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True Believers

Why is UNLV one of the nation's first-choice universities?
Hear the answers of people from across our community. p22

EXTREME JOBS: PROFS VENTURE INTO STICKY SITUATIONS

FEAR FACTORS: OVERCOMING MATH ANXIETY

SANDWICH KINGS: EMPIRE BUILT ON THE BOBBIE
On the Cover

True Believers
22 We asked people from across campus and beyond why they support in UNLV. Here’s what they said.

The Clothes Make the Woman
18 Historian Deirdre Clemente shares her thoughts on the traditional rules of fashion, F. Scott Fitzgerald, and dressing your age in Las Vegas.

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24 Five UNLV people share their tales of the dirty, dangerous, or cringe-inducing work they do to make the world a better place.

The Doctor is ... On the Air
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Plus: All the 2013 Alumni of the Year winners, p36

A Toast to Art
The Las Vegas Art Museum (LVAM) collection of nearly 200 objects was moved out of long-term storage and into the newly renovated Manorde Barrick Museum. Selections from the LVAM collection will be offered for view regularly in the museum exhibition hall. Works in the collection include works by national artists important to the Southwest, including a significant representation of UNLV graduates. The first offering in the Barrick is “Into the Light: The Las Vegas Art Museum Collection Emerges.” It runs through the fall semester. For more arts offerings, see “Don’t Miss It,” p3. (Photo by Aaron Mayes)
The "Scarlet, Gray, Every Day" campaign kicked off this fall to celebrate Rebel pride. The campaign encourages people to share photos of themselves around the world wearing our school colors.

Graham Linck, a Doctor of Physical Therapy, and Miriam "Mirri" Capetillo, a '17 MS Health Promotion, met as students at UNLV, so decided it was only natural to work the scarlet and gray into their wedding last year. He works at Phytotherapy Associates. Shi is an academic advisor for the School of Health Sciences at the College of Southern Nevada.

Erica Piurkowski, UNLV athletics compliance assistant, in a village near Tunja, Colombia.

Fans Karen and Tom Robinson on vacation at Churchill Downs in Louisville, Ky.

Women's basketball coach Kathy Olivier. '91 BS Physical Education, in the London tube.

Editorial Page

The Funding Formula

In this upcoming session, Nevada legislators will be looking at the way the state's colleges and universities are funded. What improvements are you looking for?

For many years, the funding formula has been skewed, putting significantly more money per student into some of our commun

ity colleges and into UNR than into UNLV. In addition, the old funding method collected tuition and partially collected fees from all the colleges and universities, filtered them through the formula, and then redistributed them to the system institutions.

There is a need for a new proposal for funding that has been developed by (Nevada System of Higher Education) Chancellor Dan Klaich, the president at each institution, the Board of Regents, and the Legislative Interim Studies Committee on Higher Education Funding. It does three key things:

First, it separates once and for all tuition from instructional funds, which means our students can be assured that the dollars they contribute to the campus will stay on their campus.

Second, it will distribute funds to campuses equitably based around the mission of the institution. It recognizes, to some extent, the value of bachelor's, master's, and doctoral degrees and that it costs more to deliver those programs than two-year programs. With more adequate funding for high-cost disciplines such as nursing, engineering, and science, we can expand our capacity to produce graduates in those areas.

Third, the new formula will add a performance funding component that will make institutions accountable for outcomes such as success in graduating students—thus providing an incentive to do even better.

So the good news is that, after years of a formula that has been tweet and gamed to the point that it was hopelessly broken, the current proposal offers a straightforward approach that is fair for everyone.

Do the proposal fix UNLV's budget issues?

While the new formula is fair—it will correct the imbalance between institutions in the North and in the South—it does not address the adequacy of funding overall. In other words, it will not provide enough for us to produce the graduates our region needs—particularly in critical workforce areas in technology-based disciplines and health care.

This issue is particularly felt in Southern Nevada, the economic engine of this state. In order to stimulate growth in new economies while keeping our base industry healthy, Las Vegas needs more graduates. The more we produce, the greater the capacity our region will have to stimulate the economy and attract industry.

Related to this is the "Knowledge Fund." This fund was created, but not funded. In the last session we stimulated economic development by providing money for academic research that shows great potential for commercialization. Neighboring states like Utah and Arizona have made huge investments to build their economy and increase the number of highly educated citizens in their states, but Nevada has not yet committed any long-term funding for this. I believe for us to really gain traction on Knowledge Fund initiatives, we'll need to see major commitments beyond an initial two years of funding.

Do you expect challenges to the proposed formula?

The proposed formula was approved with virtual unanimity, but that doesn't mean everyone's happy about it. It is a bitter pill for some of the institutions to swallow. Some people are looking at it as a $4 million takeaway from the North to give to the South. That's true in that some institutions will be getting a smaller percentage of the pot than they used to—but UNLV and CSN in particular have been on the short end of that stick for years and years. If this new funding approach is approved, every institution will receive a fair share per student, based on its mission.

I also expect some spirited discussions to focus on performance funding aspects of the formula. I do not believe the current approach adequately addresses the high value of master's and Ph.D. graduates, which is a critical element for research institutions.

While I anticipate that this proposal will be contested in the legislative session, I believe that the principles behind the formula—fairness and transparency—will win the day.
Dreaming Big

New UNLV digital collection offers look at history of resort architecture in Las Vegas

Before the Stratosphere became the unofficial north compass for Las Vegas, there was the Sahara. In 1963, it dominated the skyline with its 24-story tower and epitomized the pioneering concept of architectural masterminds Martin Stern Jr. and Homer Rissman.

Their designs — from concept to construction — now are accessible online in a new UNLV Libraries digital collection. "Dreaming the Skyline: Resort Architecture and the New Urban Space" captures their work from Las Vegas to Reno to Atlantic City with more than 2,000 photographs, drawings, and proposals. A timeline chronicles the rise and fall of buildings on the Strip.

"These two architects raised the skyline of Las Vegas," says Peter Michel, director of special collections at UNLV Libraries. "Las Vegas went from two-story motels on a dusty highway in the middle of the desert to what is now CityCenter."

The buildings that once graced Las Vegas Boulevard still influence today's gaming and resort cities, Michel says. The integrated resort model visited today can be traced back to the look and feel of Stern's International Hotel (1966), which had a distinctive tri-tower form with wings radiating off a central corridor, giving rooms panoramic views of the Strip.

"He took into account traffic flow and complex items to create a functional space that's also aesthetically pleasing," Michel says. "Essentially, he was building a mini-city, which provided guests everything they could possibly need." And made finding the exit difficult.

Las Vegas' architecture is also a study in adaptability to changing markets. The city excels at creating inviting, entertaining spaces that integrate natural sounds, water, and fire, such as CityCenter's ice sculptures or The Mirage's erupting volcano spectacle, says architecture professor Glenn N.P. Nowak.

Rissman built Circus Circus, the hotel-casino that Howard Hughes and Hunter S. Thompson loathed, and the Flamingo Hilton Hotel. He also riffed on Stern's original works with expansion and renovation projects. Upon finishing the Hacienda in 1965, Rissman was known to rave says the building would last 10 years. Architects know then what they know now — that Vegas buildings were not built to last.

"The architecture of the Strip and the valley are constructed in a way to only last for a limited time," Nowak says. "Architecture here happens more quickly, is built more quickly, and torn down more quickly than in any other part of the world."

— AFSHA BAWANY

More: Visit "Dreaming the Skyline" and other digital exhibits at digital.library.unlv.edu. UNLV Libraries houses thousands of physical copies of resort architecture drawings and artifacts.

Hearts of Campus

The heart of campus is now in three places. UNLV received three sculptures from the St. Jude Hearts of Las Vegas exhibit. Two of the hearts, painted by artists Jerry Misko and KD Matheson, have been gifted to UNLV permanently, the third, by Don Michael Jr., is on temporary display.

"This heart is at the entrance of the Ham Fine Arts Building. Matheson's is on the south side of the Xeric Garden. The Michael heart is on Pisa Plaza outside the Student Union. The installations came to campus after biology professor Steve Smalenski, wife of UNLV President Neal Smalenski, connected exhibit organizers from the Las Vegas Chapter of St. Jude Children's Research Hospital with Jeff Korf, dean of the College of Fine Arts.

UNLV has expressed interest in purchasing additional sculptures from the exhibit for the campus, now in three places.截至目前，UNLV已经从拉斯维加斯之心艺术节接收了三件雕塑。两件雕塑由艺术家杰瑞·米斯科和KD·马瑟森创作，被永久地赠予UNLV，第三件由唐·迈克尔·Jr.创作，暂时展示在校园内。

"这颗心位于哈姆美术学院的入口处。马瑟森的这颗心位于Xeric花园的南侧。迈克尔的心位于Pisa Plaza，位于学生会外。这些装置在经过生物学教授史提夫·斯梅尔斯基和他的妻子，UNLV校长尼尔·斯梅尔斯基的介绍后，与杰夫·科夫，学院的院长，联系了这个项目。

UNLV已经表达了对购买更多来自该展览的雕塑的兴趣，现在有三件雕塑位于校园内。
The Network

Rebel Business Network pays dividends for alumni and students.

Fourth-year Lee Business School student Annie Huynh knows that the job market is tough, especially for recent grads. In fact, the Associated Press recently reported that more than half of bachelor's degree holders under the age of 25 last year were jobless or underemployed, the highest share in at least 11 years.

So when Huynh was approached by the recently organized Rebel Business Network about an internship with the Downtown Las Vegas Alliance, she jumped at the opportunity. As an alliance intern, she worked with some of the city’s top executives on projects that are impacting not just downtown Las Vegas but the Las Vegas community as a whole.

"The internship was a great experience," Huynh says. "I learned so much. (and) because of this internship, I am more confident in my abilities and my capabilities, and I think the Rebel Business Network is to thank." Helping alumni and soon-to-be alumni advance their careers and build their businesses is the goal, says Matt Engle, immediate past president of the UNLV Alumni Association and chairperson of the network. "I wanted to provide a venue that would allow business owners, alumni, and UNLV leadership to build relationships with one another for the good of our local business community and UNLV." Since its May launch, the network has served as a hub for the 46,000 UNLV graduates who have remained in the greater Las Vegas area. It has already launched an online business directory with more than 100 members and introduced the "Hire a Rebel" program and job board. Its networking luncheons and mixers have been packed with past and present Rebels as well as professionals who want to do business with Rebels.

"This is a long-term program," Engle says. "People are seeing the value in this group, so we will continue growing and building on the momentum going on in the community."

-KATIE FERNELUS

More: Visit unlv.edu/alumni to join the Rebel Business Network and learn more about programs and services for alumni.

Open for Business

UNLV’s new office of economic development will spur economic recovery in Nevada by connecting emerging research with diverse industries. The office will work with campus researchers, business leaders, and local government to increase business opportunities and economic growth. UNLV’s new office of economic development will work with local businesses to enhance partnerships connected to the university’s economic development sectors, we’ll create new businesses, a stronger workforce, and new technologies that will move Nevada forward.

It’s Just Science

CCSD partnership helps teachers gain confidence teaching science.

How do fish breathe? What’s the difference between a food chain and a food web? These life science fundamentals may seem elementary, but explaining them to a group of third-graders in an engaging and memorable way is no easy task.

That’s why UNLV and the Clark County School District (CCSD) have teamed up to give elementary teachers a crash course in life sciences. The idea is that if teachers have a better understanding of core science concepts, they’ll have the confidence to introduce more science in their classrooms in a way that will stick with young learners.

Project VISIONS is a professional development partnership between UNLV’s Center for Math and Science Education and CCSD’s Curriculum and Professional Development Division. The program has included summer workshops and graduate courses at UNLV. In the spring, the research will hit the classroom, allowing teachers to track how student learning has improved.

More:

"We’re excited to be able to offer this valuable professional development opportunity to teachers in the UNLV service area," says Matt Engle, immediate past president of the UNLV Alumni Association and chairperson of the network. "This will be a great opportunity for teachers to learn more about science and how to teach it effectively."
This image from Premier UNLV looks like it could be a scene from Harry Potter as Gryffindor House rises up to defeat Voldemort. The students were wielding keychain flashlights for the commemorative photo of Premier UNLV, one of the longest-standing traditions on our young campus. As fireworks go off above them, students stand in formation on North Field to light up the school acronym. Commemorative posters capturing the capstone moment are given to students after the event. The reusable flashlights have replaced disposable glowsticks to make Premier a zero-waste event.

LIFETIME OF HORROR: Film professor David Schmoeller (above, during filming in the Student Union) received the Lifetime Achievement Award for Excellence in World Cinema during the Fantaspoa Film Festival in Porto Alegre, Brazil. The film festival also featured the world premiere of his 10th feature film, Little Monsters, shot on location in Las Vegas with a crew comprised of UNLV film graduates and local professionals. Five other Schmoeller films also were screened, including Tourist Trap (1979), which was selected as one of the 130 landmark horror films of all time in the Jonathan Rigby book Studios In Terror: Landmarks Of Horror Cinema.

A WIN AND A JOB: Two students won first place and $3,000 each at the Washington Media Scholars Foundation Case Competition. Maria Jose Flor Agreda, a senior journalism and political science major, and Jami Vallesteros, a senior economics major, beat out competitors with their strategic media plan based on a hypothetical special election referendum. The competition also helped Vallesteros land an interview that led to a job as a business analyst at POLITICO Pro after he impressed one of the judges. He also was a member of the slight team that won the undergraduate division of the Nevada Governor's Cup business plan competition in 2011.

HELP UP: The Center for Academic Enrichment and Outreach was awarded three nationally competitive TRiO Upward Bound grants totaling $4.5 million over five years. The grants will serve more than 1,000 Clark County high school students. Upward Bound helps low-income or first-generation students complete the college entrance process and ultimately get a degree.

NUCLEAR INNOVATION: Graduate student Edward Massolf took first place in a national U.S. Department of Energy (DOE) student competition for his investigation into the behavior of a radioactive byproduct of nuclear energy. The Innovations in Fuel Cycle Research competition recognizes college students from across the nation for outstanding research publications. Massolf, a Ph.D. student in radiochemistry, won for his unique analysis of the radioactive element technetium, a common product from nuclear fission.

UNLV research teams also recently were awarded more than $1.6 million from the DOE to investigate new ways to safely separate and store radioactive waste from nuclear fuel recycling. UNLV is one of just 32 universities to earn funding under the Nuclear Energy University Program.

QUOTABLE

"Most people think that the greatest opportunities for Las Vegas are on the Strip. Mr. Cohen recognized that the real opportunity is a few miles to the east — on the UNLV campus. That's where the future of Las Vegas is really being determined."

— Brian Unguren, '12 BA English, a member of the inaugural class of Philip J. Cohen Scholars. Named for the gaming and real estate executive who passed away in 2010, the program funds more than 40 scholarships for students who prove themselves deserving of support but who do not qualify based solely on need or grades.
A Family Affair

UNLV soccer siblings inherit their love of the game from their dad.

For Salvador and Aracena "Susie" Bernal, the UNLV soccer teams' brother-sister act, the game has always been a family affair.

Sal is a sophomore forward on the men's team; Susie, a freshman, plays wing on the women's side. As they talk about their success on the pitch and in their academic careers, they keep circling back to their inspirations: their parents.

The Bernals picked up their father's love of soccer. How old were you when you took up the game? "Three or four," they say in unison, grinning at each other.

Sal picks up the story: "I was the one who started playing first. I was the boy, so my dad wanted me to start playing. In Mexico it's a big thing to play soccer. But she was the one who played first on an actual team."

Both were born in the central Mexican city of Morelia. Their family moved between Mexico and the United States — including Denver, where they have extended family — a couple of times before the opportunities Las Vegas offered drew the family here.

Salvador Bernal Sr. and his wife, Rosa, both work in the Las Vegas service industry. Sal and Susie talk a lot about their parents' sacrifices; rides to and from practice after long workdays and money for equipment, for joining the competitive club teams, and for many trips to tournaments.

The siblings are both graduates of Clark High School. In his senior year, Sal set a school record for goals in a season while leading the Clark Chargers to the state semifinals. When it came time to consider college, the choice was easy.

"I wanted to stay home. UNLV was always my first option," Sal says. "This is where I wanted to be."

Last year he won the Mountain Pacific Sports Federation newcomer of the year. This year he's continuing with standout performances. He had two goals and two assists in mid-October wins over Seattle and long-standing San Jose State — the team's first back-to-back road conference wins since 2005.

Like her brother, Susie stood out in high school. Her Las Vegas club team, New World, won state titles in 2009 and 2010. She followed Sal to UNLV because "family is important. My parents said, 'since we're here in town, we want you to stay here.'"

She is a key player on a women's team that set a school record with a nine-game unbeaten streak earlier this season. One of those games was a 3-1 win over Oklahoma, a game that featured Susie's first goal as a collegiate.

"People are starting to realize that we're a team whose record is good," Susie says. "We're proving that we can do it. (Breaking the record) got people's attention."

The women's team recently returned from the national rankings — they're No. 9, one spot short of their best ever, four years ago. Susie says the coaches caution players against letting success go to their heads.

"We usually hear a lot about it from social media," she says. "Coaches will mention it, but they don't want us to get cocky, and they tell us to stay humble."

As important as soccer is to the whole family, it's not everything. "Of course I want to be a professional soccer player," Sal says. "I'd like to rise to the level of his favorite player, Lionel Messi, leader of the powerful Barcelona team in Spain's top league. But if that doesn't work, I want to have something to fall back on to support my family."

His family's influence and Las Vegas upbringing factored into his major, hotel administration. Sal devotes about 20 hours a week to soccer and more time to studying. There's little time for much else — but then, he's not sure what else there is besides school and soccer. "I just don't do that much outside of soccer," he says. "I mean, I like to go out, have fun, but soccer's always been that part of my life. I've traveled a lot, met many people because of soccer." Susie, who has not declared a major yet, lives on campus to help balance her athletic and academic responsibilities. "I don't have anything outside of school or soccer," she says. "Trying to keep her team on top while keeping up her studies can be stressful, she says. But once again she echoes her brother: "I want to graduate. I want to get a job I enjoy going to so I can help my family out, and have my parents not work so much. They've already done so much for us."

"Without them we wouldn't be here," Sal emphasizes the point.

BRIEFLY

Scary good?

Before the first tipoff of the season, forward Mike Mosier was ranked No. 6 among the nation's Top 100 college basketball players by CBSSports.com. The website's bracket guru, Jerry Palm, predicts the Rebels will be a 3-seed in the NCAA Tournament. Can they live up to the hype for coach Dave Rice's second season?

Come to a game and see.

**UNLV Men's Basketball Schedule**

- **01/01 vs. Northern Arizona** 7 p.m.
- **01/03 vs. Jacksonville State** 7 p.m.
- **01/05 vs. Oregon** 6 p.m.
- **01/06 vs. Colorado School of Mines** 7 p.m.
- **01/09 vs. UC Irvine** 7 p.m.
- **01/11 vs. Hawaii** 6 p.m.
- **01/16 vs. Portland** 6 p.m.
- **01/18 vs. California** 7 p.m.
- **01/21 vs. La Verne** 7 p.m.
- **01/23 at LSU** 7 p.m.
- **01/27 vs. Northern Iowa** 7 p.m.
- **01/29 vs. Creighton** 7 p.m.
- **02/01 at North Carolina** 7 p.m.
- **02/03 vs. Chicago State** 7 p.m.
- **02/05 vs. CSU Bakersfield** 7 p.m.
- **02/07 vs. Abilene Christian** 7 p.m.
- **02/09 vs. Air Force** 7 p.m.
- **02/12 at San Diego State** 6 p.m.
- **02/14 at Colorado State** 6 p.m.
- **02/16 at Wyoming** 6 p.m.
- **02/23 vs. Air Force** 6 p.m.
- **02/25 vs. San Diego State** 6 p.m.
- **02/27 vs. Colorado State** 4:30 p.m.
- **03/02 at UC** 7 p.m.
- **03/04 at New Mexico** 7 p.m.
- **03/05 vs. Fresno State** 7 p.m.
- **Final Four in Las Vegas**

* (Note: Mountain West-Missouri Valley Conference Challenge)

Winning Big in Las Vegas

Ryan Moore made the most of his hometown game. The Las Vegas resident and former Rebels golfer closed with a 5-under 66 to win the Justin Timberlake-Shriners Hospitals for Children Open by one shot over Brendon de Jonge of Zimbabwe on Oct. 7 at TPC Summerlin.

The victory was the 18th by a former UNLV golfer on the PGA Tour. Moore pocketed $180,000 for his first tour win since the 2009 Wyndham Championship.

Bill Lunde, another former UNLV golfer, finished fifth. Moore and fellow tour pro Chris Detrick, who was a member of the 1998 UNLV national title team, were inducted into the Las Vegas Golf Hall of Fame on Sept. 29.

Active UNLV Golfers on the PGA Tour:

- Craig Barlow
- Craig Campbell
- Charles Hoffman
- Bill Lunde
- Randy Moore
- Chris Riley
- Alan Scott

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UNLV soccer siblings inherit their love of the game from their dad.

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A high school student came out in force to a 1968 Los Angeles Unified School District board meeting to protest inequities in the system. The activists marked a turning point in Chicano activism, according to a new book by UNLV professor Anita Tijerina Revilla.

School Activism

Two works examine the legacy that school desegregation and funding inequities had on African-American and Chicano students.

BY DIANE RUSSELL

Anita Tijerina Revilla wasn’t there in 1968 when Chicano students walked out of Los Angeles classrooms in protest, yet her life — and her career — were profoundly affected. The walkouts, which included black students who marched in a show of solidarity, called attention to the substandard education being provided to minority students. The effects have been the result of sorting students into classes based on race, which has led to inequities in resources and opportunities. Revilla’s book won the 2011 Choices Choice Book Award from the American Educational Studies Association.

Learning in a Burning House: Educational Inequity, Ideology, and (Dis)Integration

BY DONNA DOUGLASS HORSFORD

Teachers College Press, 2017

Marching Students: Chicano and Chicana Activism in Education, 1968 to the Present

Co-EDITED BY ANITA TIJERINA REVILLA

University of Nevada Press, 2011

Two works examine the legacy that school desegregation plans is that they never looked deeply into why this country had segregated schools in the first place,” says Horsford.

The plans typically dealt largely with numbers, making sure that they broke up primarily black or white educational enclaves, says Horsford, who herself was part of Southern Nevada’s now-abandoned sixth grade center desegregation plan. Ironically, she was among the many black students living outside the primarily black neighborhood known as the “Westside,” who found themselves busied into that area for their sixth-grade year along with their non-black neighbors in order to help achieve desegregation. While the experience may have proved beneficial for many students, exposing them to children from various parts of the county, it was solely for one of 12 years of schooling. Horsford says, “Cross-racial friendships were made, but rarely maintained beyond the sixth-grade experience.”

To see how desegregation plans throughout the nation have too often failed, all one has to do is look at statistics, Horsford says. On average, black students achieve academically at lower levels than other students and fail to graduate from high school in higher numbers than others. “I certainly am not endorsing segregation or a return to that,” emphasizes Horsford. But she encourages policymakers to take a look at the positive things the nation’s segregated schools once offered black children.

Each superintendent she interviewed told similar stories of segregated schools. They all experienced the kind of friendships and community that had never gone past the eighth grade themselves.

Horsford says the only way to strengthen the schools is by encouraging a number of different groups — including health care professionals, business owners, researchers, and members of the faith community — to join educators, students, and parents in the task.

Near the end of the book, which sold out its first printing, Horsford writes, “Through community engagement, political activism, and the building of sustainable cross-racial coalitions committed to restoring a moral and ethical commitment to equal education, we can work to transform the systems and structures that have abdicated re- sponsibility for the educational experiences of our nation’s schoolchildren so that the child will learn in a burning house.”

“Marching Students: Chicano and Chicana Activism in Education, 1968 to the Present” and “Learning in a Burning House: Educational Inequity, Ideology, and (Dis)Integration” are both available at bookstores and online.

High school students came out in force to a 1968 Los Angeles Unified School District board meeting to protest inequities in the system. The activists marked a turning point in Chicano activism, according to a new book by UNLV professor Anita Tijerina Revilla.

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Near the end of the book, which sold out its first printing, Horsford writes, “Through community engagement, political activism, and the building of sustainable cross-racial coalitions committed to restoring a moral and ethical commitment to equal education, we can work to transform the systems and structures that have abdicated responsibility for the educational experiences of our nation’s schoolchildren so that the child will learn in a burning house.”

“Marching Students: Chicano and Chicana Activism in Education, 1968 to the Present” and “Learning in a Burning House: Educational Inequity, Ideology, and (Dis)Integration” are both available at bookstores and online.

High school students came out in force to a 1968 Los Angeles Unified School District board meeting to protest inequities in the system. The activists marked a turning point in Chicano activism, according to a new book by UNLV professor Anita Tijerina Revilla.

School Activism

Two works examine the legacy that school desegregation and funding inequities had on African-American and Chicano students.

BY DIANE RUSSELL

Anita Tijerina Revilla wasn’t there in 1968 when Chicano students walked out of Los Angeles classrooms in protest, yet her life — and her career — were profoundly affected. The walkouts, which included black students who marched in a show of solidarity, called attention to the substandard education being provided to minority students. The effects have been the result of sorting students into classes based on race, which has led to inequities in resources and opportunities. Revilla’s book won the 2011 Choices Choice Book Award from the American Educational Studies Association.

Learning in a Burning House: Educational Inequity, Ideology, and (Dis)Integration

BY DONNA DOUGLASS HORSFORD

Teachers College Press, 2017

Marching Students: Chicano and Chicana Activism in Education, 1968 to the Present

Co-EDITED BY ANITA TIJERINA REVILLA

University of Nevada Press, 2011

Two works examine the legacy that school desegregation plans is that they never looked deeply into why this country had segregated schools in the first place,” says Horsford.

The plans typically dealt largely with numbers, making sure that they broke up primarily black or white educational enclaves, says Horsford, who herself was part of Southern Nevada’s now-abandoned sixth grade center desegregation plan. Ironically, she was among the many black students living outside the primarily black neighborhood known as the “Westside,” who found themselves busied into that area for their sixth-grade year along with their non-black neighbors in order to help achieve desegregation. While the experience may have proved beneficial for many students, exposing them to children from various parts of the county, it was solely for one of 12 years of schooling. Horsford says, “Cross-racial friendships were made, but rarely maintained beyond the sixth-grade experience.”

To see how desegregation plans throughout the nation have too often failed, all one has to do is look at statistics, Horsford says. On average, black students achieve academically at lower levels than other students and fail to graduate from high school in higher numbers than others. “I certainly am not endorsing segregation or a return to that,” emphasizes Horsford. But she encourages policymakers to take a look at the positive things the nation’s segregated schools once offered black children.

Each superintendent she interviewed told similar stories of segregated schools. They all experienced the kind of friendships and community that had never gone past the eighth grade themselves.

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Up-and-Coming

SCORING TRENDS FROM RURAL HOT SPRINGS IN SEARCH OF NEW LIFE. PRESENTING GENETIC RESEARCH TO SCIENTISTS AT NATIONAL CONFERENCES. SUCH SUMMER ACTIVITIES ARE TYPICAL FOR UNIVERSITY PROFESSORS; BUT THESE ARE ACCOMPLISHMENTS OF UNLV UNDERGRADS. THE FEDERALLY FUNDED McNAIR SCHOLARSHIP PROGRAM GIVES FIRST-GENERATION AND UNDERREPRESENTED MINORITY GROUPS A CHANCE TO STEP OUTSIDE THE CLASSROOM AND SEE WHAT IT'S REALLY LIKE TO BE A COLLEGE PROFESSOR OUT IN THE FIELD AND IN CAMPUS LABS.

"EVERY PROFESSOR I HAVE APPROACHED WITH QUESTIONS ABOUT MY RESEARCH HAS LOOKED AT ME AS AN UP-AND-COMING PEER AND NOT JUST A STUDENT," SAYS LI LO SCIENCE MAJOR CARMEN VILLAN. SHE WORKED WITH PROFESSOR EDUARDO ROBLETO TO RESEARCH HOW BACTERIA MUTATED WHEN EXPOSED TO HOT SPRINGS. "IT'S REALLY LIKE TO BE A COLLEGE PROFESSOR OUT IN THE FIELD AND IN CAMPUS LABS," HE SAYS.

FEAR FACTORS

DOES ALGEBRA STRESS YOU OUT? PSYCHOLOGIST MARK ASHCRAFT IS GETTING TO THE ROOT CAUSE OF YOUR MATH ANXIETY.

BY AFSHA BAWANY

Do you find yourself getting nervous when it comes to math? You're not alone. Math anxiety is a common problem among students, and it can affect your performance in math classes and even in everyday situations. But what causes math anxiety and how can you overcome it? In this article, we will explore the root causes of math anxiety and discuss strategies for managing it.

WORKING MEMORY

Ashcraft isn't a mathematician. He started researching math anxiety when he was, ironically, stuck on a math problem. While grading papers 30 years ago, he could instantly calculate 30 minus 7 but subtracting seven from 25 tripped him up.

"For a cognitive psychologist, when one mental process takes longer than another, I think there is something there to investigate," Ashcraft says. He links the issue to our "working memory," which we rely on to pay attention to our actions. For example, your working memory is in high gear when you're driving and talking on the phone. But when you get off the phone, you can't explicitly remember driving from point A to point B.

Anxiety can consume your working memory, preventing you from focusing on the math task at hand. When carrying numbers or borrowing, the demand on the working memory becomes more intense. Ashcraft has pieced together some of the reasons why math anxiety occurs. For elementary school children, reading and writing skills are emphasized more than math at home and in class, so they can be less confident about their math skills. Anxiety can also arise over a poor test performance or negative feedback from teachers and parents.

He also attributes the anxiety to teachers, who have specialized in education but not math. Young students can pick up on the emotions of a teacher who lacks a strong math foundation and has anxiety about teaching it. "Teachers who are math-anxious translate negative attitudes, especially to children of the same sex," he says.

Societal misconceptions prevail too, such as the stereotype that boys are inherently better at math than girls. Some kids are prone to high levels of anxiety and are embarrassed if they have to work out a math problem in front of their classmates. Even pop culture influences the way we view math. "To be good at math is to be considered something of a nerd," Ashcraft says.

Math anxiety seems to peak in ninth and tenth grades. "People single out algebra as the time that math was a real stumbling block and source of grief," he says. Understanding root causes of math anxiety can help change our perceptions of it. Some people think math skills are something you're born with. They believe if they're naturally good at it, they'll excel. If not, no matter how much they practice, they'll never be good with math. On the flip side, people who believe being good at math comes with practice are much more likely to react to a bad grade by studying harder.

"What keeps me going is the scientific puzzle and the thrill of solving something," Ashcraft says. He believes research into math anxiety is important for elementary school children and can help lay the foundation for future studies.

APPLYING THE RESEARCH

Math anxiety can lead to poor performance on standardized tests. The UNLV Academic Success Center's Summer Bridge program is giving incoming freshman placed in remedial math courses a second chance to succeed on math placement tests. Remedial courses do not count toward UNLV degree requirements, so having to take them costs students money and delays progress toward their degrees. Students spent three hours a day, five days a week for five weeks with a center tutor. In addition to fundamentals of math, the tutors helped with proper note-taking and study skills and addressed test anxiety.

The program succeeded with 85 percent of those who took the exam again placing into college-level math courses.

Psychology professor and math anxiety expert Mark Ashcraft partnered with the Summer Bridge director to assess the program. "I am assessing if such intensive tutoring programs can improve attitudes toward math, working memory, and standardized test performance," he says.

"These basic tests were validated for us that there is indeed a correlation of vessel shape and the presentation of aromas," said Manska. "We are indebted to (Steinberg) for the confidence he gave us in our product design."
Faster, Higher, Stronger

To perform like an Olympian, you have to think like one. Kinesiology professor Gabriele Wulf explains how to change your thoughts to boost your results.

BY MEGAN DOWNS

Want to perfect a butterfly stroke to rival UNLV student-athlete Amanda Bingsoo did at this summer’s Olympics? Stop concentrating on the mechanics of what you’re doing and start focusing on the end result, says kinesiology professor Gabriele Wulf.

OK, so changing your concentration might not turn you into an Olympian, but it will improve your balance, accuracy, and consistency. Focusing on your mechanics implicitly triggers self-consciousness and self-evaluations, which often has a negative influence on performance.

“Avoid thinking about anything on your body,” Wulf says. “Having an external focus of attention makes performance more automatic and speeds up the learning process, thereby enabling performers to achieve a higher skill level sooner.”

She applied her research to helping athletes, novices, and those suffering from debilitating physical ailments understand the same concept. In one of her studies, Parkinson’s patient improved their balance by shifting their concentration from their feet to the inflated disk on which they were standing.

The concept came to Wulf nearly 30 years ago when she was teaching herself to perform a power jibe, a complicated windsurfing move requiring precise timing and foot positioning. When she paid attention to her feet on the board or her hands on the boom, she frequently fell or failed to complete the move. So, she began to focus on the tilt of her board and how fluidly it turned. “It seemed so simple, but I continued to succeed by changing my thought pattern,” she says.

UP YOUR GAME

WEIGHTLIFTING
Focus on the movement of the bar or weight being lifted rather than which muscles you’re targeting. You’ll experience less muscle strain and be able to perform more repetitions.

Pictured: A student trains in the UNLV Student Recreation and Wellness Center.

SWIMMING
Use a mantis, such as “swim quickly” or “swim hard,” or focus on a specific tempo. Do not think about your hip rotation, spinning arms, or how high that elbow is. When Wulf asked intermediate swimmers to imagine pushing the water back, they achieved significantly faster times than when they were asked to focus on pulling their hands back.

Pictured: Returning senior Carmen Robb at a swim meet last season.

GOLF
To improve accuracy, focus on the swing of the club, the face of the club, or the ball's intended trajectory. Do not think about your arms, wrists, or the way you bend your knees. The same concept improves accuracy in throwing balls, darts, and Frisbees or kicking balls.

Pictured: Porsha Heyes, outside hitter on the women's volleyball team.

RUNNING
Instead of thinking about moving your legs and feet faster, imagine your shoes clawing the floor as you run. You’ll also breathe better if you focus on your surroundings rather than the breathing itself.

VOLLEYBALL
Think about the part of the ball you want to strike rather than the part of the body that will hit the ball. This results in greater accuracy in hitting your target.

Pictured: Porsha Heyes, outside hitter on the women's volleyball team.

A Subterranean Surprise

A new species of scorpion nearly swarmed a couple of UNLV graduate students. The story behind the Death Valley arthropod’s discovery.

BY SHANE BEVELL

The discovery of a tiny new species of scorpion is one of those stories about a string of almost-missed moments.

It was September 2009 and Matthew Graham was taking the last survey on the last night of the last research trip to Death Valley. A scorpion glowed bright green under his ultraviolet flashlight. Graham, a Ph.D. candidate from the School of Life Sciences, nearly dismissed it as a juvenile of a common species in the area. But it was especially small, about the size of a thumbnail, and something about its claws just wasn’t quite right. He identified it as a member of the genus Werneriinae, but this little guy was more than 400 kilometers from his usual home.

Graham grabbed the squirming arthropod with his rubber-tipped tweezers and placed it into a Ziploc bag. He finished up his inventory of the area’s scorpion species as part of a collaborative project with professor Jef Jaeger and the National Park Service.

The scorpion sat in his cubicle for several months as he got back to his studies and teaching duties. Fellow Ph.D. candidate Michael Webber, who worked in a cubicle in the same room as Graham, keptbugging him to take the scorpion off the shelf for a closer look.

Graham and Webber each bring a different expertise to their collaboration. Graham studies the biogeography of the American West, so he knew that the tiny little scorpion was definitely out of place. He uses the DNA from scorpions to investigate how geologic and climatic events have influenced the evolution of desert organisms.

Webber studies the reproductive biology of scorpions and different aspects of their behavior. She noted that the Death Valley scorpion had a distinct tail, pincers, and reproductive organs. “Differences in anatomical characteristics like these can indicate that you are dealing with a different species,” Webber says. She grew up in Las Vegas and received her undergraduate degree in biology from UNLV.

“The team named the scorpion Werneriinae sparsa because it was found in the Inyo Mountains. After describing the specimen in meticulous detail, the pair submitted a paper to Zoosyst, a peer-reviewed, open-access journal. Graham hasn’t found another of this new scorpion, but he is always on the lookout. He hypothesizes that it could live completely underground and might only rarely emerge to the surface. “It’s also cool to show the world that there are still places to explore and new things to discover.”

Graduate students Matthew Graham, left, and Michael Webber team up on new discovery.

Photo: R. Marsh Starks.
Deirdre Clemente's byline once graced articles about trendiest lipstick colors and newest slimming pants on the market. A former fashion writer for *The (Baltimore) Sun* and trade publications, Clemente switched careers when she became more curious of how trends began and their ties to cultural habits. She now teaches students to understand history and modern society through the context of people's choices in belts, shirts, and shoes.

**THE CLOTHES MAKE THE WOMAN**

Dierdre Clemente, history professor and associate director of UNLV public history program.

I don't wear white after Labor Day. I still observe the fundamental rules of the seasons. I think I am unable to detach myself from the cultural contexts of fashion and just observe. Maybe that is why I am a cultural historian, and not a cultural anthropologist.

What we see in fashion magazines is very expensive and extreme. People don't change at the pace that fashion magazines would have you to believe.

Fashion is transient. Style percolates for a long time.

Women wore pants in the 1920s but weren't buying pants until 1940s. And pants were only seen among younger groups and progressive women. But in the 1960s, society was still concerned about women wearing pants. Cultural change doesn't happen with the hippies and social elite. It's when the middle class wears particular trends that fashion has changed.

I live in a world of outdated *Vogue* magazines and historical documents. I write extensively on F. Scott Fitzgerald and 1920s fashion and consulted on the upcoming *The Great Gatsby* movie.

Fitzgerald wrote, "Life hasn't much to offer except youth... and I suppose for older people, the love of youth in others." This hangs on my heart heavily. I am afraid of getting older and losing exuberance. Watching students fall in love with the things we are teaching helps me keep that.

Now that I am a mother and a professional, I've toned down what I wear. I look a little more professional than in grad school, when I wore leather shorts, high heels, and some kind of sweater that I'd cut up the night before.

There isn't as much dignity with age in the West as there is in the East, and this really translates to dress.

The culture of Vegas allows women of all ages to dress in clothes that in other regions would be considered youthful — rhinestone-studded tank tops, jeans with heels, and skull-print hoodies.

I'm not saying that grandmothers shouldn't wear rhinestones, but should do so in a way that celebrates their station in life, rather than try to look like a 20-something.

Las Vegas fashion is underemphasized in American culture.

Vegas, throughout the '60s, '70s, and '80s, lived in the shadow of Los Angeles. People shopped there and wore it here. In the last 15 years, Vegas became a place where people come to shop, where American celebrity culture thrives. Youth and newness is coveted here.

Las Vegas fashion is bold and showy — two characteristics that are frowned upon by more staid cities, such as New York. Here, people take fashion risks; they push the boundaries of "appropriate." In a way that makes Americans at large uncomfortable. Even I — in my "Hey, everyone gets to use fashion to express who they are and who they want to be" way of thinking — struggle not to judge.

I still care about what my mother would say. I very often mentally consult my mother when getting dressed. She is an avid *Vogue* reader. She wore leather pants to a PTA meeting.

When I met my husband, he owned one pair of pants. I think I've done a lot to help his style.

He's an easy mannequin to dress. I can't live without my silver cuff bracelet. I have a strong emotional attachment to it because my best friend gave it to me when I had my first child. I never lend it to anyone and I keep it in a velvet bag.

My style is quirky and ethnic and colorful.

Fashion is about individual choice made on an individual day. Those choices speak to our social and cultural identities.

I sit outside the Student Union to see what students are saying about themselves without saying anything.

"I feel very strongly about dressing your age. People struggle with that in Vegas."
School Spirit

Kathryn Thompson, a sophomore architecture major, and Miss Lamb, a senior majoring in kinesiology and health education, pose near Red Rock Canyon during a photoshoot for the 2013 UNLV Cheer & Dance Team Calendar. The team has a big chunk of their operations through the sale of calendars at games and events. While the athletic department covers the coaches' salaries and some athlete scholarships and fees, the teams must raise the money for uniforms, transportation to competitions, as well as to bring in special choreographers and tumbling coaches. In April, UNLV Cheer won the group stunt competition at the National Cheerleaders' Association Championship. The Rebel Girls placed in the top five at the Universal Dance Association College Nationals in the last four years they attended.

[Photo by Aaron Mayes]
True Believers

We asked people from across campus and beyond why they believe in and choose to support UNLV. Students told us about the personal interactions that showed them the path to graduation. Faculty told us how they hope to make the region better through their research. Alumni shared why, long after they walked across the commencement stage, they return to campus. And donors told us about how they value our role in building a strong Southern Nevada.

Because we get to work with faculty from programs that are world-class in spheres that we aren't used to seeing in Washington, like hotel administration and gaming.

Because I can see the potential for this university to be a leader in biomedical research.

Because I have nothing but positive things to say about the interns and the hires we have had from UNLV. You can tell that their fundamental education in accounting and finance, which is what we need, is very solid.

Because it is our community university—a place where you can make a home, get an excellent education, and turn that into an amazing career.

Because, at UNLV, it's really hard work but it's so worth it because the staff are here for you ... I feel at home at UNLV.

Because every morning I wake up, come to work, and think that today I have an opportunity to make a difference, just like so many professors who made a difference in my life.

Because after 25 years at UNLV, I'm still having so much fun seeing the transformation in our students.

Because there is no university in the United States of America that has built what UNLV and this community have built in such a short amount of time.

Because UNLV has been great to me in my professional development and offered me opportunities for advancement.

Because when I look at the commitment that so many people have to this university, it fires me up!
"College professor" might conjure images of tweedy, bespectacled fellows poring over thick books in the stacks of the library — the kind of job where the greatest occupational hazard is a paper cut. But some of our faculty, staff, and students get their hands pretty dirty in the course of a day. Their work can be downright dangerous.

Studying the secrets of human evolution requires quite a road trip.

Every summer, Alyssa Crittenden flies into Arusha, Tanzania, loads up a Land Rover with food, water, spare tires, and a machete, and treks into the East African bush. Here, in an area anthropologists call the "Cradle of Human Evolution," she observes the Hadza, one of the world's last groups of hunter-gatherers.

Just a few million years ago, our hominid ancestors took a leap forward in brain size. This coincided with changes in diet and reproduction. We're pretty much the only species that cares for offspring years after weaning and that has more babies before that last one is independent. This requires what Crittenden believes is the hallmark of human cooperation. "To figure out how nutrition, reproduction, and social behavior interact, I have to go into an area where these things are constantly at play."

The journey takes five hours on a paved road, another few hours on dirt roads, and then five more to hack through undergrowth off road. And that's only if she makes good time by avoiding punctured tires and quicksand — "Before I went to Tanzania, I really thought that existed only in Tarzan movies."

The Bay Area native had never camped before spending 44 months in Hadza country in 2004 for her doctoral research. "If I'd known how risky it was, maybe I wouldn't have gone," she says. "I was afraid of the wrong things." She feared the bushwhacking but found that broken-down cars and donkey gatherings made the paved roads more treacherous. She was afraid to drink the water but failed to grasp the potential danger that encounters with displaced refugees or illegal poachers could bring.

She is one of only a handful of anthropologists documenting the ways of the Hadza. Through personal observations, she developed a theory on the role that honey, alongside meat, had in boosting our brainpower. Her ability to study the Hadza, however, is changing as they are displaced from their traditional lands. She expects their ways to die out within her lifetime. "With a small population of merely a thousand people, many might think that the importance of the Hadza is negligible compared to our huge society. As an anthropologist, however, I believe it's necessary to document their world before it's gone."

* Crittenden's work is featured in the documentary The Hadza: Last of the First, now under consideration for the Sundance Film Festival.
DEADLIEST CATCH

Oddly, cougars aren't David Choate's biggest worry during his long stints in the Desert National Wildlife Refuge. The post-doctoral scholar is the lead field researcher for a multi-agency project trying to find out why the desert big-horn sheep population there hasn't rebounded since a die-off in 1990. Could the area's cougars be eating more than their expected share of our state animals?

To find out, Choate hikes into the vast land with roadkill on his back and sets his cages. He tranquilizes the cougars, fits a radio frequency transmitter collar on them, and releases them unharmed back into the wilderness. The solitary predators can be very dangerous but an injury can lead to starvation, so they are wary of tangle with unfamiliar or larger creatures. “I suspect that by the way their tracks cross mine that sometimes they’re observing me, but they tend to avoid confrontations with humans,” he says.

The real danger comes from the land itself. The former African safari guide sets up camp far off rudimentary roads, often enduring nasty windstorms, freezing temperatures and the occasional scorpion sting, so he can immediately reach a caught animal. Because cougars move primarily at night, so does he. During a bad snowstorm last winter, he hiked over a steep ridge in the dark, only to find that the snow itself had set off the trap. “Collaring takes patience,” he says.

Then comes the dirty work. Choate tracks their movements. A cougar will return to its kill site over several days to feed on a smaller carcass. “I go looking for evidence, it’s analogous to doing crime scene forensics,” he says. A fresh kill can be gruesome, a decaying one might be covered in maggots. He also bags up droppings from cougars, sheep, and deer for lab analysis.

“Most people have this Disney-esque or National Geographic view of wildlife work,” Choate says. “We often have little direct contact with wild animals. Most of the time we’re tracking bleeps and blips from a radio signal or we’re elbow-deep in a carcass or collecting scat.”

JAW-DROPPING DOC

It's like doing a jigsaw puzzle, says Dr. Daniel Orr. Find the border pieces first and then start filling in the middle. Only Orr's pieces are the bones and tissues of a person's face, displaced by a collision with pavement or the violence of a bullet.

The director of oral and maxillofacial surgery at the School of Dental Medicine also is a longtime volunteer with the UNLV Athletics medical staff. In 1990, when basketball player Greg Anthony broke his jaw, Orr was there to wire it back together.

His reconstructions generally are done a day or two after the patient is stable. Not so at a.m. one day this year. A trauma center doctor texted him a picture of what he was dealing with: an accidental shooting victim whose jaw was dangling 90 degrees away from normal. Orr stared at the image, trying to figure out where the patient's midface bones were, then jumped out of bed.

“Usually I know exactly what I'm going to do from the start. This one I had to take one baby step at a time, like climbing Mount Everest,” Orr says of the six-hour surgery. “Fortunately, the patient didn't have any tissues on the ceiling, all the anatomy was there, somewhere.”

He concedes that his profession can be cringe-inducing, though after 39 years and 4,000 major trauma surgeries, he seldom is shocked himself. "It can be intense, but I pinch myself every day that I get to do this job."
ONE WOMAN'S TRASH

Keeping the planet clean can be pretty grubby work for Tara Pike-Nordstrom. Occasionally, a less-than-courteous person will toss something nasty into one of those blue recycling bins all around campus. Moldy food. A dirty diaper. Even a molar with a gold filling once was found in a jewelry box.

The worst though was someone’s catheter bag. Pike lowers her voice and crinkles her nose as she retells the story: “The bag was full.”

She shrugs. Such inconveniences come with the territory as UNLV’s Rebel Recycling coordinator. The operation grew out of Pike’s undergraduate thesis (95 BS Environmental Studies). She started small with all the expected discards — paper, plastic, and glass — and built a model program that collects 779 tons of materials a year.

Food waste is now composted, and a community garden is in the works. She coordinates with local nonprofits to pick up the clothing and perfectly good housewares left behind in the residence halls. When some permanently clogged toilets on campus were replaced this year with more efficient models, she salvaged them; they’ll likely be crushed to create a decorative element in landscaping.

Her latest target is the 60,000 water bottles sold on campus each year. This fall, UNLV installed filtered water stations around campus to make it easy to refill your own containers.

“It’s all about small steps,” she says. “We’re making progress every day.”

*Pike-Nordstrom, 95 BS Environmental Studies, is the College of Urban Affairs 2012 Alumna of the Year. For more on this year’s honorees, see p.35.

TOO HOT TO TROT

Brian Hedlund
Life Sciences professor

This summer Brian Hedlund became his own poster child. The microbiologist frequently leads international research teams to geothermal sites across the globe. He studies the fundamentals of life that thrive at high temperatures. Such organisms and their enzymes show great potential for use in biofuel development.

Every trip starts with a detailed lecture on safety to newbie researchers and grad students on the trip. No running. No horning around. Get your sample and immediately step away from the water’s edge. Never turn your back on a hot spring. He likens the hot spring to a wild animal; you can’t tell when it might unleash violence.

“When you say hot spring, people think of old folks soaking their bones, but these are really dangerous areas,” Hedlund says.

In June, he had the kind of momentary lapse that can happen after a long day in the field. He was following a small flow to determine the water flow rate of a hot spring-fed creek near Cedarville, California, just over the border from Nevada. “I stepped on what I thought was a rock. In retrospect, it was really stupid. It was a lump of clay with a mineral crust that made it look solid. It gave way and my right foot went in.”

He jumped back and ripped off his shoe and sock along with layers of skin. Then came a 30-minute walk across the dusty plays in bare feet back to his car and on to the hospital. “On all our trips, we’ve never had an incident like this before. It’s embarrassing, but now I have photos and a story to help keep my students safe.”

On the web: For extended interviews and more extreme jobs stories, visit news.unlv.edu.
The Bobbie Business

Former UNLV roommates like the Capriotti's restaurant chain so much they bought the company and doubled its size.

BY BRIAN SODOMA

Last summer, some 200 people showed up at the Little White Wedding Chapel for “Holy Caprimony Day.” These devotees sweated in 100-degree heat for their mock marriages to The Bobbie, a Capistrami or another of their favorite Capriotti's sandwiches. That level of devotion is exactly what sold Ashley Morris and Jason Smylie on the company.

“I believe Capriotti’s is one of those special brands that has an allure. The food is phenomenal. The food translates into people being passionate about the entire organization,” says Morris.

“People don’t think of us as fast food — even though we play in the same circle — because we’re better.”

Marketing efforts like “Holy Caprimony Day” are one of only a few changes that have come to Capriotti's Sandwich shops since 2008, when the two UNLV graduates assembled an investment group to buy the corporation. They already owned a couple Las Vegas franchise stores.

“When we bought the company there was no marketing at all. It was pretty much just word-of-mouth,” Smylie adds.

The chain’s good reputation has extended all the way to the White House. On June 7, President Barack Obama gave a shout-out to the restaurant during a speech about student loans on the UNLV campus.

But both Smylie and Morris know that the basics of business rely first on a solid product. The Capriotti’s brand had some great recipes, for sure, so changing the food was never a consideration for Smylie, who works as chief marketing officer today, and Morris, who is CEO.

The pair added about 25 corporate-level jobs and have nearly doubled the company in store count. Today, there are 79 Capriotti's stores in 12 states. Their goal is 300 shops within five to seven years. Revenues have climbed from about $27 million in 2007 to more than $44 million today.

As children, Morris and Smylie grew up in the same Los Angeles neighborhood. They knew of each other through mutual friends at the time. By happenstance, both moved to Las Vegas in 1990, and their families ended up living on the same street in the Desert Shores area. They eventually became college roommates at UNLV, where Smylie introduced Morris to the Bobbie, a turkey, cranberry, and stuffing sandwich. Even today, both still eat the sandwiches at least twice a week.

“It doesn’t happen with a lot of brands where you have this loyalty,” Morris adds. “I know people who own Taco Bells and never eat there.”

After graduating with a finance degree in 2002, Morris worked for Wells Fargo in its private client services division, where he analyzed company structures from top to bottom. But he notes that his “capstone” class did the most to prepare him for owning a business. In it, he learned how to really analyze a company’s strengths, weaknesses, and threats and put a growth plan together for the future. “The UNLV experience gave me the confidence at the end of the day, when looking at buying Capriotti’s, that I have the skill set where I can take it to the next level and build a great company,” he adds.

Smylie graduated in 2003 with a computer science degree and minor in math and then returned for his MBA, graduating in 2006. He also leveraged his experience as a software engineer with Bechtel of Nevada into improving in-store technology, such as cash registers and ordering systems, and social media marketing efforts for Capriotti’s. “Everything I learned has been valuable in some way, shape, or form. Even with the math minor — I didn’t think I’d use a lot of it, but it has helped me to analyze financial data and spot sales trends,” he says.
The Doctor is... On the Air

The Honors College Alumna of the Year expands her practice by the thousands through a satellite radio call-in show.

By Shane Bevell

A man calls The Dr. Daliah Show saying he is an alcoholic and was given just six weeks to live. His question for Dr. Daliah Wachs: Why bother to stop drinking? Wachs told the caller to hold his horses. She asked more questions, and it turned out he was never officially diagnosed with liver failure. His nurse practitioner told him that if he didn't stop drinking, he'd be dead in six weeks. "Thankfully he got an appointment to see a gastrointestinal specialist and went to Alcoholics Anonymous," says Wachs, reflecting on one of the strangest calls she has received on her medical talk show.

Wachs knew she needed help to keep people from the time she was 3 years old. When someone in the neighborhood got hurt, she was the one to rush over and help. Plus, she loved the smell of Band-Aids. Assuming women couldn't be doctors, Wachs thought she would be a nurse. "It was the early '70s and when I told my mother I wanted to be a nurse, she asked why," says Wachs. "I replied 'Boys are doctors, girls are nurses.' My mother then said, 'Girls can be doctors too... and can do surgery.' I was sold."

But whatever the profession, she wanted to help people. And that is exactly what she is doing: helping hundreds of patients in her Las Vegas family practice and thousands more on The Dr. Daliah Show, which airs locally and on satellite radio.

With an easy-going and effervescent personality, Wachs is a natural for a talk show. "Before I came to UNLV, there was a Catch a Rising Star circuit," she says. "I did singing and comedy and was close to pursuing show business. I then got a full scholarship to UNLV and there was no way I was going to give that up. I was going to be the first in my family to go to college. My radio show now satisfies that hankering for show business."

ON THE RADIO

When the recession hit in late 2008, Wachs found more and more patients calling her office for medical advice. They didn't have insurance or much money and were wondering what type of specialist would be most appropriate to visit.

To test out her idea for a medical talk show, she spent $100 a week to buy airtime on a local station. By January 2009, Wachs moved to KDWN-AM 720 and by the end of 2010, she was on five days a week. Her show is now three hours a day for five days and then on Saturday for an hour. It is broadcast on 15 AM radio stations, everywhere from Kentucky to North Dakota to California.

In January 2011, Wachs started on satellite radio after Dr. Dean Edell retired. Within one year of going on air, Wachs was syndicated and within two years was named in the top 250 Radio Talk Hosts by Talkers Magazine. "Although we do take serious calls, I like to make it fun," Wachs says. "You have to make subjects like cancer approachable. I love that I can make people laugh and feel at ease. There is a lot of negativity in the world, but if I can bring some humor and still educate, then I feel a sense of accomplishment."

HER UNLV DAYS

Wachs, who was in the Honors College in addition to the College of Sciences, embraced the research and community service opportunities for students at UNLV. It also didn't hurt that it was the peak of the Runnin' Rebels heyday. She was a huge fan and attended every home game.

"At the time, UNLV had an uphill battle as Las Vegas wasn't seen as a college town," she says. "You didn't see that much pride, but during the time in the early '90s when the Runnin' Rebels were winning, everyone was wearing UNLV gear and was proud that UNLV was their university. UNLV is an amazing university and needs the support from our city."

After graduating, Wachs attended the University of Nevada School of Medicine. She wanted to be a surgeon but changed her mind after meeting her husband in medical school. She realized that family medicine would allow her to have a lifestyle that would be more accommodating to her future family. She has owned and operated Integrated Family Medicine in Las Vegas since 2000, and she and her husband, Corey, a chiropractor, have two kids.

Wachs is a fixture in the Las Vegas community, working with charities such as Opportunity Village, FASTKids, St. Jude's Ranch for Children, and the Leukemia and Lymphoma Society. She also lectures students at UNLV, Touro University, and the University of Nevada School of Medicine.

More: The Dr. Daliah Show broadcasts weekdays nationally on Sirius XM channel 165 and in the Las Vegas area on KDWN-AM 720. Visit doctordaliall.com for times.
Chad Belding
'99 BS Business Administration

C
t had Belding feels like he’s batting a thousand these days. The former Rebel baseball player transitioned from slug­
goring to homeowners to slug­
guring and other game — with
the cameras rolling. Some 45 mil­
lion viewers now tune into his shows The First Life, Dead Dog Walking, and others on the Sportsman
Channel.

Belding launched Banded.com with some 700 hunting products and is embarking on a new television
show, The Syndicate. Like his other shows, it
involves the behind-the-scenes life of a hunt, not just the big moments.

“For the most part, we try to keep the cameras rolling from the time we leave the driveway. We want to
 capture the flat roads and everything that goes into a hunt ... campfires, friends in a living room cuttin’ up,” Belding explains.

Belding’s hunting shows have kept him connected with professional athletes, baseball and others, who
accompany him on hunts and fall in love with the sport themselves. “Now I get to hunt with major
taggers, and sometimes they’re thinking they’d like to trade jobs with me,” he adds with a laugh.

Belding’s commitment to learning more about the television world also drives him. With a seemingly
continuous supply of ideas and storyboards for other shows, he still finds himself amazed at the power of television.

As he foresees his hunting shows, Belding feels like he’s in the right place at the right time.

The Reno native played for Rebel baseball coach Fred Dialmone, a mentor and friend with whom
he still speaks weekly. Belding came to UNLV with hopes of eventually making the Big League, but he
admits he barely made the cut in Division 1 baseball. “I miss baseball. Sometimes I see a game and think ‘I can hit that
tomorrow’,” he says.

But baseball, and more specifically the experience at UNLV, taught him a lot about the discipline needed to build an outdoorsman media empire, Banded Productions, which created both his shows.

“I grew up in a really disciplined household. We had curfews. We never gambled, drank. You go to
to Vegas and see the dorm life. You have the NFR Ro­
rodeo, Rebel basketball games ... but if you can’t get up in the morning and discipline yourself, you’re never going to amount to anything.”

Now “I get to hunt with major leaguers, and sometimes they’re thinking they’d like to trade jobs with me.”

More: For listings of Belding’s shows, visit theaddogwalking.com or thefowllife.com.
2012 COLLEGE HONOREES

Boyd School of Law: The late William Michael Kapalka, ’64 JD, was truly a civil servant. When he graduated in 1964, he was recognized for his public service efforts with a presentation of a Dean’s Award. Kapalka’s law practice specialized in criminal and family law. He was recognized every year since 2008 for completing more than 100 hours in pro bono work, making him a member of Legal Aid Center of Southern Nevada’s 100 Hours Club. Kapalka frequently served as a judge for the law school’s mock appellate argument competitions and client counseling competitions. He was also an enthusiastic mentor to the students in the Parters in Pro Bono Program. Kapalka passed away following his battle with pancreatic cancer shortly after he was selected for this award.

Honors College: Dr. Dalisha Zodieru Wachs—see “The Doctor Is...”

On the Air, page 32

Fine Arts: Eric Whitacre, ’95 BA Music Education, is composer in residence at Sidney Sussex College at Cambridge University in the UK. He was turned into classical music relatively late in life, when he joined UNLV’s choir and performed Mozart’s Ave Maria. Since then, Whitacre has gone on to compose and conduct multiple albums (Light & Gold won a Grammy in 2012) and has written for world-renowned orchestras. Whitacre has returned to Las Vegas throughout the years to work with UNLV and local school district music students. He still acknowledges and credits his mentors David B. Walker and Joelcin K. Jensen from UNLV as his early influences.

Liberal Arts: Eric Talbert, ’03 BS Psychology, is the executive director of Full-Employment USA—Life Support for Civilian Victims of War and Power. Talbert regularly draws upon his liberal arts education to help Emergency USA achieve its mission of providing high-standard, free-of-charge medical and surgical care in war-torn areas and to promote a culture of peace, solidarity, and respect for human rights. He has remained connected to UNLV through the College of Liberal Arts and his mentors in the psychology and anthropology departments.

School of Nursing: Linda Anne Silvestri, RN, ’10 BA in Nursing, always wanted to be a nurse and began that journey in high school as a candy striper. She is a nurse educator and an author of numerous texts, which became the standard texts for high school and college textbooks. She is a certified nurse educator and an author of numerous other nursing societies. For the School of Nursing, she has remained connected to UNLV through the College of Liberal Arts and her mentors in the psychology and anthropology departments.

School of Dental Medicine: William Dahlke, ’65 DDS and ’72 Certificate in Pediatric Dentistry, specializes in pediatric dentistry and is a co-owner of Children’s Dental Specialists in Las Vegas. Since 2004, Dr. Dahlke has participated in every Give Kids a Smile event at the UNLV School of Dental Medicine. He continues to volunteer at the monthly Saturday Clinic, which provides free care to those in need in the Las Vegas Valley. Dr. Dahlke was a driving force in creating the school’s alumni chapter and is one of its most active members.

College of Education: Elizabeth Gies, ’85 BS Education and ’92 Master of Education, has been improving the lives of children and teachers in the community since she arrived at UNLV. For the past three years, Gies has co-written grants and received funding through the State Farm Education Trustee Grant Program within the UNLV Foundation, which helped the CSSG/UNLV initiative on the National Board Teacher Certification develop a support provider program. For the past six years, she has also been a member of this program, working to facilitate workshops and provide support to teachers individually and in small groups at no cost to the teachers.

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ALUMNI OF THE YEAR

Tony F. Sanchez III

Tony F. Sanchez III is NV Energy’s senior vice president of government and community strategy. He oversees all regulatory and government strategy, global communications, environmental and safety, and community relations. In 2009, Sanchez worked with UNLV to create a curriculum for renewable energy. Two years later, and with a grant from NV Energy Foundation, a Mini-MIT Interdisciplinary renewable studies is founded. His volunteer activities include serving on the Nevada Board of Southern Nevada’s Business Roundtable and the Excellence Advisory Board. He also served on the UNLV Alumni Association Board of Directors, 2003-09. He and wife Elaine Sanchez, ’81 BS Criminal Justice, have four children.

Hughes College of Engineering: Jody Walker Belaski, ’97 BS Civil Engineering and ’10 EMBA, is the founder and president of Walker Engineering, LLC. She is a Las Vegas native who has built her career in Southern Nevada and has always supported UNLV Belaski is a supporter of the UNLV College of Engineering through the Dean’s Associates program and is serving on the Advisory Board for the Howard R. Hughes College of Engineering. She is also on the alumni committee for the Executive Master’s in Business Administration program and a member of the College of Business Alumni Association.

Lee Business School: Janet Humm Low, ’66 BS Business Administration, has taken her knowledge from UNLV to become an expert in investing and writing. She is the author of more than 20 books and audiotapes focusing on financial success. Her Speaks series, which has featured in-depth interviews with Bill Gates, Warren Buffett, Oprah Winfrey, and many others, are some of her best-known works. Low’s mother, Celeste Low, was one of the first employees of Nevada Southern University, the predecessor to UNLV, and retired from the UNLV Library.

UNLV SUPPORTERS

Silver State Award: Fred B. Cox has been a donor, industrial partner, advocate, and role model for the students of the Hughes College of Engineering and UNLV in general. He and his wife, Harriet Cox, have donated more than $1 million to UNLV and have been instrumental in recruiting many more donors to the college. In 1999, he established the Fred Cox Engineering Design and the Harold Cox Scholarship. This year, the College of Engineering celebrated the 11th anniversary of the Fred and Harriet Cox Senior Design Competition and Dinner. He sits on the Engineering Advisory Board and the Mendenhall Innovation Program Advisory Board.

Outstanding Faculty Member: Christopher Keary, UNLV Distinguished Professor of Psychology and director of the department’s clinical doctoral training program, is also the director of the UNLV Child School Refusal and Anxiety Disorders Clinic. His research interests include school refusal behavior, selective mutism, post-traumatic stress disorder in maltreated youth, perfectionism, and other anxiety-related conditions in children. He is widely published and conducts workshops for school districts, mental health organizations, and other agencies regarding school refusal behavior and selective mutism.

薯類の野生種では、美しい花を育てることで、彼らは重要な役割を果たしています。データの報告によると、その種類は約700種類に及び、多くの場合、保護が必要です。彼らは環境の変化に対応する能力に優れ、多様性を保つために不可欠です。
The Nevada System of Higher Education, through strong leadership, needs to help unite the political and cultural landscape of Nevada. The NSHE has the potential to become the main catalyst for a greater Nevada,” he says. “My vision is for everyone at all NSHE institutions to genuinely work together, building a level of learning and reach for which nobody will forget.”

Melcher serves as chair of the Workforce, Research and Economic Development Committee, and vice chair of the Audit Committee and Business and Finance Committee. He is a member of the Health Sciences System Committee.

He retired in 2008 from the Elko County School District after serving 22 years as a school and district administrator.

Rick Trachok, District 10, Since 2011
Securing the Legislatures’s approval of the funding formula adopted by the Board of Regents in August is key to a successful legislative session for the NSHE, says Trachok.

Additionally, he says, “We need to double our number of graduates from our community colleges and universities over the next decade and we know that the state’s support over that time frame will not double. We need to leverage our facilities and faculties with e-learning and other technologies while at the same time increasing funding from other sources.”

Trachok serves on the Board’s Academic and Student Affairs; Cultural Diversity; and Workforce, Research and Economic Development committees.

He is an attorney with an international business law practice for the past 32 years and has served as an adjunct law professor for 30 years.

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Emphasizing the role higher education plays in the state’s economic re-covery will be crucial to the NSHE receiving adequate funding at the upcoming legislative session, Melcher says. “We need to convince the governor and legislature that a strong investment in all levels of higher education will greatly assist in Nevada’s economic recovery and future growth.”

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Hidden Blooms

UNLV offered fertile ground to Wes Niles. When the biologist and taxonomist came here in 1969, there was little recordkeeping on native plant life in Southern Nevada. So Niles dug in and over the next 30 years amassed roughly 75,000 specimens in the Wes Niles Herbarium, a sort of library for plant species. The unique collection, tucked up on the third floor of the Juanita Greer White Life Sciences building, includes this variety of buckwheat named for him.

Researchers in other locales can't visit every single plant's location, so they rely heavily on places like herbariums. They ship plants all over the world. While the goal is to document plant life indigenous to the Mojave, Niles and his many graduate students through the years have taken samples of nonindigenous plants in the area as well. Their work helped bring understanding to the types of allergens in the area and how wildfires are linked to the excessive biomass from non-native flora.

"One can get the history of the invasion of nonnative plants of Southern Nevada right here," Niles says. — BRIAN SODOMA

Get More Out of Being a REBEL

Upgrade your UNLV Alumni Association membership to UNLVVIP.

Here are a few examples of the exclusive benefits you'll enjoy:

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- Free subscription to UNLV Magazine (uninterrupted delivery for UNLVVIP members)
- Free membership in your college alumni chapter
- Free e-mail account from @alumni.unlv.edu
- Two-for-One balcony level season tickets to Runnin' Rebel Basketball
- And much more!

Upgrade today at https://connect2.unlv.edu/vip or 800-829-2586
People think they know Las Vegas.

But they won't know this town until they've seen it through the eyes of a Rebel. Only then will they understand this city's heart.

Only then will they feel Vegas' soul. This city, where the world comes to play, is the same place where those of us living the Scarlet & Gray go to work every day to earn everything we have. And that's just the way we like it. Because we are Rebels. And Las Vegas is our town.