

## Las Vegas International Hospitality & Convention Summit

June 4-6, 2006

Subject to change

<b>Sunday, June 4</b>	Type of Presentation	Title of Presentation	Presenter(s)	Presenter Affiliation(s)
1:00 – 1:30	Paper <i>refereed</i>	From Good Samaritan to American Businessman	Brooke Ahne Portmann	Roosevelt University, Chicago
1:40 – 2:10	Presentation	Loyalty and Player Equity	David J. Paster	National Hirschfeld, LLC
2:20 – 3:50	Paper <i>refereed</i>	Estimating the Indirect Gaming Contribution of Bingo Rooms	Anthony F. Lucas, William T. Dunn and Anna Kharitonova	University of Nevada, Las Vegas and Barona Casino
2:30 – 4:00	Distance Education Demonstration	Ways to Set Up an Online Class	Patti Shock	University of Nevada, Las Vegas
4:00 – 7:00	<b>Exhibits Open</b>			
5:30 – 7:00	<b>Opening Reception</b>			
<b>Monday, June 5</b>				
8:00 – 8:30	<b>Continental Breakfast</b>	Sponsored by the Las Vegas Convention & Visitors Bureau		
8:00 – 12:00	<b>Exhibits Open</b>			
8:30 – 10:00	Crystal Ball Panel	Moderator: Stuart Mann, UNLV	Panelists: George Fenich, Mark Haley, Cris Canning	University of New Orleans, Las Vegas Convention & Visitors Bureau, Hospitality Ink
10:00 – 10:30	<b>Break</b>			
10:30 –	Paper	An Investigation	Collin	University of

11:00	<i>refereed</i>	of the Use of Financial and Non-Financial Information in Budgetary Allocation in the Lodging Industry	Ramdeen and Jocelina Santos	Nevada, Las Vegas
10:30 – 11:30	Presentation	Multiculturalism: Relevant Curriculum for the Hospitality Industry	Amy Beaulieu, MHA and Karen M. Gonzales, CMP	Big Brothers, Big Sisters and Meeting Professionals International
11:10 – 11:40	Paper <i>refereed</i>	Strategic Planning in Hospitality Higher Education: A Case for the Importance of Environmental Scanning	Michael Sciarini and Robert H. Woods	Michigan State University and University of Nevada, Las Vegas
11:10 – 11:40	Paper <i>refereed</i>	Chinese Outbound Travel to Las Vegas	Fanghong Jiao, Billy Bai and David Christianson	University of Nevada, Las Vegas
11:40 – 12:10	Paper <i>refereed</i>	A Content Analysis of Ecolodge Websites	Michelle Millar and Gail Sammons	University of Nevada, Las Vegas
11:40 – 12:10	Paper <i>refereed</i>	Using Heritage/Cultural Tourism to Increase Convention Sales	Bonnie S. Martin and William C. Bridges	Western Carolina University and Clemson University
12:15 – 1:15	<b>Lunch</b>			
1:20 – 1:50	Presentation	Hospitality in Uganda (Tentative)	Jacqueline Nyakairu	Mweya Safari Lodge in Uganda
1:20 – 1:50	Presentation	Tradeshows and the Media: The Role of Media Coverage in Exhibitions	Heidi Genoist	Tradeshow Week

2:00 – 2:30	Paper <i>refereed</i>	Case Study of the Opening Ceremonies of the 2006 Winter Olympics	Julia Rutherford Silvers	Speaking of Events, Albuquerque
2:00 – 2:30	Paper <i>refereed</i>	Value Chain Model For Implementing CRM In Hospitality Industry: A Theoretical Model	Samina Rafat and Shikha Sahai	Institute Of Productivity & Management, Lucknow, India
2:40 – 3:10	Paper <i>refereed</i>	Effectiveness of E-mail Marketing In Event Management	Ju Hee Kang	University of Nevada, Las Vegas
2:40 – 3:10	Paper <i>refereed</i>	An Examination of the Relationship between the Convention Services Manager's Perception of Outsourcing and the Propensity to Outsource	Bo-Min Kim and Curtis Love	University of Nevada, Las Vegas
3:20 – 3:50	<b>Break</b>			
4:00 – 6:00	<b>Tour</b>	<b>Hotel Tour</b>	<b>Wynn Resort</b>	
<b>Tuesday, June 6</b>	<b>EMBOK Day*</b>	<b>Event Management Body of Knowledge</b>		
8:00 – 8:30	<b>Continental Breakfast</b>	Presentation of the Best Paper Award, sponsored by the Las Vegas Convention & Visitors Bureau		
9:00 – 10:15	<b>Keynote Speaker</b>	<b>Global Event Management</b>	<b>Phil Harte</b>	<b>Harte Management</b>
10:15 – 10:30	<b>Break</b>			
10:30 – 11:30	<b>EMBOK Workshop</b>	<b>Intro to Int'l EMBOK Model</b>		
10:30 – 11:30	<b>Panel</b>	<b>Distance Education</b>	<b>David Patterson</b>	<b>Southwest Minnesota State</b>

				University
11:30 – 12:00	Paper <i>refereed</i>	Hotel Safety and Security: Attributes as Customer	Tyra W. Hilliard and Radesh Palakurthi	University of Nevada, Las Vegas and Oklahoma State University
11:30 – 12:15	EMBOK Workshop	Scope and Validity Assessment of EMBOK Model		
12:15 – 1:30	Lunch	EMBOK Roundtables	Gap Analysis of Knowledge Domains	
1:30 – 2:15	EMBOK Workshop	Results of Roundtable Gap Analysis		
1:30 – 2:00	Presentation	Violence in the Workplace	Christian Hardigree	University of Nevada, Las Vegas
2:10 – 2:40	Paper <i>Refereed</i>	An Examination of Impact of Budgetary Participation	Collin Ramdeen and Jocelina Santos	University of Nevada, Las Vegas
2:10 – 2:40	Paper <i>Refereed</i>	A Logit Model for Predicting Korean Lodging Firm Losses	Hyewon Youn	University of Nevada, Las Vegas
2:30 – 3:15	EMBOK Workshop	SWOT Analysis of EMBOK Model		
2:30 – 3:15	Presentation	New Organizational Structures in Hotel Management (Tentative)	Georgina Ramírez	Universidad de las Américas, Puebla, Mexico
3:15-3:30	Break			
3:30 – 4:15	EMBOK Workshop	Recommendations for Improvement of EMBOK Model		
4:15 – 5:30	EMBOK Workshop	Strategies for Future Development, Usage and Ratification of EMBOK		
4:00 – 6:00	Tours	Hotel Tour	MGM Grand	

**\*EMBOK is the Event Management Body of Knowledge**  
<http://www.juliasilvers.com/embok.htm>

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