

First Hilton Award received by Collins

by *steve giddings*

asst. sports editor

The first recipient of the Hilton Distinguished Professor award, Robert H. Collins, heads the list of new faculty in the College of Business and Economics at UNLV this year.

Collins is the new chairman of the Department of Marketing. Prior to joining UNLV, he was assistant dean, director of graduate business programs and a

member of the Marketing faculty at Oregon State University.

The New York native has an impressive background both professionally and academically.

Collins' work has appeared in the *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Personal Selling and Sales Management*, and the *Journal of Small Business Management*, among others.

"He brings to the department a very solid research record and a very good administration record," said Business College Associate Dean W. Theodore Cummings, "and he's also a very nice

UNLV not only because he saw that the Marketing Department has a tremendous possibility for growth, but also because the sun shines in Las Vegas a lot more than in Oregon, plus, of course, the job

students and faculty.

"I see my challenge as recruiting good students, good faculty, and recruiting resources from the community and the rest of the school," Collins said. "The city of Las Vegas has a negative image.

"I have to show people (prospective faculty and students) that the city does indeed have churches, a good school system, and culture. People want to know where they're going to be living."

Being the first recipient of the Hilton award carries with it more than just prestige; it also means money.

Hilton is giving the Business College \$100,000 a year with which to augment salaries of new faculty.

How much of that \$100,000 Collins is receiving is not public record but he said, "I'm obviously thankful to the Hilton Foundation for the money."

Faculty Spotlight

guy who is very student oriented and is really interested in building up the department."

Collins said he came to

pays well.

He said he sees himself in a public relations role for UNLV and the community in attracting new



CHEERLEADING — is thirsty work as Kristen Bolander and friends grab something cool to drink at Family Fare

photo by *jon ansok/Rebel photo editor*

Sigma Chi stresses responsibility

by *karen splawn*

senior staff writer

The stereotypical image of the fraternity: A sexist establishment specializing in drunkenness, revelling and orgies.

The reality of today's fraternity: A concerned,

socially active organization.

Sigma Chi is one example of the latter view.

Lebaron Reid, Sigma's Public Relations Chairman, says that those individuals wishing to join the Sigs for the former view can go elsewhere.

Reid feels that his fraternity is much more than the misconception of a booze-guzzling "Animal House." In fact, it was Sigma Chi's belief in responsibility that attracted him to the fraternity.

"It perceived my notion of what a fraternity should be—community involvement, a strong sense of brotherhood, and focus on careers," he said.

Getting into Sigma Chi (now forty members) isn't easy. Any one wanting to be accepted must first have a minimum GPA of 2.0. If a pledge is accepted he must have a bi-

weekly form signed by his instructors verifying grades are satisfactory.

Students then must be judged in what is called a "bid session." Full-fledged brothers judge each person in question on attitude, talent and temperament.

Finally, if the student measures up he can become, in Reid's words, "Sigma Chi material." Sigma Chi will probably allow 25 to 30 members this semester, according to Reid.

Those 25 to 30 pledges will be initiated in a solemn (and secretive) ceremony, followed by a banquet.

Hazing in any of this is outlawed of course, and that's fine by Reid. "We're totally against it. By keeping away from hazing you create a better environment for pledges," he said.

Every fraternity has its own set of rules concerning hazing, and the Sigs (who nationally outlawed it 12 years ago) are no exception.

Should a chapter be found guilty of hazing, their charter will be stripped and no longer recognized.

Sigma Chi has a very busy schedule planned for this fall's Derby Daze (they've raised \$10,000 from the last three for various charities.) Games are planned, as well as other fundraisers.

The Sigmas have received a great many awards for their hard work, including Junior Organization of the Year by Opportunity Village's Executive Board last spring.

Reid does not see himself leaving Sigma Chi any time soon: "With Sigma Chi, it's a lifelong commitment."

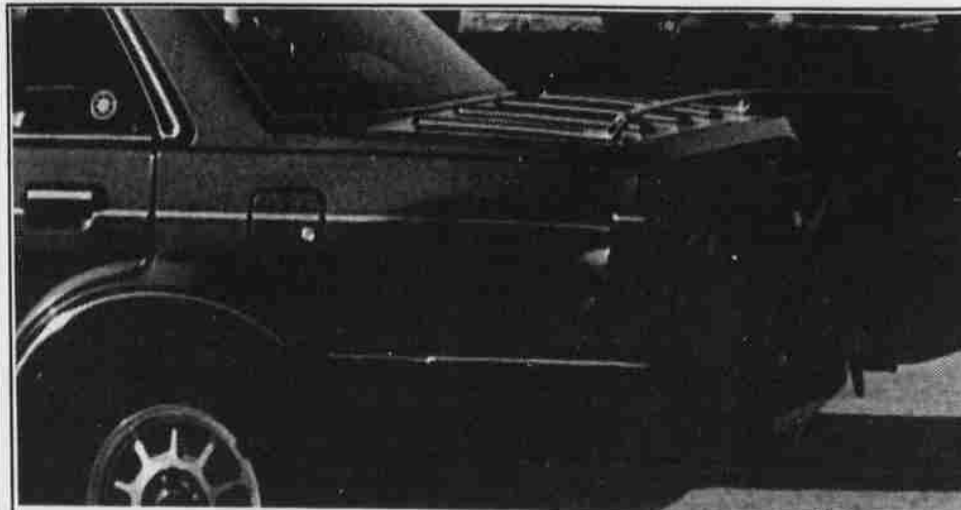
"Alpha Kappa Alpha...Epitome of Success!"

FALL '87 RUSH PARTY

ALPHA
KAPPA
ALPHA
SORORITY
INC.
KAPPA XI
CHAPTER

Date: Sept. 27, 1987
Time: 3 - 6 p.m.
Location: Oasis Room, MSII

Semi-Formal Attire!



WOULD THE OWNER OF THE RED BMW — one of the 11 vehicles damaged near Cottage Grove lane in an incident, Friday afternoon.

photo by *jon ansok/Rebel photo editor*