

Developer names Council Chair

Local real estate developer Pamela Borinstein has been appointed chairperson of the UNLV Foundation President's Associates Council.

As chairperson, Borinstein also serves as an ex-officio member of the Foundation's Board of Trustees during her one-year term in office.

Borinstein is co-owner of Westar Development Corp. and serves as the company's principal owner of a framing company as well as several other real estate partnerships and development enterprises.

A native Las Vegas, Borinstein was appointed by

the mayor to serve on the Las Vegas 2000 and Beyond Committee, which is concerned with the future growth of Las Vegas. She is also a member of the Las Vegas Boys and Girls Clubs Board of Directors, the Southern Nevada Homebuilders Association, the Nevada Development Authority and the Las Vegas Board of Realtors.

A certified Commercial Investment Member, Borinstein received the Las Vegas Chamber of Commerce's Woman of Achievement Award for 1990 for real estate and land development.

New senators sworn in



Elected Student Government senators were sworn in Nov. 1 at Artemus Ham Hall. They are (top row, left to right) Mike Young (liberal arts), Jerome Duran (engineering), Jami Nalder (hotel administration), Bud Benneman (business and economics), and Hobreigh Fischer (liberal arts); bottom row (left to right) are Mischa Stuhff (engineering), Paula Dubowsky (hotel administration), Cathy Booth (business and economics) and Thelma Johannsson (health sciences).

photo by Morgan Fisher



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DeAnne Marcan, president of PRSSA, Alan Feldman, vice president of PR for Mirage Resorts Inc.

Mirage executive speaks at PRSSA meeting

Alan Feldman, vice president of public relations for the Mirage Resorts Inc., spoke to the students of the Public Relations Student Society of America (PRSSA) on Oct. 28.

Feldman told the group that the public relations boom of the 1980s is over. For the future, public relations will have to justify its existence to corporate America. The public relations field and jobs in it, will become increasingly competitive.

"News media experience is the most important thing I look for," Feldman said when asked what he considered the most important qualification for an entry-level position.

"I need someone who understands the decision-making process of the media. People who work for me need to understand what is important to a news editor and the pressures of doing a 30-minute newscast everyday," he said.

Feldman spoke of the need to keep informed of what is going on, not just in Las Vegas, but regionally, nationally and internationally.

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