

UNLV MAGAZINE

FALL 2012



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



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 Marjorie 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]



On the Cover

True Believers

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Showing Some Color

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.

Share Your Shot:
Post your scarlet and gray shot on the UNLV Athletics facebook page or tweet with #ScarletGrayEveryDay.



Graham Linck, '08 Doctor of Physical Therapy, and Miriam “Mimi” Capistrano, '07 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 Physiotherapy Associates. She is an academic advisor for the School of Health Sciences at the College of Southern Nevada.



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



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



Women's basketball coach Kathy Olivier, '81 BS Physical Education, in the London tube.

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The Funding Formula

In the 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 community 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. In this transaction, UNLV lost between \$14 million and \$18 million a year of our out-of-state tuition to the other state institutions.

In the last year, a new proposal for funding 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 state general 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 tweaked and gamed to the point that it was hopelessly broken, the current proposal offers a straightforward approach that is fair for everyone.

Does 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 to stimulate 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 \$14 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.

Are there any other challenges you hope to see addressed for higher education funding in this session?

For four years our faculty and staff have not only had no raises, but their salaries have been cut by 4.7 percent and their medical benefits deductible has risen dramatically. The higher education marketplace is extremely competitive, and these cuts have resulted in the loss of some of our best faculty to other states. We need to roll back the cuts and get a better health plan in order to retain and compete for the best and brightest.

While I am on the topic, I would like to thank the great faculty and staff who have committed their careers to UNLV and stayed through this fiscal crisis. Our institution has come a long way because of their talents and belief in UNLV; now it's time to show them that Nevada values their contributions.

What is the one thing you most hope to achieve this year at the session?

More than anything, I hope to see a real shift in how the state views higher education. I hope everyone looks at higher education as the engine of our economy, and as an investment, rather than a cost. Our most recent economic impact study indicates that UNLV has a \$1.5 billion economic impact on our region. That's a return of more than \$8 for every \$1 the state invests in us.

We also bring in between \$300 million and \$400 million from out-of-state sources. This comes from out-of-state students, our athletic and entertainment activities, and the federal grants and contracts our researchers attract. So investing in UNLV grows our economy, creates jobs, and improves the lives of everyone in Nevada.

This coming year we need our alumni and supporters to share this message with our lawmakers and let them know that we cannot have a great state without a strong UNLV. UNLV is committed to being a great partner to Clark County and Las Vegas, and together we can build a prosperous future.

THE Flashlight



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 visitors enjoy today can be traced back to the look and feel of Stern’s International Hotel (1969), 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 functioning space that’s also aesthetically pleasing,” Michel says. “Essentially, he was building a minicity, 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 1956, Rissman was known to have says the building would last 10 years. Architects knew 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. The sculpture that serves as the foundation for all 22 hearts in the Las Vegas exhibit was created by alumnus Miguel Rodriguez, '04 Master of Fine Art.

Rodriguez is known for his oversized installations on display at Wetlands Parks and the Golden Gate Hotel-Casino.

Using Rodriguez's 5-foot sculptures as the base,

different local artists painted their own interpretation of what "the heart of a child" means to them. They've been installed in public places across the Valley.



The Misko 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 Pida Plaza outside the Student Union.

The installations came to campus after Debbie Smatresk, wife of

UNLV President Neal Smatresk, connected exhibit organizers from the Las Vegas Chapter of St. Jude Children's Research Hospital with Jeff Koep, dean of the College of Fine Arts.

THREE CHEERS FOR UNLV

1 Most Popular National University
US News & World Report

UNLV is the nation's 12th most popular university. One of the best indicators of a school's popularity among students is its yield — the percentage of applicants accepted by a college who end up enrolling at that institution in the fall, according to the publication.

2 Military-Friendly School
G.I. Jobs

Veterans gave UNLV high marks for its military-friendly programs, according to the magazine's survey. The publication for military personnel transitioning into civilian life listed UNLV among the top 15 percent of institutions that embrace service members, veterans, and spouses. UNLV's office of veterans services offers programs to more than 1,100 students with military backgrounds.

3 Most Diverse Campus
US News & World Report

The publication gave UNLV kudos for its diversity. At UNLV, 51 percent of all undergraduates reported being part of a racial or ethnic minority. Hispanic students make up the largest minority group at 19 percent. Also recently, *Diverse Issues in Higher Education* magazine ranked UNLV at the top in diversity among hotel administration graduates.

DON'T MISS IT

Reading: Black Mountain Institute presents Peter Covino as part of its Emerging Writers Series. He is a poet, translator, and editor. His latest poetry collection is *The Right Place to Jump*. Nov. 27. Barrick Museum.

Lecture: University Forum presents "Is the Internet Alive?," a talk by Michael J. Savoie, director, Center for Information, Technology, and Management, the University of Texas at Dallas. He will examine why defining the Internet as alive or not is important and what he projects is next in its evolution. Dec. 6. Barrick Museum.

Music: The Vancouver Symphony Orchestra, with pianist Jon Kimura Parker and Maestro Bramwell Tovey will continue its U.S. tour with a program that includes Grieg's "Piano Concerto in A minor" and Prokofiev's "Symphony No. 5 in B-flat major." Jan. 25. Ham Concert Hall.

On Stage: Nevada Conservatory Theatre presents *Arcadia*, a play that moves back and forth between 1809 and the present day to examine the nature of the truth and time, as well as the disruptive influence of sex on our lives. Various dates Nov. 30-Dec. 9. Judy Bayley Theatre.

Dining: The Bistro lounge, presented by the Harrah Hotel College, serves small plates, appetizers, and a wide selection of standard and specialty beverages. Thursdays when classes are in session. Fulton Building.

More info: For details on these events and a full listing of activities at UNLV, visit go.unlv.edu/calendar.

BRIEFLY



Need a speaker for your event?

From urban growth to ballroom dancing, the UNLV campus is filled with diverse experts on a range of topics. This fall, the university communications office launched the UNLV Speakers and Experts Directory. The free service helps local service organizations, schools, and other groups connect with faculty and staff members who can speak with authority and enthusiasm on a variety of topics. It also connects journalists to the many experts at UNLV.

More: Browse the UNLV Speaker's Bureau online at news.unlv.edu/speakers-experts

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 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 55,000 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 business. The office will help campus researchers commercialize their intellectual property by offering assistance with patent protection, licensing opportunities, and the creation of start-up businesses. It also will expand UNLV's ties with local business by enhancing partnerships connected to the university's research strengths. "We're committed to helping Nevada create a new economy built on knowledge-based industries," says UNLV President Neal Smatresk. "By developing strategies to align our expertise with emerging regional 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.

BY THE NUMBERS

FIVE YEARS AGO, UNLV reinvigorated its student life programming when it replaced the old and cramped student union with a new building. It is now a hub for student downtime and a popular meeting locale for the whole community.

9,795,393

visitors to the Student Union in its first five years.

945,000+

scantrons given to students by CSUN student government at the SU information desk.

177,931

number of students who attended civic engagement & diversity programs. The office organized more than 1,500 events and volunteer service programs.

32,852

meetings and events held in SU, courtyard, and Pida Plaza, averaging out to 20 events per day.

940,856

number of chairs set by operations staff for use at meetings/events.



TOOLS OF THE TRADE



The Tools
3,000 keychain flashlights

The Users
Students at Premier UNLV

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.

More: See how the event has grown over the years in the commemorative poster gallery at unlv.edu/premier

ACCOMPLISHMENTS



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* (1978), which was selected as one of the 130 landmark horror films of all time in the Jonathon Rigby book *Studies 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 18@18 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 Mausolf** 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. Mausolf, 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 do not qualify based solely on need or grades.

BRIEFLY
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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

| | |
|-------------------------------|-----------|
| 11/12 vs. Northern Arizona* | 7 p.m. |
| 11/17 vs. Jacksonville State | 7 p.m. |
| 11/23 vs. Oregon | 6 p.m. |
| 11/24 vs. Cincinnati/Iowa St. | TBA |
| 11/28 vs. UC Irvine | 7 p.m. |
| 12/01 vs. Hawai'i | 4 p.m. |
| 12/04 at Portland | 8 p.m. |
| 12/09 at California | 3 p.m. |
| 12/13 vs. La Verne** | 7 p.m. |
| 12/17 at UTEP | 5 p.m. |
| 12/19 vs. Northern Iowa*** | 7 p.m. |
| 12/22 vs. Canisius | 7 p.m. |
| 12/29 at North Carolina | 11 a.m. |
| 01/03 vs. Chicago State | 7 p.m. |
| 01/05 vs. CSU Bakersfield | 7 p.m. |
| 01/09 at New Mexico | 7 p.m. |
| 01/09 vs. Air Force | 7 p.m. |
| 01/16 at San Diego State | 7 p.m. |
| 01/19 at Colorado State | 4 p.m. |
| 01/24 vs. Wyoming | 6 p.m. |
| 01/29 vs. UNR | 7 p.m. |
| 02/02 at Boise State | 6 p.m. |
| 02/06 at Fresno State | 6 p.m. |
| 02/09 vs. New Mexico | 6 p.m. |
| 02/13 at Air Force | 6 p.m. |
| 02/16 vs. San Diego State | 6 p.m. |
| 02/20 vs. Colorado State | 7 p.m. |
| 02/23 at Wyoming | 4:30 p.m. |
| 03/02 at UNR | 1 p.m. |
| 03/05 vs. Boise State | 7 p.m. |
| 03/09 vs. Fresno State | 3 p.m. |

* Global Sports Classic

** at Orleans Arena

*** Mountain West-Missouri Valley Conference Challenge



A Family Affair

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

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

Sal's a sophomore forward on the men's team; Susie, a freshman, plays wing on the women's team. 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, glancing 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 offers 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 Las Vegas. 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 was 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 league-leading San Jose State — the team's first back-to-back road conference wins since 2003.

Like her brother, Susie stood out in high school. Her Las Vegas club team, Neusport FC, won state titles in 2008 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 2-1 win over Oklahoma, a game that featured Susie's first goal as a collegiate.

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

The women's team recently returned to 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. He'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 factor 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."

Sal emphasizes the point: "Without them we would probably not be here."

—CHED WHITNEY

BRIEFLY



Winning Big in Las Vegas

Ryan Moore made the most of his homecoming 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.

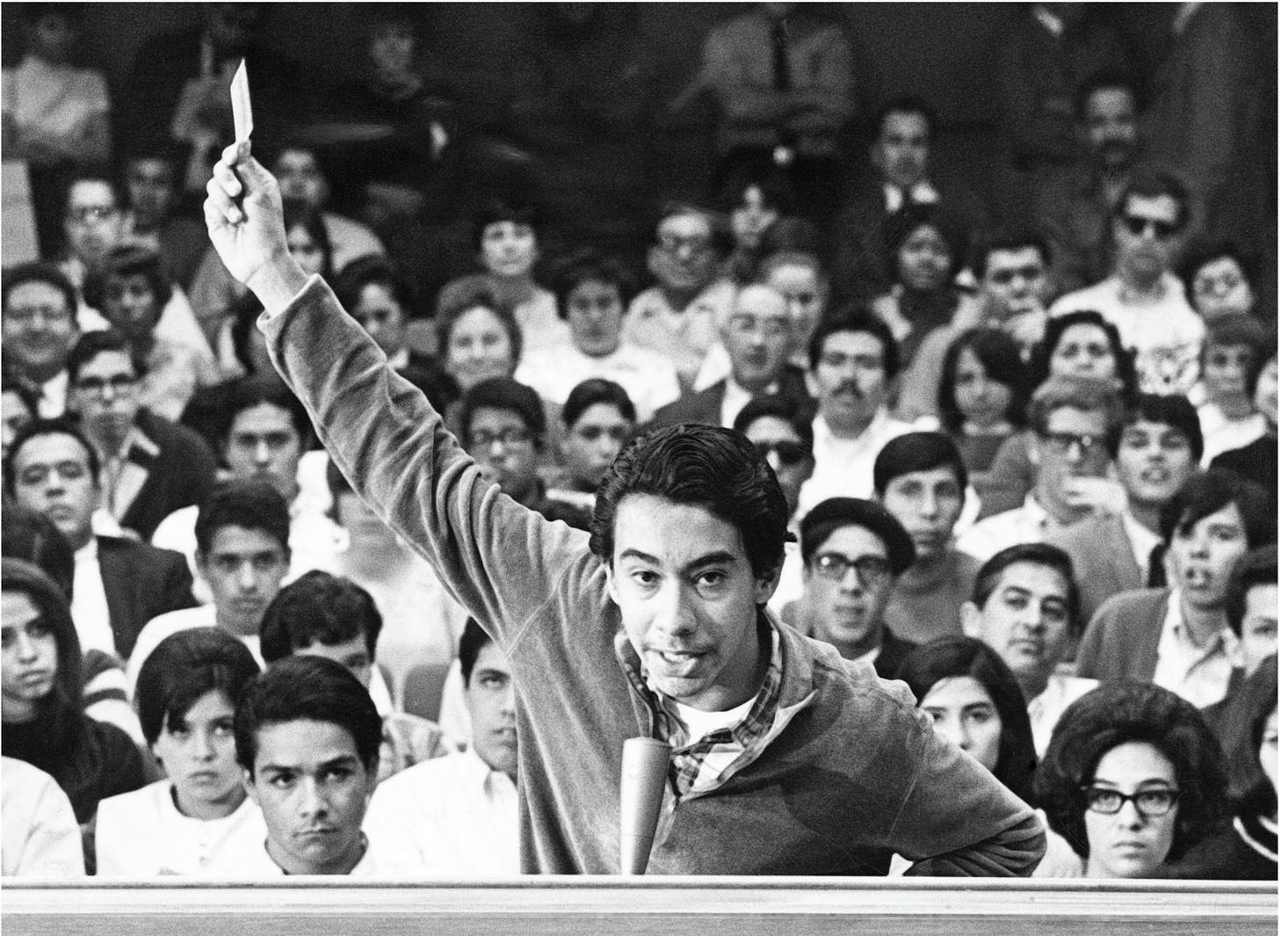
Moore pocketed \$810,000 for his first tour win since the 2009 Wyndham Championship.

Bill Lunde, another former UNLV golfer, finished fifth.

Moore and fellow tour pro Charley Hoffman, 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
Chad Campbell
Charley Hoffman
Skip Kendall
Bill Lunde
Ryan Moore
Chris Riley
Adam Scott



High school students came out in force to a 1968 Los Angeles Unified School District board meeting to protest inequities in the system. The protests 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 long-lasting, says Revilla, co-editor of the book *Marching Students*. She co-wrote the chapter, "The Las Vegas Activist Crew" and the book's introduction.

"In so many school districts there are administrators, teachers, and students who are struggling with not having culturally relevant" principles of teaching, Revilla says. "We want to let them know there is a legacy to some of the inequality in schools."

Revilla, director of UNLV's women's studies program, says the walkouts marked a turning point in Chicano activism. "Students realized 'We don't have to live our lives out in this state of discrimination. We can create change in our own lives.'"

Most walkout leaders went on to acquire college degrees. Many now work as professors, teachers, or school administrators. One made a film about the walkouts for HBO.

Revilla had direct experience with educational inequities. Growing up in San Antonio, she was placed on a college-bound track but then discouraged by a counselor from applying to Ivy League schools. Ignoring her advice and insisting on college fee waivers, Revilla filed



You Want What??? Concierge Tales from the Men and Women Who Make Las Vegas Dreams Come True

BY MARIANN MOHOS
'02 MBA

The marriage proposal is what Mariann Mohos recalls most fondly. Holding out a small cake on a plate, her suitor knelt down and asked her to marry him. Then he ran away. She called him back. "Ask me again in about 15 years," she told the red-faced 6-year-old.

It was the sweetest moment of her career as a concierge on the Las Vegas Strip. She gathered such stories for her *You Want What???* Some are from her own experiences at the Paris Hotel & Casino while others were supplied by colleagues.

"You have to love people to be a good concierge," she advised. "It's the kind of thing you can't do well if it's just a job to you. It almost has to be a lifestyle."

Soon after graduation the native of Hungary launched a marketing business with a classmate. When it folded, she remembered a class presentation by David Hoenemeyer, an executive at what then was Harrah's and now is Caesars Entertainment. That, she decided, was the company for her and she eventually landed a job at the Paris concierge desk.

The biggest lesson Mohos learned during her years as a concierge is that even when you think you've seen everything, you haven't.

her applications without help — and enrolled at Princeton.

She realized how lucky she was that someone had placed her on the college-bound track, unlike many of her fellow students with the same abilities.

Unfortunately, she says, the education offered to marginalized students in America today really hasn't improved. Much of the problem, not surprisingly, goes back to money. "School finance has been an issue for civil rights movements for a long time," Revilla says. As long as districts with more expensive real estate receive more money than districts in poorer areas, the inequities will remain, she predicted.

That's a problem that won't be solved any time soon, Revilla says, but the country at least needs to strive for greater competence in dealing with the issues. "If teachers were trained to deal with differences related to mental illness, class, gender, and race, it would lead to different and improved experiences for students and would result in fewer students being marginalized because of those differences," she says.

Revilla's book won the 2011 Critics Choice Book Award from the American Educational Studies Association. She now is working on a book about immigrant rights activism in Las Vegas.

Brown v. Board of Education often needs little in the way of explanation. The landmark 1954 U.S. Supreme Court case ruled segregated schools unconstitutional and some contentious efforts to desegregate followed. But desegregation was inherently good. Right?

Maybe. While the intent of the ruling was good, the result has been a mixed bag that too often has left students of all races navigating a system that remains racially divided even when students of different races walk the same hallways.

That dilemma and what we as a society should do about it, forms the basis of Sonya Douglass Horsford's book *Learning in a Burning House*.

Horsford, a senior resident scholar of education with The Lincy Institute at UNLV, interviewed eight black educators who had at one time attended segregated schools. They eventually went on to serve as superintendents for desegregated schools.

She coupled those interviews with research into what others — from Martin Luther King Jr. to Children's Defense Fund founder Marian Wright Edelman — have said about the results of desegregation. Edelman contributed the book's forward.

"One of the fundamental problems with U.S. 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 bused 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 caring but demanding teachers as well as a support system that engaged parents, who perhaps 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 responsibility for the educational experiences of our nation's schoolchildren so that no child will learn in a burning house."

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

CO-EDITED BY
ANITA TIJERINA REVILLA
University of Nevada Press, 2011

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

BY SONYA DOUGLASS
HORSFORD
Teachers College Press, 2011

BRIEFLY
.....

Up-and-Coming

Scooping sediments 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 Scholars program gives first-generation and students from 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 life sciences major Carmen Vallin. She worked with professor Eduardo Robleto to research how bacteria mutated when starved of key amino acids.



Fear Factors

Does algebra stress you out? Psychologist Mark Ashcraft is getting to the root cause of your math anxiety.

BY AFSHA BAWANY

Beads of sweat trickle down your forehead, your heart rapidly beats, and you can't catch your breath. You're up against the clock. You reassure yourself: I can do this. But suddenly, you're immobile.

This isn't a marathon. It's a math test.

Mark Ashcraft, a cognitive psychologist at UNLV, has been studying why using the quadratic formula is a cinch for some of us while others freeze up over simple subtraction problems.

Math anxiety is a person's negative reaction to situations involving numbers and calculations. It can begin as early as the second grade and last well into adulthood — even for people with sufficient math skills. Those struck by anxiety have poorer proficiency scores and avoid taking elective courses that lead to much-in-demand careers in science,

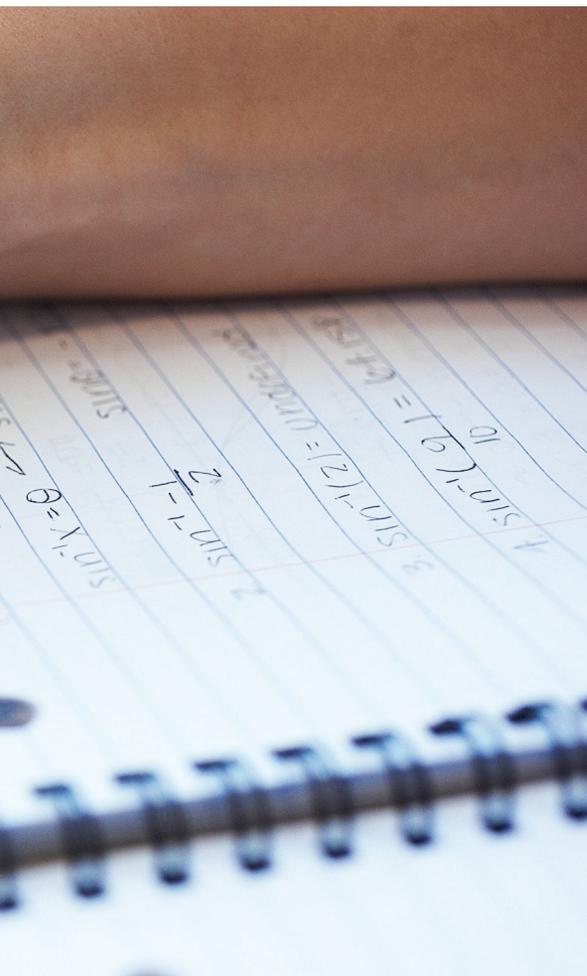
technology, engineering, and business.

Ashcraft, who teaches statistics, once had a student turn in an exam with only his name written on it. "He just couldn't remember a thing," Ashcraft says. "Here was a good student, but he couldn't do anything on the exam."

Fear of math can cause emotional and physical reactions including blackout moments, especially in high-stakes situations like SAT or ACT testing. It can become a lifelong fear and affect social settings. Imagine that friends designate you as the tip calculator for the group at dinner. Can you do the math or do you freeze up like you're back in high school?

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



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 50 minus 7 but subtracting seven from 75 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

working memory is a limited resource, which is why 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 10th 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 how we can pin down the answer," Ashcraft says.

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 program for his latest study. He is assessing if such intensive tutoring programs can improve attitudes toward math.

BRIEFLY



Neat!

An accident in a glass-blowing class has turned into a new barware business for George Manska. But before launching the company, he needed some evidence to explain why his NEAT glass enhanced his spirit-sipping experience. A chance encounter led him to chemistry professor Spencer Steinberg.

Steinberg designed a test to compare the NEAT glass to other common nosing vessels. He found that the unique shape positioned the drinker's nose closer to the surface of the whiskey and at a position where he or she was more likely to inhale fatty acid ethyl esters, which hold the chief aroma and taste components of the spirit.

"These basic tests were validation 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 Michael Phelps' or hurl a hammer farther than UNLV student-athlete Amanda Bingson 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-evaluation, 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's 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 patients 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 20 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

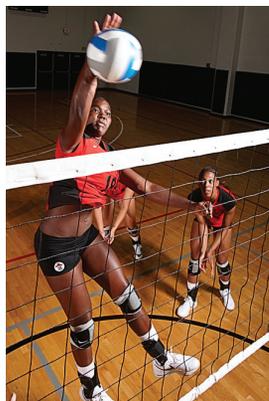
Use a mantra, such as "swim quickly" or "swim hard," or focus on a specific tempo. Do not think about your hip rotation, spinning arms, or how high that elbow is. When Wulf asked intermediate crawl swimmers to imagine pushing the water back, they achieved significantly faster times than when they were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



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 Hayes, 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.



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

A Subterranean Surprise

A new species of scorpion nearly squirmed past 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 *Wernerius*, 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 in 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, kept bugging 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 *Wernerius inyoensis* because it was found in the Inyo Mountains. After describing the specimen in meticulous detail, the pair submitted a paper to *ZooKeys*, 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."

4,461

Nevadans died of cancer in 2009, the second leading cause of death in the state

2%

the decline in cancer rates among Nevada men since 2000, better than the national average of 1.6 percent

73%

of Nevada women with breast cancer in Southern Nevada will survive four years. The rate for Northern Nevada women is 82%.

10%

Nevada cancer cases treated outside the state, an exodus that affects quality of life and hurts Nevada's Medicare and Medicaid programs.

1/2

the rate of lung cancer for Nevada Hispanics compared to Caucasians. Hispanics smoke less and are exposed to less second-hand smoke.

612

number of lung cancer deaths in Nevada women each year, nearly 20 percent higher than experts would expect for our population.

- From "Cancer in Nevada," a report by UNLV School of Community Health Sciences and the Nevada State Health Division. Noting the high rate of lung cancer in women, the report states, "One hypothesis worth researching in Nevada is the cumulative occupational and leisure exposure to second-hand smoke in casinos, which mostly employ a female population." Author: Paulo Pinheiro.

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

Deirdre 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

Fringe Fashion: Clemente and her students curated an exhibit on Las Vegas fashion in the 1960s and '70s for the Nevada State Museum. The collection of beaded gowns, fringed Hellorado Day apparel, and sequined jumpsuits runs through June.

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'm 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 sweatshirt 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 underestimated 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. My dad is an old-school professor. He wore a lot of tweeds and full-fledged suits to teach.

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

Kaitlyn Thompson, a sophomore architecture major, and Mimi Lamb, a senior majoring in kinesiology and health education, soar over Red Rock Canyon during a photo shoot for the 2013 UNLV Cheer & Dance Team Calendar. The teams fund 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, for 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 have 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.

Watch: "I Believe in UNLV" is online at unlv.edu/president. **Respond:** Why do you believe? Tell us why UNLV gets your support as Nevada's first-choice university. Post on UNLV's official Facebook page or tweet your answer with #UNLVfirstchoice. **Read More:** Students, alumni, and friends of the university aren't the only ones touting us as a first-choice university. See "Three Cheers" (p5) and "Accomplishments" (p9) on the attention we're getting from national outlets.

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.

1

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

8

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.

2



1. BILL ANTHOLIS
Managing Director,
The Brookings Institution

2. DALLAS HAUN
President and CEO,
Nevada State Bank ·
UNLV Foundation Board
of Trustees

3. DAVE RICE
'91 BA and '93 MBA ·
UNLV Head
Basketball Coach

4. JOHN HUNT
'79 BS Accounting ·
Attorney at Raleigh &
Hunt · Second VP of
Alumni Association

5. JOHN FARLEY
Physics
Professor

6. LAYLA ROUAS
Civil Engineering Major ·
NV Energy Scholar

Because I look forward to UNLV being one of the best universities in the country and that's where we are headed.

10

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.

7

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.

6

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.

3

Because UNLV is absolutely essential to the well-being and the greatness of the city of Las Vegas.

11

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

5

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.

4

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

12

Because when I look at the commitment that so many people have to this university, it fires me up!

9



7. LINDY SCHUMACHER
Donor to UNLV's
The Lincy Institute and
Brookings Mountain
West

8. NORA CABEROY
Life Sciences
Professor

**9. SANDRA PHILLIPS
JOHNSON**
'95 BSBA and '00 MA
Economics • President
of Alumni Association

10. SCOTT SIBELLA
'88 BS Hotel Admin-
istration • President &
CEO of MGM Grand

11. TED QUIRK
Attorney at
Greenberg Traurig •
Former Chair of UNLV
Foundation Board

12. TONY TERRELL
'02 BA Interdisciplin-
ary Studies • UNLV
Academic Advisor

EXTREME JOBS

“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.



WITH MACHETE IN HAND

Alyssa Crittenden
Anthropology professor

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 “Crucible of Human Evolution,” she observes the Hadza, one of 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 be-

lieves is the hallmark of humans: 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 14 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

David Choate
Post-doctoral researcher,
Life Sciences

Oddly, cougars aren't David Choate's biggest worry during his long stretches 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 bighorn sheep population there hasn't rebounded since a die-off in 1980s. Could the area's cougars be eating more than their expected share of our state animal?

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're wary of tangling 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 guest, 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 stashed carcass. "I go looking for evidence; it's analogous to doing crime scene forensics." 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 (live) 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

Dr. Daniel Orr
Dental medicine professor

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 3 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 mid-face 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) hadn't left any tissues on the ceiling — all the anatomy was there, somewhere."

He concedes that his profession can be cringe-inducing, though after 30 years and 2,000 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

Tara Pike-Nordstrom | Rebel Recycling coordinator

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 719 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 perennially 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 80,000 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."

TOO HOT TO TROT

Brian Hedlund
Life Sciences professor

T

his summer Brian Hedlund became his own poster child. The microbiologist frequently leads interna-

tional 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 horsing 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 float to determine the water flow rate of a hot spring-fed creek near Cedarville, Calif., 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 10-minute walk across the dusty

playa 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 sweltered 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 500 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 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.



Ashley Morris (left)

'02 BSBA

Jason Smylie

'03 BS Computer Science, '06 MBA

The Doctor is ... On the Air



Daliah Zodieru Wachs

'93 BS Biological Sciences

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 wanted to help 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, FAST4Kids, 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 166 and in the Las Vegas area on KDWN-AM 720. Visit doctordalilah.com for times.

Albrecht receives President’s Medal, Hall of Fame induction

The former vice president’s contributions include creating UNLV’s alumni relations program and raising funds for campus projects.

IN THE SUMMER OF 1970 when Fred Albrecht packed all his belongings in his ’66 Thunderbird and began the long drive from Youngstown, Ohio, he had no premonition that Las Vegas would become his permanent home. He definitely remembers the drive, though. “I had to change three flat tires before I reached Las Vegas.”

Once he began work at UNLV, his career took him in directions he never would have imagined. This fall, the university recognized his years of service as an employee and an alumnus with two awards. In September he received UNLV’s President’s Medal and in October he was inducted into the Athletics Hall of Fame.

He began his UNLV career as assistant basketball coach and retired in 2007 as vice president for university and community relations. He worked for seven UNLV presidents in many positions, including tennis coach, director of alumni relations, interim athletic director (twice), and executive director of athletic fundraising. He also became a UNLV alumnus when he added a master’s degree in physical education to his undergraduate degree from Ohio’s Kent State University.

Among the projects Albrecht remembers with pride are the creation of the first alumni relations program and construction of the Tam Alumni Center, Rebel Park at the football stadium, and the Alumni Amphitheater near the Student Union.

Even after retiring, Albrecht continues to serve UNLV, accepting appointments to committees and spreading the word about the university’s achievements.

A personal challenge that cropped up during Albrecht’s tenure at UNLV was cancer. In 2001 he was diagnosed with advanced neck cancer. Despite an initial bleak prognosis, he prevailed. Recently, the disease resurfaced as bone cancer. Through this latest challenge, Albrecht remains upbeat. Family continues to be a bright spot in his life. He and wife Connie travel often to Southern California to spend as much time possible with daughter Michelle and grandson Andrew. “Without my wife’s support of my commitment to UNLV and all the hours I put in, I could not have been as successful as I was,” he said.

— Diane Russell



Fred Albrecht
'71 MS Physical Education

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1970s

Betty Codell Maguire Archambault, '72 BA Education, '83 M.Ed., was named the inaugural Elks National Foundation Community Investment Program Volunteer of the Year at the Elks National Convention. She was selected for her work creating a food pantry project at Millcreek High School and ensuring its continued success as well as for work on many other projects. She received \$500 to donate to a local community project. She chose a Boy Scout troop sponsored by the St. George, Utah, Elks Lodge. She worked 33 years for the Clark County School District before retiring. She and her husband, Arthur, live in St. George.

Dennis McBride, '77 BA English, became director of the new \$51 million Nevada State Museum, Las Vegas earlier this year. The museum, a 70,000-square-foot structure, is located on the grounds of the Springs Preserve. A native of Boulder City, he is an expert on that city and on Hoover Dam. He is the author of *In the Beginning: A History of Boulder City, Nevada* as well as *Building Hoover Dam: An Oral History of the Great Depression* (with Andrew Dunar), and *Midnight on Arizona Street: The Secret Life of the Boulder Dam Hotel*. He is an authority on Nevada's lesbian, gay, bisexual, and transgender history and is completing a book on the subject. Previously, he worked at the UNLV library and at the Boulder City Museum and Historical Association.

Steve Bruce, '78 BA Philosophy, describes himself as a reclusive contemplative focusing on the primordial consciousness. He lives in the high desert near Reno.

1980s

David Mancuso, '81 BS Hotel Administration, is the owner of Mancuso Limousine and one of the owners of Caesars Auto in Rochester, N.Y. He and his wife, Denielle, love boating on Lake Ontario and often cross from the Buffalo/Niagara region to Toronto, Canada, on their boat *Mariah*. They live in Batavia.

Gary Maida, '84 BS Hotel Administration, is regional vice president of operations for Hyatt Hotels. He and his wife, Nancy, live in Oak Ridge, N.J.

Lisa Griffith Story, '84 BA Communication Studies, competed at the U.S. Fencing Nationals in Anaheim, Calif., in July. She finished 16th in the veteran women's epee individual event — the highest finish for an unranked fencer in the age group. She also fenced on the Desert Blades Wild Women epee team, which placed 12th in the veterans' competition. She works as senior public information coordinator for the Las Vegas Valley Water District and the Southern Nevada Water Authority.

Stan Johnson, '89 BS Architecture, has been hired by Rhodeside & Hartwell as a landscape architect. He has more than



Chad Belding

'99 BS Business Administration

Foul to Fowl

AFTER GIVING UP BASEBALL, ALUMNUS BUILDS A MEDIA COMPANY AROUND DUCKS AND DOGS.

BY BRIAN SODOMA

Chad Belding feels like he's batting a thousand these days. The former Rebel baseball player transitioned from slugging homers to shooting fowl and other game — with the cameras rolling. Some 45 million viewers now tune into his shows *The Fowl Life*, *Dead Dog Walking*, and others on the Sportsman Channel.



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

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 tires 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 leaguers, and sometimes they're thinking they'd like to trade jobs with me,” he adds with a laugh.

Belding's commitment to learning more and 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. He foresees his hunting shows, which cover hunts in the Reno area to Colorado, Alaska, British Columbia, and numerous other locations, hitting the mainstream.

“We can jump from 45 million viewers to 85 or 125 million and that's huge,” he adds.

Missing from the mix is perhaps Belding's biggest fan, his late father, who introduced him to the sport. If his father were

alive, Belding could see him having a role in the company. “He would be a huge personality on the shows, and bring his humor and knowledge to every episode. I know he is looking down on us and bragging to all his friends and family up there,” Belding says.

More: For listings of Belding's shows, visit deaddogwalking.com or thefowlife.com.

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20 years of experience and has practiced extensively in the western United States as well as overseas. His portfolio includes urban mixed-use developments, streetscapes, regional parks, sports and recreational facilities, and civic projects. He lives in Henderson.

1990s

Mark Bacon, '93 MA Communication Studies, published a book of short stories, *Cops, Crooks & Other Stories in 100 Words*. Each story is exactly 100 words, but contains a protagonist, a challenge, and a conclusion. Seven stories in the collection have been published in five different online fiction magazines. The 99-cent ebook is available on Amazon and at Barnes & Noble. This is his fifth book and first work of fiction. His work has appeared in the *Washington Post*, *San Antonio Express-News*, *Denver Post*, and *Kansas City Star*. Most recently he was a correspondent for the *San Francisco Chronicle*. In the past he has taught journalism at both UNLV and UNR. He lives in Reno.

Brian Hurlbert, '93 BA Communication Studies, recently authored *The Las Vegas Country Club: Chronicle of an Icon*, a coffee table book that details the history of the first private golf club in Las Vegas. Founders include Irwin Molasky as well as Jerry Mack and E. Pary Thomas, after whom UNLV's Thomas & Mack Center is named. Many other UNLV buildings also were named after members of the country club. His hobbies include golf and his family. He is married to **Heather Gust Hurlbert**, '93 BS Nursing. They have three children, Hannah, Jacob, and Trey. The family lives in Henderson.

Mahika Chandrasena, '96 BS Hotel Administration, is group manager for corporate communications for the Mount Lavinia Hotel Group, which has an iconic heritage hotel, the Mount Lavinia Hotel; an all-inclusive adventure resort, Club Bentota; and an exotic luxury getaway, Vakarufulhi in the Maldives. After graduating from UNLV she returned to Sri Lanka to work at the Hilton Colombo. After reading for her master's degree in public administration, she went to work for Sri Lankan Airlines. Among her employers have been the Sri Lanka Tourism Promotion Bureau and the Ibrahim Nasir International Airport in the Maldives. She enjoys traveling, spending time with her family, and observing wildlife. She and her husband have one son. The family lives in Nawala, Sri Lanka.

Frank Rodgers, '96 M.Ed., '03 Master of Educational Leadership, teaches special education for the Clark County School District (CCSD). For the past eight years he has taught in an intermediate specialized learning disabilities classroom at Hummel Elementary School. He completed the CCSD administrative leadership program. Among the honors he has received are the CCSD Southeast Region Distinguished Educator Award, the Outstanding Alumnus Award from UNLV special education

UNLV Alumni Association Homecoming Awards

2012 COLLEGE HONOREES

Boyd School of Law: The late **William Michael Kapalka**, '04 JD, was truly a civil servant. When he graduated in 2004, he was recognized for his public service efforts with the 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 law students in the Partners in Pro Bono Program. Kapalka passed away following his battle with pancreatic cancer shortly after he was selected for this award.

Honors College: **Dr. Daliah 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 U.K. He was turned on to classical music relatively late in life, when he joined UNLV's choir and performed Mozart's *Requiem*. 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. Weiller and Jocelyn K. Jensen from UNLV as his early influences.

Liberal Arts: **Eric Talbert**, '03 BS Psychology, is the executive director of Emergency USA — Life Support for Civilian Victims of War and Poverty. 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 Ph.D. 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 licensure preparation materials for nursing graduates. She is president of two companies — Professional Nursing Seminars Inc. and Nursing Reviews Inc. — which are dedicated to conducting the National Council Licensure Examination (NCLEX) review courses. She is a member of the Honor Society of Nursing, Sigma Theta Tau International, and numerous other nursing societies. For the School of Nursing, she has established an annual dinner to honor doctoral graduates, established the Silvestri Travel Fund for faculty travel and support, and sponsored a nationally known guest speaker.

School of Dental Medicine: **William Dahlke**, '06 DMD and '12 Certificate in Pediatric Dentistry, specializes in pediatric dentistry and is a co-owner of Children's Dental Specialists in Las Vegas. Since 2006, 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



ALUMNUS OF THE YEAR

Tony F. Sanchez III

'88 BA Political Science

Tony F. Sanchez III is NV Energy's senior vice president of government and community strategy. He oversees all regulatory and government strategy, corporate communications, environment 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 minor in interdisciplinary renewable studies is flourishing. His volunteer activities include serving on the Chancellor'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**, '95 BA Criminal Justice, have four children.

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 Giles**, '81 BS Education and '92 Master of Education, has been improving the lives of children and teachers in the community since her time at UNLV. For the past three years, Giles has co-written grants and received funding through the State Farm Education Teacher Quality Grant housed within the UNLV Foundation, which has helped the CCSD/UNLV initiative on the National Board Teacher Certificate 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.

Greenspun College of Urban Affairs: **Tara Pike-Nordstrom**, '95 BS Environmental Studies, was named sustainability coordinator after years of environmental work on campus (see "One Person's Trash" p28). In July 1995, Pike-Nordstrom became the Rebel Recycling coordinator, and by March 1997, the Rebel Recycling Program was collecting and processing materials internally for the university. The program is



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Kapalka



Whitacre



Talbert



Silvestri



Dahlke



Giles



Pike-Nordstrom



Eylar



Belsick



Lowe



Cox



Kearney

now a model for other universities. This fall, she began her 10-year strategic plan for adding hydration stations to the campus. She coordinates campus recycling efforts with numerous local organizations and has the goal to turn UNLV into a zero-waste campus.

Harrah College of Hotel Administration: Paula Eylar, '89 BS and MBA Hotel Administration, is vice president for business and technology at Boyd Gaming Corp. Eylar oversees a number of critical business functions, including energy management and sustainability, e-commerce, and hotel online contract negotiations. A 2006 graduate of Leadership Las Vegas and a past UNLV Hotel Alumni Association board member, Eylar currently sits on the UNLV International Hotel Advisory Board. Eylar and her husband, Brian Lauzon, have four children and a two-year-old granddaughter.

Hughes College of Engineering: Jody Walker Belsick, '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. Belsick 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 Husmann Lowe, '68 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 focused on financial

topics. 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. Lowe's mother, Celesta Lowe, 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 Scholarship and the Harriet 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 Kearney is UNLV Distinguished Professor of Psychology and director of the department's clinical doctoral training program. He 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.

department, the CCSD New Teacher of the Year in Special Education Award, and the Spirit of Nevada Award from then-U.S. Rep. Jon Porter. He and his wife, Abena Yeboah-Asuamh, have a son, Christopher Yaw Rodgers.

Ellen Levine-Bremen, '98 BS Education, '00 MA Communication Studies, just released her first book, *Say This, NOT That to Your Professor: 36 Talking Tips for College Success* (NorLights Press 2012). She describes it as the first book in the college success genre to tackle the student-professor dynamic, giving students the exact words to say to appropriately deal with everyday class-related issues. Her ultimate goal is helping students find their confident, competent voice in college and beyond. She is a tenured communications studies professor at Highline Community College. She lives in Albany, Ga.

Valerie Miller, '98 BA Communications, was presented the 2012 Michael Graham Entrepreneurial Spirit Award by the Small Business Administration in Nevada at a ceremony in May. She received the award for her reporting on both the economic crisis facing small businesses in Southern Nevada and on the signs of hope in local start-up companies. Included were stories about how downtown Henderson shops were impacted by a street construction project. After the reports appeared, the city of Henderson issued emergency grants to help those businesses stay afloat. She also received certificates of commendation from Nevada's congressional delegation and from Gov. Brian Sandoval.

Allison Wiede, '99 BS Hotel Administration, was promoted to contract specialist at the Syracuse (N.Y.) Veterans Administration Medical Center, which serves all of upstate New York. She expects to receive her master of social work degree from Syracuse University in May.

2000s

Chris Adolph, '00 BS Hotel Administration, started a food distribution business in California called Adolph Inc. During the past 10 years the company has grown into a manufacturing and processing plant. He played baseball at UNLV from 1996 to 2000 and was drafted by the San Diego Padres before an injury ended his professional baseball career. He lives in Fresno, Calif.

Stephanie Reidy Guerra, '01 BA Education, is the author of *Torn*, (Amazon Publishing), a book intended for a female teen audience. It explores the question of what it means for a woman to be a true friend. Her next book, a humorous book for middle schoolers, is slated to be published next year. She received a 2012-13 Seattle Arts and Culture grant, which she plans to use to establish a creative writing program at King County Juvenile Detention Center in Seattle. She teaches in the College of Education at Seattle University. Her

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research has been published in the *Journal of Adolescent and Adult Literacy* and in *Children's Literature in Education*.

Stacy Grasso Manobianca, '01 BA Psychology, received the 2012 Young Lawyers Section Achievement Award from the Essex County (N.J.) Bar Association. She also was installed as a trustee of the association's Young Lawyers Section. From 2007-10 she was co-chair of Essex County Law Day. She is a member of the product liability practice group of Greenbaum, Rowe, Smith & Davis. She lives in Elmwood Park.

Jason Feger, '02 BS Hotel Administration, has been elected president of the California Hotel and Lodging Association's Education Foundation. He is assistant general manager of the Hacienda Hotel and Conference Center at Los Angeles.

Phillip Thompson, '02 BS Architecture, is project manager of real estate development for CG Foundation, a nonprofit company focused on the development of world-class fitness and recreation centers for Competitive Gaines Fitness.

Stephanie Salamah, '03 BA Anthropology, is director of financial development for the YMCA of Southern Arizona. She assists in achieving the goal of making the YMCA one of Tucson's top philanthropic choices. That is done through increasing support through corporate sponsorships, major gifts and capital, donor relations, public relations, and planned giving. She and her husband, Scott, have two daughters, Lily and Ariana.

Clyde Northrup, '04 Ph.D. English, has published three books to the ereader format. Two books are poetry collections, *Words Fail: Confessions of an Incurable Romantic* and *Stones in the Stream: Reflections on Matters of the Spirit*. The third book, *Chosen of the One*, is the first book in an epic fantasy series titled *The Redemption*.

Myongjee "Michelle" Yoo, '05 MS Hotel Administration, '11 Ph.D. Hotel Administration, is an assistant professor at the Chaplin School of Hospitality and Tourism Management at Florida International University. She lives in Miami.

Lorenzo Aranda, '06 BA Criminal Justice, is pursuing a master's degree in mental health counseling from the University of Phoenix. He was one of 10 graduate students nationwide to receive a \$5,000 scholarship from the Hispanic Caucus Institute. A first lieutenant with the Nevada Army National Guard, he volunteers with Nathan Adelson Hospice, Big Brothers and Big Sisters of Nevada, and the U.S. Department of Veterans Affairs. He lives in Henderson.

Kara Robertson, '06 BA Social Science, married Jeremy Miller on Aug. 3 at Lake Tahoe. She is cofounder of the largest U.S. master's swim team in Southern Nevada, Swim Las Vegas, and co-race director for Slam the Dam Open Water Swim, an annual event at Lake Mead that draws participants from around the globe. Held the first Saturday in October, it's for both novice and endurance swimmers. She is a

MEET THE REGENTS

This is the **fourth in a series** of articles to introduce Nevada readers to their elected higher education officials. For more information on the Nevada System of Higher Education (NSHE), visit system.nevada.edu.

**Robert Blakely, District 2, Since 2008**

Finding funding sources for higher education to supplement funding provided by the state will be one of the challenges facing the Board of Regents this coming year, Blakely

says. "We have an obligation to the taxpayer to find a balance in the funding between state funding and money from other sources."

Blakely would like to be able to restore the pay that professors and staff have lost in recent years. "It's hard to predict right now what we will be able to do," he says, adding that he is hopeful that the system's economic position is about to improve.

He also wants to stabilize the cost of higher education so that a college degree is affordable for most Nevadans.

He serves as vice chair of the Cultural Diversity Committee as well as of the Workforce, Research and Economic Development Committee. He also is a member of the Audit Committee, Business and Finance Committee, and ad hoc Periodic Presidential Evaluation Committee (DRI).

A regional leader for Primerica Financial Services, Blakely has worked in operations and engineering positions in Nevada and Arizona for more than 20 years.

**Kevin Melcher, District 8, Since 2010**

Emphasizing the role higher education plays in the state's economic recovery will be crucial to the NSHE receiving adequate funding at the upcoming legislative session, Melcher

says. "We need to convince the governor and legislators that a strong investment in all levels of higher education will greatly assist in Nevada's economic recovery and future growth.

"The Nevada System of Higher Education, through strong leadership, needs to help unite the political structure 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 in providing a high level of learning and research for Nevada."

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 his last 22 years as a school and district-level administrator.

**Rick Trachok, District 10, Since 2011**

Securing the Legislature'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, short-term funding for the northern community colleges is needed, he says. "I view allowing each campus to retain its fees and tuition as the most critical component of the (proposed) formula. This will allow each president to become more entrepreneurial and will give each more control over the future of his or her institutions."

Trachok says he is troubled by the state's high rate of high school dropouts and low rate of post-secondary graduates per capita. "We must change this dynamic," he says. "We need to double our number of graduates from our 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.

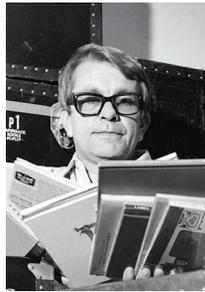


OBITUARIES

Richard Beckman, retired professor of architecture, died on Father's Day, June 17, surrounded by his family at his home on Bainbridge Island, Wash., from cancer. He joined the UNLV faculty in 1988 and remained 20 years. After retiring, he continued to design individual homes. He also was an avid gardener. A graduate of the University of Oregon and Harvard University, he spent many years in private practice in Oregon, California, Nevada, and Washington before going into teaching, first in Dhahran, Saudi Arabia, and then at UNLV. He also worked for the San Francisco Redevelopment Agency on the redesign of that city's waterfront. He is survived by his wife, Sally; daughter Jennifer; son Jesse; granddaughter Juliette; sister Liz; and brother John.



Blum



Boord



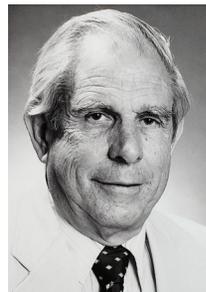
Daneshvary



Goodall



Smith



Westfall

Robert Blum, longtime UNLV sports announcer, died July 22. He began broadcasting several UNLV sports, including football and men's basketball, but it is for his broadcasts of the Lady Rebels' basketball games that most fans will remember him. He had served as the voice of the Lady Rebels for the past 27 seasons. Blum, who also worked for the Las Vegas 51s baseball team, previously had called games for the San Francisco Giants, San Diego Chargers, and Oakland Raiders. In 2000 he was inducted into the UNLV Athletics Hall of Fame. On Feb. 4, 2006, he called his 1,000th UNLV event, a women's basketball game. A native of South Bend, Ind., he is survived by his brother, Jack; sister Bettylee Balsam; and several nieces and nephews.

Robert Boord, emeritus professor of education, died July 30. After completing his doctoral degree in children's literature, he joined the faculty in 1963 as one of the founding professors of the College of Education. He retired in 1993. During his time at UNLV he served as chair of the department of curriculum and instruction. He also spent one year as an exchange professor in New Zealand. Earlier in life he had worked as a teacher and principal in his home state of Indiana before entering the U.S. Army and serving in Germany. He enjoyed traveling, including trips to Europe and China. He is survived by niece Alice Stonecipher and nephew William Clemens.

Nasser Daneshvary, professor of economics and director of the Lied Institute of Real Estate studies, died unexpectedly Aug. 17. A member of the UNLV faculty since 1990, he had served as chair of the department of economics, interim chair of the department of management, associate dean, associate vice provost for academic resources, and chair of the Faculty Senate. He frequently was quoted in the media about the local housing market and foreclosure situation. While at UNLV he oversaw the creation of the executive master's degree in business administration as well as of the dual master's degrees between business and the dental and law schools. Before coming to UNLV he taught at Southeast Missouri State University, Norwich University in Vermont, and Tusculum College in Tennessee. Survivors include his wife, Rennae of UNLV's Center for Business and Economic Research, and son Arash.

John "Jack" Dettre, emeritus professor of educational administration, died Sept. 1. A

native of Ohio, he earned four degrees from Ohio State University. He had a career as a radio announcer before changing job paths. He worked as a high school teacher, principal, and county superintendent in rural Ohio. He then taught at the State University of New York, Buffalo; the University of New Mexico; the University of Kentucky; and North Texas State University before joining the UNLV faculty. Besides teaching at UNLV, he served as interim director of the library. He also was one of the first announcers at Runnin' Rebel games. He served in the U.S. Air Force during the Korean War. He is survived by his wife, Judith; sons Jay and Jeffrey; daughter Janna Jensen; and grandchildren Justin Dettre, Mikaela Jensen, John Church, and Joseph Church.

Leonard "Pat" Goodall, UNLV's fourth president, died July 2. Goodall, who came to the university as president in 1979, chose to leave that post in 1984, becoming a professor of management and public administration — a post he held until retiring in 2000. He was emeritus president and professor of public administration. While battling inoperable brain cancer, he wrote his book, *An Investor's Memoir: Lessons Learned From Sixty Years in the Stock Market Without One Day on the Sidelines*, which was published earlier this year. During his tenure as president, UNLV's physical campus changed markedly. Both Frank and Estella Beam Hall and the Alta Ham Fine Arts Building were constructed. The 18,000-seat Thomas & Mack Center also was completed. His tenure also saw the creation of the UNLV Foundation, the launching of the Barrick Lecture Series, and the establishment of graduate programs in geoscience, hotel administration, and accounting. Before coming to UNLV, he served at the University of Illinois at Chicago Circle, Arizona State University, and the University of Michigan-Dearborn where he was the campus's first chancellor. The Missouri native, who picked up the nickname "Pat" because he was born the day before St. Patrick's Day, served in the U.S. Army Reserves from 1958 to 1964. He is survived by Lois,

his wife of nearly 53 years; daughters Karen Crane and Karla Powers; son Gregory; and nine grandchildren.

Ronald Smith, vice president for research and dean of the Graduate College, died June 23. He recently had completed his 40th year at UNLV, having arrived in 1972 as an assistant professor of sociology. He had served the university in a number of administrative posts, including department chair, assistant dean of the College of Arts and Letters, interim senior vice president and provost, and interim president. During his time as dean of the Graduate College, UNLV established more than 60 doctoral and master's degrees. He created the office of research integrity and was the founding executive director of the urban sustainability initiative. He published three books and more than 30 journal articles and book chapters. His academic specializations were community and urban sociology, community sustainability, architectural sociology, and organizational performance. He is survived by his wife, Susan Thompson, director of UNLV's office of international programs; daughter Kelleen Pellegrino; granddaughters Zoe and Kate Pellegrino; and sister, Eleanor Cranmer.

Herman Westfall, emeritus vice president for business affairs, died April 9. He moved to Las Vegas in 1962 and became the first business manager for what was then the Southern Regional Division of the University of Nevada. He retired 25 years later as vice president of business affairs for UNLV. The campus's Herman Westfall Building is named in his honor. Born in Arkansas, he served two years in the U.S. Army Air Corps during World War II as an aerial gunner. In retirement he enjoyed spending time with family; fishing; square dancing; playing cards; traveling to Dana Point, Calif.; and rooting for the Runnin' Rebels. Survivors include Faye, his wife of 63 years; daughters Cheryl Brechisen and Kathie Lewis; granddaughters Jamie, Jessica, Shannon, and Rebecca; and great-granddaughters Ariana and Cassidy.

NOTES

distance swimmer who has completed swims over 10 miles from the base of Hoover Dam (in 53-degree water), a 10-kilometer swim from the Golden Gate Bridge to the San Francisco Bay Bridge, and numerous triathlons. She is an American Swimming Coaches Association level 2 and U.S. master's level 2 coach.

Marcus Affeldt, '07 BS Business Administration, is on tour with the country/rock band Sugarland as a guitar tech. He wrote, recorded, and released an album, *Ceiling Noise*. He is recording and collaborating on new music with the band Daylight Trade. Hobbies include music production, singing, songwriting, and playing as a studio session guitarist. He lives in Franklin, Tenn.

Joshua Ellison, '07 BS Business Administration, is chief financial officer for Nevada Gypsum Floors. He is on track to receive an MBA degree from UNLV in December. He was part of the UNLV team that took home the \$30,000 first prize in the Reynolds' Cup Tri-State Competition earlier this year with its water-saving geysier flow control device. He is married to **Kirsten Ellison**, '07 BA Education. They live in Henderson.

John Green, '08 Ph.D. Civil Engineering, and his wife, Margaux, are the proud parents of John Gregory Green Jr., who was born Aug. 20, 2011. The family lives in Plainfield, Ill.

Denise Balfour Simpson, '08 Master of Educational Leadership, married Tourgee Simpson Jr. on March 4 at the Lesner Inn Catering Club in Virginia Beach, Va. She is working toward a Ph.D. in higher education at Old Dominion University, where she works as assistant director in the office of student conduct & academic integrity. The couple lives in Norfolk.

Costa Magoulas, '09 Master of Hospitality Administration, was named Southeast Region Chef Educator of the Year for 2012 by the American Culinary Federation. The award recognizes a culinary educator who has given culinary students leadership and guidance. He is dean of the School of Hospitality and Culinary Management at Daytona State College in Daytona Beach, Fla. His career began more than 50 years ago when he washed dishes in his father's restaurant. He went on to work in a number of restaurants and to own his own operation. In 1995 he began teaching in public schools in Florida. Fourteen years later, at age 68, he decided to teach at the college level. He and his wife live in Ormond Beach.

Amy Mae Langworthy, '10 MS Accounting, is a staff accountant with the public accounting firm of Malin Bergquist in Pittsborough. She has six years of in-house experience working for construction companies in Nevada and Arizona with significant experience in large airport construction accounting. She lives in Bridgeville.

Alexandra "Allie" Singer, '12 BS Hotel Administration, recently accepted her first career-related position at Treasure Island Hotel.



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



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