon provides the perfect vehicle. Examining incidents chronicled in print and television stories often students an interesting complement to textbook cases, he explains. Exploring those crises also provides a vehicle for teaching students about ethics — a subject that has taken on increased importance at business colleges in recent years.

Barton says many business schools go by with teaching a single course devoted to ethics. What should be done — and what UNLV's business college is trying to do — is integrate the teaching of ethics into many business courses on a variety of subjects. "Every course should somehow be addressing that issue," he says.

Crisis management as a field of its own is just beginning to catch on at universities, according to Barton.

He personally became interested in crisis management while serving as a lecturer at Harvard Business School and at Boston College in the 1980s. He was teaching a course in management communication when he decided to use as part of the course work a then-current controversy in Boston involving research on an antitoxin for the nerve gas, soman. The controversy stemmed from whether a well-known research firm should be allowed to conduct the research at its location in a residential area of Cambridge.

Not only did using a real life incident prove exciting for the students, but Barton also became brooked on the field of crisis management as a result of teaching that class.

Today, Barton heads the UNLV Crisis Management Center — one of only four such centers at universities in North America. The others are located at the University of Southern California, Bucknell University, and at Ecole Des Hautes Etudes Commerciales in Montreal.

Funded by the U.S. Department of Energy as part of its exploration of the Nevada Test Site's Yucca Mountain site as a possible repository for high level nuclear waste, UNLV's center is staffed by off-duty DOE employees.

Currently, it consists of an office housing 14 computer work stations. The first of what Barton hopes will be many computer-simulated disaster exercises is on line. It focuses on a bomb threat at a manufacturing plant; the source of the threat is an anonymous phone call.

Participants begin by choosing one of their choices, a clock counts down to the time the bomb is supposed to go off.

Such exercises force people to think, Barton says, "What would I do if this happened to me?"

As for the nuclear repository itself, Barton says, "I'm neutral on the project. It's incumbent on DOE as an agency to currently examine any and all potential hazards that could come up if the repository is selected in Nevada.

"And, as a university we have an opportunity to protect people of Southern Nevada by working with the agency and ensuring that questions about the safety of people and resources are addressed," Barton says.

"I'm an open mind seeking answers. Ideally, that is the goal of any professor. I'm not an advocate of the project. What I am is a researcher who will raise questions."

While some of the work at the center will be geared toward helping DOE answer questions about potential problems at the repository (should Congress decide to locate it in Nevada), Barton stresses that other government agencies and businesses will also be able to benefit from the center.

continued on page 24
A rare research opportunity took UNLV student Gabrielle Deacon to the rain forests of Belize, Central America. What happened next can only be described as...

**Adventures in Caribbean Research**

**By Lisa Story**

One night last year in the sweltering rain forests of Belize, Central America, 22-year-old Gabrielle Deacon witnessed an act of nature that inspired her two-and-a-half-month internship there with Wildlife Conservation International (WCI).

WCI field biologist John Miller was gingerly trying to free a spear-nosed bat with sharp teeth from a net. The panicked but quiet creature, which attracted the attention of some kinkajous, did what many arboreal animals do: squatted and urinated.

"At Valentine's Day last year, Renshaw left behind her husband and two children in Lima, Peru, to join the group. It was important for her to make that decision, because her husband's career required them to move every two years. When the couple finally settled in Southern Nevada, Renshaw decided to enroll at UNLV.

By the time she returned to college in 1991, she had become aware of the world’s environmental problems. She recalls visiting the small, rural town where she grew up to find the hills covered with shopping malls and housing subdivisions. In the woods near her childhood home, the pond where she once fished and swam had been ruined by overdevelopment of the area.

"That was my first return to America, she said. "I realized that one of the biggest impediments to developing comprehensive environmental policies is the conflict between the different views of the various environmental agencies," Renshaw says. "The environmental groups cannot cooperate to improve our environment or who should have access to the land."

When UNLV established the environmental studies program in the fall of 1991, Renshaw was the first person to officially transfer into it. She predicts the program will grow into an important and respected school. "Environmental studies will become one of the really big programs on campus. It will be as well-known as our hotel administration college," she says.

James Deacon, environmental studies program director and a professor of biological sciences at UNLV since 1969, shares Renshaw's vision.

"We have the potential to be one of the best programs in the country, and we are already gaining national respect," Deacon says. "We are building a distinctly different kind of education — one that is focused not only on classroom education, but also on an unusual range of services that help the students outside the classroom."

Deacon says environmental studies students "live their education," which gives the program strength and distinction.

Juniors and seniors are encouraged to serve as interns with organizations that specialize in their fields of study. Undergraduate students are required to write a thesis, which is usually demanded of only master's and doctoral degree students.

Good planning and organization have gotten the program off to an excellent start, Deacon says, but private donations, continued on page 24
Anthony Ferri didn't expect the flood of emotions he felt when he visited the JFK assassination site. His unique experience there led him to study the site:

UNLV communication researcher Anthony Ferri didn't expect the flood of emotions he felt when he visited the JFK assassination site. His unique experience there led him to study the site from a new perspective.

Anthony Ferri was sitting in his eighth-grade homeroom class at St. Gabriel Catholic School when the voice of Brother Dennis, the principal, came over the intercom. He spoke seriously and clearly, Ferri recalls.

"He simply said, 'Please pray for the repose of the soul of John Kennedy, who died in Dallas today.'" Ferri says. "We all looked at each other, not knowing what to expect."

About 10 minutes later at recess, young Anthony and his classmates stood around speculating about the fate of the free world.

"We all started talking, saying 'Well, if he's dead, then maybe Johnson's dead, and maybe the Russians are going to take over. By the end of recess, we were sure the world was coming to an end.'"

Like most people old enough to remember hearing the tragic news of Kennedy's assassination, Ferri, now a UNLV communication studies professor, can describe what he was doing and how he felt that day nearly 30 years ago.

One common thread among people's recollections, he notes, seems to be watching television coverage of the event. He, himself, remembers watching the black and white television footage, fuzzy and ambiguous by today's standards, and observing his parents' vigilant and solemn reaction.

Today, Ferri is carefully recalling what he saw on television that day, Nov. 22, 1963. His perceptions of the Texas School Book Depository and Dealey Plaza — which came largely from his family TV set — have played prominently in his current research on the Kennedy assassination site, people's reactions to it, and the way television news may have shaped those reactions.

The idea for the research project grew out of his first visit to Dealey Plaza in 1989.

"I was sort of underwhelmed and overwhelmed at the same time," says Ferri, who visited the assassination site with some colleagues during a trip to Dallas for a conference. "Dealey Plaza seemed so small, as did the depository, that we weren't even sure we were in the right place.

"I found myself feeling kind of ticked off and disappointed when I saw the building and the plaza, which seems like a strange reaction to me, even now. But I felt that way because the reality of the site is so small compared to my memory of it from television that I felt sort of cheated."

But as he went through the museum inside the depository — located on the infamous sixth floor, where Lee Harvey Oswald allegedly positioned himself for the shooting — Ferri began to see things differently.

"There is something unique there, something I'm now referring to as an emotional catalyst, that was quite moving. You obviously expect a museum to be thought provoking, but it was more than that. It's like you're awash with emotions and conflict about the reality of the event and what you thought was the reality."

Weeks later when he finally sorted out his feelings about the experience, Ferri sensed a research project in the making. He wanted to find out if others experienced the same feelings he did at the assassination site.

After enlisting the help of former colleague Lin Allen and UNLV graduate students Tony Carrison and Tom Robinson, he designed a research project in the making. He wanted to find out if others experienced the same feelings he did at the assassination site.

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The research team encountered hundreds of people at the museum, many on the assassination anniversary date.

The study has yielded some interesting results, according to Ferri.

"As I suspected, the museum was truly an emotional catalyst to visitors," he says. Most respondents to the survey experienced deepening emotions as they proceeded through the museum, including sadness, thoughtfulness, and resentment.

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"As I suspected, the museum was truly an emotional catalyst to visitors," he says. Most respondents to the survey experienced deepening emotions as they proceeded through the museum, including sadness, thoughtfulness, and resentment.
"As I see it, touring the museum is a complex catalytic process," he explains. "Emotions are stirred, memories are examined, and impressions are focused and reinforced. Understanding is clarified by the information presented in the form of photos, artifacts, and the structure itself. By the end of their experience there, visitors have a sense of clarity and closure that transforms their view of the assassination forever."

To Ferri, that doesn't mean the museum changes their opinion on who was responsible for the assassination. Ferri says, "Visitors who went into the museum believing in the conspiracy theory left believing the same.

"It is important to recognize that television had a major impact on how we perceive building size. TV is a function of the technology of the day. He attributes the problem in part to the practical matter of working with film vs. video.

"For television reporters in 1963, the process of getting footage on the air was much more complicated and time-consuming than it is today, largely because they had to get their film footage developed. If they had a shot of a scene and not much time, they lived with the shot they had. Today, television photographers can review their footage at the scene. If they don't like a shot, they throw another tape in the recorder, and it's done. Who knows? If those reporters in '63 had the chance and the time, they might have shot some of that footage."

"And, what if the assassination had occurred in the 1990s? Ferri speculates that television reporters would take an almost "microscopic approach," as opposed to the more "telescopic approach" taken in 1963.

"It is exactly what American journalist and author Walter Lippmann described in his book, Public Opinion, in the 1920s. The media create a type of pseudo-environment for us; they put pictures in our heads of the outside world. When the pseudo-environment clashes with the real environment, the public receives misinterpreting information and that can have any number of serious effects."

If television did indeed distort the appearance of the book depository, Ferri believes it was not intentional, but more a result of the technology of the day. He attributes the problem in part to the practical matter of working with film vs. video.

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March ♦ 1993


2 Concert: University Wind Ensemble. 8pm. Artemus Ham Concert Hall, 895-3801.

5 Chamber Music Southwest: "The Classics and More." Nevada Fine Arts Trio. 7:30pm. Black Box Theatre, 895-3801.


11 Alumni Event: Dinner/theatre event. 6pm. Tam Alumni Center. 895-3621.

James Galway

Master Series: James Galway and guitarist Kazuhito Yamashita. 8pm. Artemus Ham Concert Hall, 895-3801.

11-21 University Theatre: "Three Sisters." March 11-13 & 17-20, 8pm; March 14 & 21, 2pm. Judy Bayley Theatre, 895-3801.

13 Benefit Concert: "A Concert For Cal," a Cal McKinley Scholarship Benefit. 7:30pm. Artemus Ham Concert Hall, 895-3801.


13-21 Spring Semester 1993: Spring recess.

16-17 Baseball: UNLV v. Arizona State. 3pm both days. Barnson Field, 895-3900.

18 Community Concert: Toccatas & Flourishes. 8pm. Artemus Ham Concert Hall, 895-3801.


April ♦ 1993

25 Nevada Symphony Orchestra: Andre Luis Rangel, pianist. 8pm. Artemus Ham Concert Hall, 895-3801.


28 Concert: Jazz Ensemble & Choral. Artemus Ham Concert Hall, 895-3801.

April 1993

May ♦ 1993


15 Ceremony: Honors Convocation. 10am. Artemus Ham Concert Hall.

Concert: Chamber Choirs 7th Annual Home Concert. 7:30pm. Artemus Ham Concert Hall, 895-3801.

16 Festival: Invitational Choral Festival. All day. Artemus Ham Concert Hall, 895-3801.

16-18 Baseball: UNLV vs. Southern Utah University. April 16, 7pm; April 17, 5pm; April 18, 1pm. Barnson Field, 895-3900.


18 Concert: Sierra Wind Quintet. 2pm. Black Box Theatre, 895-3801.

22 Alumni Event: Senior Toast. 7pm. Mandl Courtyard, 895-3621.

23 Art Exhibit: "Juried Student Show." Weekdays, 8am-5pm. Donna Beam Fine Art Gallery, 895-3803. (Thu May 7)


24 Community Concert: Gustavo Romero. 8pm. Artemus Ham Concert Hall, 895-3801.

25 Concert: University Musical Society Orchestra. 2pm. Artemus Ham Concert Hall, 895-3801.


29 Alumni Event: Dinner/theatre event. 6pm. Tam Alumni Center. 895-3621.

May 1993


24 Community Concert: Gustavo Romero. 8pm. Artemus Ham Concert Hall, 895-3801.

Concert: University Musical Society Orchestra. 2pm. Artemus Ham Concert Hall, 895-3801.


7 Spring Semester 1993: Instruction ends.
May • 1993

7-9 Baseball: UNLV v. New Mexico State. May 7, 7pm; May 8 & 9, 1pm. Samson Field. 895-3601.

10-15 Spring Semester 1993: final examinations.


24-25 Meeting: Board of Regents. 9am-5pm. Tam Alumni Center Grand Hall.

June • 1993

4 Summer Session 1: Session ends.

5-6 Concert: Musical Arts Orchestra. June 5, 8pm; June 6, 3pm. Artemus Ham Concert Hall. 895-3801.

7 Summer Session 2: Instruction begins.

7-8 Summer Session 2: Late registration.

12 Summer Session 3: Session ends.

13 Summer Session 3: Instruction begins.

15 Concert: Bolognini Scholarship. Concert. 8pm. Artemus Ham Concert Hall. 895-3801.

18 Art Exhibit: "Bachelor of Fine Arts Exhibit." Weekdays, 8am-5pm. Donna Beam Fine Art Gallery. 895-3893.

24-25 Meeting: Board of Regents. 9am-5pm. Tam Alumni Center Grand Hall.

July • 1993

5 Holiday: Independence Day recess.

9 Summer Session 2: Session ends.

12 Summer Session 3: Instruction begins.

12-13 Summer Session 3: Late registration.

30 Play: "Friday Knight at the Fights." 8pm. Judy Bayley Theatre. 895-3801.

August • 1993

13 Summer Session 3: Session ends.

30 Fall Semester 1993: Instruction and late registration begins.

June • 1993

4 Summer Session 1: Session ends.

5-6 Concert: Musical Arts Orchestra. June 5, 8pm; June 6, 3pm. Artemus Ham Concert Hall. 895-3801.

7 Summer Session 2: Instruction begins.

7-8 Summer Session 2: Late registration.


24-25 Meeting: Board of Regents. 9am-5pm. Tam Alumni Center Grand Hall.

When Beth Daniels Henderson read her first romance novel years ago, she could easily envision writing one herself. Nine published novels later, the UNLV alumna seems to have found a way to combine her passions for history, writing, and romance.

Her crimson-tipped finger idly traced the four sides of the black square. Whoever thought up this silly-looking hat? Beth wondered, contemplating the damage it would do to her freshly styled hair.

As the line of students started to move, she shook her long strawberry-blond tresses and, with resignation, plucked the traditional mortarboard on her head, making sure the golden tassel dangled from the left rim. Slowly shuffling forward, she noticed that the black-gowned students ahead of her were standing taller, walking prouder. Then she heard the music, the triumphant chords of Elgar's Pomp and Circumstance, and her, too, stood taller and with measured pace stepped proudly onto the red carpet leading into the Thomas and Mack Center.

Commencement. A new beginning. An important day in anyone's life. But Beth's attention wandered from the music, the barely repressed excitement of her fellow students, and she closed her eyes. She pictured herself, the audience.

Her thoughts were already on the future, particularly tomorrow morning, May 14, 1990. What would she do next? Life? Maybe, but it would, for her, a commencement of a whole different sort...

Meanwhile, the publication of Nikaev's Passion marked the culmination of more than a decade of a different kind of writing.

"Once I started back to school I didn't want to be in retailing anymore," Henderson recalls. In the course of completing her degree, she became fascinated with the history of the American West and, encouraged by history professors like Robert Davenport, who lauded her fine writing, she enrolled in the master's degree program.

Meanwhile, the publication of Nikaev's Passion marked the culmination of more than a decade of a different kind of writing. Years ago, Henderson read a historical romance given to her by her sister-in-law. "I can do this," she told herself, and she sat down and wrote Bird of Paradise, then rewrote it and rewrote it and rewrote it for 15 years. That much-managed volume, the saga of a family in the Western gold...

Beth's Passion for Prose

BY BARBARA CLOUD

UNLV alumna Beth Daniels Henderson
Henderson was also working on *Bird of Paradise,* while rewriting a suspenseful romance called *Paradise in His Arms.* Henderson says, "It's amazing how many times I have used a story that somebody else has told me, or material from my own experiences, like the ghost towns. She notes that best-seller lists regularly include books with strong romantic themes and that readers enjoy the escapist they provide.

When Henderson needed another idea, she came up with this television girl from L.A. who wants to produce a show on ghost towns. The hero is a photographer who lives in the mountains nearby. "It's amazing how many times I have used a story that somebody else has told me, or material from my own experiences, like the ghost towns. Henderson estimates history and/or suspense in her books, and she wrestles with the sections that justify the label "romance" novel. "Love scenes are the hardest to write," Henderson says. "I don't want to be there, and my characters don't want me to be there. I feel like everybody should know what they're doing. I've gotten them up to this point, let them be on their own. But until the market says you can get by without these scenes, I have to do it."

Henderson points out that the sexy cover text and illustrations that have come to epitomize the *Paradise in His Arms* series were called "Different Worlds" and showed these two lifestyles meeting and clashing and somehow managing to get together."

The plot just came to her, she says. "My mother is always asking me how I can think of these things, but it's just kind of unrolls. People who sweat out stories hate people who say it's easy."

Even within the formula, however, Henderson manages to use her addiction to history and her experiences in the West. In *Queen's Cache,* for example, the heroine wears a cowboy hat, and she met the heroine at UNLV. She takes the reader to an archeological dig in the Middle East, among other locales, but returns to Las Vegas for its denouement, and the reader is treated to descriptions of the university campus, as well as highlights of *The Strip.*

The setting of *Ribbons and Rawhide,* she used ghost towns she had visited while taking a continuing education class at the University of Arizona. "We met every Saturday at the crack of dawn and drove out to various ghost towns."

Henderson, who attends conferences of such groups as the Romance Writers of America and Sisters in Crime, agrees that the romance novel is not "high literature," but she argues that it nevertheless fills a void in readers' lives. She notes that best-seller lists regularly include books with strong romantic themes and that readers enjoy the escapist they provide.

The romance novel, she says, is in the same category as the mystery or western, but, she adds ruefully, authors of those books get more respect than romance writers do.

She looks forward to the publication of an anthology of scholarly studies of the romance this fall, hoping it will bring greater credibility to the genre. Henderson says she would like to be able to support herself with her writing, but doesn't "see that happening for quite a long time down the way." Her initial efforts were published in hardback, so not very many people saw them unless her agent "stuck the book under their noses." But hardcovers carry a certain cachet and earn a foot in the door with the publishing industry, she says. And, her more recent books have been issued in paperback, guaranteeing a wider audience.

Although Henderson has not yet reached the best-seller list, publication of *Paradise in His Arms* last year was accompanied by promotion of the original *Bird of Paradise* as well, the sign of a growing audience for her work. She also gets fan mail, another indication that readers recognize her pen names and look for her books. One Iowa woman wrote that she likes Henderson's books so much that she keeps them instead of taking them to used bookstores with the other novels she reads.

Henderson seems to fit neither of the most commonly held stereotypes of the romance writer—the frumpy, frustrated housewife or the siren. She exhibts a cheerful, friendly manner on the job at the Dickenson Library that is reflected in the light-hearted touch she gives her novels. And, the romantic streak that has produced books like *Paradise in His Arms,* *Diamonds and Denim,* and *Ribbons and Rawhide* is hardly evident as she checks out books and answers questions quietly and efficiently.

But after work, on weekends and holidays, she encounters herself at her dinning room table, where the words and phrases flow from her imagination through her fingertips to the computer screen as she escapes to the West. In *Queen's Cache,* for example, she found herself having a fight with a horse that she's been given for Christmas. The horse is not as rambunctious as she had envisaged, and the horse is not as gentle as she had envisaged. She remembered the feel of his bare, damp coat under her cheek earlier that morning when he'd rushed to her rescue. Remembered the fire that had flashed in his sky-blue eyes, and the answering quickness in the pit of her stomach. (Queen's Cache)"

"Like reading escapism," she says, "and I write what I like to read."

Henderson, who writes contemporary romances, says she would like to be able to support herself with her writing, but doesn't "see that happening for quite a long time down the way." Her initial efforts were published in hardback, so not very many people saw them unless her agent "stuck the book under their noses." But hardcovers carry a certain cachet and earn a foot in the door with the publishing industry, she says. Her more recent books have been issued in paperback, guaranteeing a wider audience.
Back to the Beginning

Research on vertebrate embryos may lead to a greater understanding of the earliest stages of human development, according to UNLV biologist Warren Burggren.

BY TOM FLAGG

When Dr. Warren Burggren came to UNLV in 1992 as the new chairman of biological sciences, he brought with him substantial grant funding for his research, several talented post-doctoral researchers, and the journal **Physiological Zoology**, of which he is editor-in-chief. He also brought international contacts with research collaborators in Denmark, Taiwan, Japan, Brazil, and elsewhere.

Burggren had been at the University of Massachusetts since 1978. There, he developed a strong research interest in the origin of terrestriality—that is, when life moved out of the primordial seas and onto land.

His research took him to South America and Australia, where he studied the lung fish, which breathes both air and water. Burggren also studied amphibians, such as frogs, which are a useful model for animals that undergo the evolutionary transition from water to land. (Frogs are water-breathing tadpoles and air-breathing adults.) This led him to his current research interest at UNLV—the development of vertebrate embryos.

Burggren and the researchers in his lab have found that, because vertebrate embryos are strikingly similar, they can study the fertilized eggs of frogs and alligators to learn about all vertebrates, including humans.

One of the distinguishing characteristics of vertebrates is their amazing diversity, Burggren explains. Mice and elephants, minnows and whales, salmon and eagles, flies and humans are all vertebrates. But the physical differences among the many species of mammals, fish, birds, reptiles, and amphibians are most obvious in the adults.

In the early stages of life, they all look surprisingly alike.

"Unless you were really a hot-shot embryologist, if I showed you a fish embryo, a reptile embryo, and a human embryo, you probably couldn't tell the difference," he says. "In those early stages, they are all very similar."

The embryos of lower vertebrates act as plentiful models. They allow biologists to perform studies and experiments that could not, for moral and ethical reasons, be performed on human embryos, and for practical reasons, on the embryos of other mammals.

Because Burggren and his colleagues are not doing clinical research directly with humans, investigations of this type are often called "pure" research, or as it has been suggested lately, "curiosity-driven" research.

It must be scientific curiosity that prompts a researcher to spend months of careful work trying to determine what effect various environmental stresses, such as low oxygen levels, might have on developing amphibian and reptile embryos. But the results of that research could lead to a better understanding of, for example, how pregnant women who smoke risk the health of their unborn babies.

Not a lot is known about the earliest stages of development in vertebrate embryos, Burggren says. Most studies in the area have been done on sheep fetuses, partly because of their availability and because they have a certain anatomical and physiological characteristics of sheep that make them a good model for studying human development.

However, because the uterus is a very protective environment, biologists cannot study the initial formative processes. "The problem with sheep is, it's about 100 days from conception until you can actually go into the uterus with instruments and check the fetus to find out how it is functioning," Burggren says. "By then, it's all dress rehearsal. Everything is in place; even the breathing movements of the fetus have started by that time."

"But many of the lower vertebrates, like frogs, produce eggs, which are free-living, functional units," Burggren explains. "You can look at an egg under a microscope, manipulate it, examine it, change the environment around it—all the things you can't do with a fetus in a uterus or a bird's egg in its hard shell."

Burggren and his team of three post-doctoral fellows and two graduate students are working with animals such as paradoxical frogs (which get their name from the fact that they have the world's largest tadpoles, but metamorphose into very small adults) and young alligators.

By studying the circulatory systems as they develop in the eggs and young animals of these species, the researchers expect to learn valuable information about the earliest stages in an animal's life.

"We are looking at the first beating of the heart, the development of the first blood cells, the time at which blood cells begin to be distributed—all the things that have to do with circulation. This is the first system in any embryo, frog or human, to become functional because it is the circulation that supplies nutrients for all other systems," Burggren says.

The researchers hope to learn more about pivotal periods of time, or "critical windows," in the development of each of the animal's systems: cardiovascular, nervous, and respiratory.

"Before a window opens, in terms of time, a particular system is relatively insensitive to its environment," Burggren explains. "And after the window closes, the system is insensitive. But during the critical time when the window is open, environmental pollutants, toxins, or conditions such as low oxygen have their biggest effect."

"We are trying to establish critical windows by studying the influence of low oxygen levels on the physiological processes of embryos," Burggren says, explaining that reduced oxygen is one of the primary stresses caused by smoking, which is why smoking by mothers is particularly dangerous for the human fetus.

"I'm not going to say there is a direct link between amphibian embryos and human birth defects," he says. "But I think that, much more so than in the past, new insights into human development will be staring us in the face if we want to exploit them," he says.

Burggren is studying the cardiovascular system of embryos because it is so critical to the development and function of the other systems.

"No birth defect is desirable, but some embryos can get by with some defects," he says. "But if the cardiovascular system has been affected, it becomes a limiting factor for all the other systems. The cardiovascular system delivers nutrients and removes wastes. If it isn't healthy, it is one of the most unfortunate birth defects."

Their emphasis on the earliest stages of life has required Burggren and his fellow researchers to approach what he calls the "lumbar fringe" in developing micro-techniques that work on small animals.

"It is a bit amusing to hear a neonatologist talk about the challenges of gathering data from a human infant that weighs, say, 600 or 1,000 grams," he says. "We are measuring cardiac output and blood pressure in animals that weigh one or two thousandths of a gram."

The effort of adapting existing equipment to their purposes is very labor-intensive.

"We are not electrical engineers," Burggren says, "but we are willing to buy the stuff that medical researchers are using, then modify it to make it work on much smaller animals."
'70s

Michael West, '70 BS Geography and Math, '74 MS Education, is principal at Gunn High School in Boulder City. His wife, Connie, is a counselor at Spang and Kauder, '78 AA Office Management, is a certified pediatric nurse. She is currently pursuing a master's degree in nursing at UNLV. Jeffrey Wong, '85 BA Business Administration, is a certified public accountant and a partner in Miller, Arens, and Partners Business Consultants in San Francisco.

Katherine Moore, '75 MS Education, is the director of the office of academic support at Virginia Commonwealth University in Richmond. She also serves as president of the Association for Multicultural Counseling and Development. During the '70s, she served as the director of the Upward Bound program at UNLV.

Quincy Moore, '75 MS Education, is the director of the office of academic support at Virginia Commonwealth University in Richmond. She also serves as president of the Association for Multicultural Counseling and Development. During the '70s, she served as the director of the Upward Bound program at UNLV.

'80s

James R. West, '70 BS Hotel Administration, is a professor in hotel administration and is the director of the Hospitality Institute at the University of Boulder in Colorado. He also serves as a consultant for the tourism industry.

Michael Redd, '83 BS Engineering, is a senior systems engineer at Siemens Semiconductor in Colorado. He is currently pursuing a master's degree in electrical engineering at the University of Colorado.

Clancy West, '80 BA Psychology, owns and manages several rental properties in Las Vegas. She is active in the state Democratic Party, the National Association for Women, and the Southern Nevada Women's Political Caucus.

Ruth Gousauk, '84 Master of Education, is a special education teacher in the Clark County School District for 15 years. She is currently assistant principal at Lake and Long elementary schools.

Lu Freeman, '79 BA Psychology, owns and manages several rental properties in Las Vegas. She is active in the state Democratic Party, the National Association for Women, and the Southern Nevada Women's Political Caucus.

Steve Gordon, '79 BS Hotel Administration, is senior vice president of creative affairs for Viacom Productions in Las Vegas. He supervises the production of several television programs, including Mad About You and The Perry Mason movies.

Jeffrey Wong, '85 BS Business Management, is director of sales and marketing at the Hilton Hotel in Singapore. Previously, he has worked for Hyatt, the Omni Marco Polo, and the InterContinental hotel.

Gregory Schall, '86 BS Hotel Administration, recently became the national advertising director for three national trade magazines. The two food service publications Clef Institutional and Print Press Plus. He also works with Food First, the leading industry gourmet food and confections magazine. He lives in Chicago.

Jeffrey Wong, '85 BS Hotel Administration, is director of sales and marketing at the Hilton Hotel in Singapore. Previously, he has worked for Hyatt, the Omni Marco Polo, and the InterContinental hotel.

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Jackie Ogden, '76 BA History, '82 BS Hotel Administration, is the program director for the public television station in Killeen, Texas. The program, which is aimed at adults, uses the whole language concept.

Guilio A. Arenas, '77 BS Hotel Administration, is a professor in hotel administration and is the director of the Hospitality Institute at the University of Boulder in Colorado. He also serves as a consultant for the tourism industry.

James Benson, '78 BA Communication Studies, is a member of the U.S. Air Force with the rank of major. He is currently directing a business seminar in Moscow.

Michael Redd, '83 BS Engineering, is a senior systems engineer at Siemens Semiconductor in Colorado. He is currently pursuing a master's degree in electrical engineering at the University of Colorado.

Marshall S. Wittick, '79 BA English, is a lawyer specializing in family law. Previously, he was a legal staff attorney to the Nevada Supreme Court. He edits the Nevada Family Law Report and chairs the federal legislative committee for the family law section of the American Bar Association. He is also an alternate magistrate judge in North Las Vegas.

Katherine A. Kaseler, '78 BA Nursing, is a part-time night class instructor at the University of Colorado. A 14-year employee of the hospital, she recently passed the national pediatric nurse examination and is now a certified pediatric nurse.

James R. Miliko, '72 BS Hotel Administration, is the director of sales and marketing at The Regent Bangkok in Bangkok, Thailand. He has also been involved with providing business seminars in Moscow. He returns to UNLV each year to give lectures to hotel administration students about job opportunities outside the continental United States.

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management associate program. She helped open the Mirage in 1989 as retail division training manager.

director of airport operations for Czechoslovak Airlines at O'Hare International Airport in Chicago.

Crisis Management
continued from page 7

“Our goal is to become a catalyst for training for companies, federal agencies, and those who suspect they may have an area of vulnerability or just want to know more about crisis management,” he says.

Every company, no matter its size, should have a crisis management plan because no company, regardless of its function or its product, is immune to disaster, according to Barton.

“Everybody’s vulnerable,” Barton says, “but the positive side is that everybody has an opportunity to avoid a crisis or to minimize damage from a crisis by thinking ahead. Advance planning is the key.”

Adventures
continued from page 9

like Saxton’s, will help it to grow and succeed.

“We’re helping our students take advantage of unusual learning opportunities with private gifts like Frances Saxton’s,” Deacon says. “This kind of support permits us to help students enjoy the type of once-in-a-lifetime experiences that Gabrielle Renshaw had.”

Saxton says she is pleased that her gift went to the support of both the environment and UNLV’s environmental studies program.

“I support UNLV every year with a small gift,” Saxton says, “and I’m glad that my gift this year helped a student study the rain forests because I am very concerned about our environment. I think environmental studies is a wonderful new program at UNLV and one that will become increasingly more popular as awareness is raised about the importance of our environment.”

Beginning
continued from page 21

pure research could have some very valuable applications to human beings in the future.

“There is no doubt that the more we know about what happens in the early, formative stages of a fetus’ development, the more we are going to be in a position to intervene in human congenital defects,” Burggren says.

“I can see a time, not even a decade away, when people are not waiting for infants to be born with serious heart defects before they go in and repair them. But they are not going to be able to do that until they know what ‘normal’ should be. So I think it is important to know what is normal for an embryo.”

Despite his enthusiasm for his particular research project, Burggren is quick to point out that his lab is but one of several in UNLV’s biological sciences department — not just in physiology, but also in cellular and molecular biology and ecology — that already have earned or are earning international reputations.

With all that the department has going for it, Burggren is expecting great things. “In our five-year plan, we actually address the next 10 years,” he says. “We feel the department has the people, the resources, and the potential such that if we are not the preeminent biology department in the Southwest in 10 years, we messed up.”

Attention alumni — The UNLV Alumni Association offers a variety of social and cultural activities. For more information or to join the association, call 895-3621.
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Construction on the new Classroom/Office Complex, to be located in the northeast parking lot of the Thomas & Mack Center, is scheduled for completion in Fall Semester 1994. The 165,000-square-foot building will house classrooms, offices, and auditoriums.