

**BOOKSTORE CONTINUED FROM PAGE ELEVEN:**  
*Local stores compete for students' dollars*

come cheap.

According to Field, Rebelbooks pays 4 percent of its 20 percent mark-up having books shipped to the store and 2 percent shipping the books back to Nebraska Book.

However, Hansard points out that when they send books back to their distributor, Missouri Book Sellers, they make a small commission.

Inevitably, the stores will have an inadequate supply of some required texts. This usually occurs when the registrar raises the caps on particular courses.

Managers at both bookstores say they will call in orders for these books and have them shipped in by second-day air. Both say the stores themselves pay for the shipping costs.

Field also says, "If we over-order it just cuts down on our profit." However, Hansard acknowledges that all costs eventually go back to the retail price of the texts.

Both stores also recognize the importance of customer service, and like to get to know students who return semester after semester. She says they always have people on the floor to help.

On the day Field was interviewed, I asked a salesperson for two books which I couldn't find on the shelves. She checked her computer and advised me that they were not in stock. As I browsed the shelves further I found both of them.

On the other hand, Field notes that the UNLV Bookstore recently sent a student to Rebelbooks looking for a particular title. Rebelbooks did not have it.

They did find it by calling every library and bookstore in town until a copy was found.

"Everyone has a desire to do their job well and see that every student is satisfied," said Field.

Hansard would like students to know the campus bookstore is "not the evil incarnate, as some people would think." They aim to serve the university, but he adds, "We cannot fix it unless we know about it."

Both stores also sell what is called educationally-priced software. These are name brand software packages that college bookstores sell at discounts of up to 75 percent of retail.

Twenty percent of the campus bookstore's business is in items other than textbooks. They have a large assortment of college clothing, notebooks and other school-related products for sale on the 7,500 square feet of floor space in their main facility.

Rebelbooks doesn't carry as many items, but they currently operate with only 5,000 square feet.

Field says that the rush at the beginning of the semester is hectic, but fun. The difficult part for the staff at Rebelbooks is the preparation for those first two weeks of school.

Even though Hansard calls the first two weeks a madhouse, he says they usually run fairly smooth.

Although these stores serve a market which reads, neither has room for what they call "trade books." These are the bestsellers and general titles which can be found in the big retail chains.

However, both stores will order any title for students.

"If it is in print, we can get it with no additional fee," said Hansard.

Both managers seemed very pleased with their current operations.

**Rebel Basketball: the best show in town**

By Janine Fairbank  
Contributing Features Writer

Before the UNLV basketball team runs out on the court, a group of dedicated people are responsible for making the Rebel home basketball games enjoyable.

The Thomas and Mack Center is where the UNLV Running Rebels men's basketball team has played since November 1983.

UNLV basketball has since attracted more than 3.1 million fans, an average of 14,000 attendees per game.

Each Rebel game is a well-planned presentation prepared by a professional staff.

The Sports Marketing staff does all the planning for sporting events at the Thomas and Mack. Sports Marketing is divided into three areas: Ticket Sales, Corporate Sales and Communications.

Corporate Sales generates sponsors working with Communications. That creates the advertising and promotions for each game.

"It is like directing a whole show," says Paula Pettit, promotions coordinator for Communications.

Pettit, along with her supervisor, Julie Santiago, marketing manager, agree that games go smoothly because the Sports Marketing department works as a team.

"I enjoy the high energy and excitement before the game," says Santiago. "It's like a rush."

Pettit and Santiago also work on the promotions for the UNLV football team, and may get the addition of Olympic sports teams soon.

"I consider that (Olympic team addition) a compliment," said Santiago. Many people do not realize the hours and dedication it takes to put on a game.

"If people do not realize we are there, we are doing our jobs of putting on a basketball game," said Santiago.

The twenty minute pre-game

show is where Pettit, Santiago and their team of people work the hardest.

About 12 people wearing headphones are strategically positioned throughout the stadium.

"On the headphones, I can hear sighs of relief after the pre-game show," said Pettit.

The pre-game show consists of 60 pyrotechnic effects, 24 strobe lights, 36 other lights and takes up to five hours to set up.

"Our fireworks show is the greatest pre-game show in college basketball," says Pettit.

As reported in the 1997-98 media, Dominic Clark, former UNLV sports information director said of the Rebel pre-game that a visiting coach once told Sports Illustrated that the pre-game show was worth 10 points to UNLV.

The media guide is put out by the Sports Marketing department each year. The guide contains numerous pages of history and facts about UNLV, the Thomas and Mack and the Rebel team.

It is a tool that is used to promote the team.

Sports Marketing orchestrates all the events before, during and after game time. Each game has a detailed script, outlining each action.

Pre-game, time-outs, half-time, over-time and any unexpected occurrence is prepared ahead of time so that the entire game experience is a smooth one.

Pettit sits next to Dick Calvert, who has been the Rebel game announcer for over 27 years.

Pettit is the eyes and ears for Calvert using the script to direct him on promotions, give-a-ways and announcements.

"Our job is to get people to come watch the games," states Santiago. "We want an exciting environment so the fans come back."

The pre-game show, sponsor give-a-ways and radio and television

coverage provide those exciting environments.

The staff at Thomas and Mack is serious about providing entertainment and part of that duty is making changes when needed.

Currently, there is construction for an additional tunnel providing more access in and out of the stadium.

This will be especially helpful during the National Finals Rodeo held annually at the Thomas and Mack.

The new tunnel is expected to be completed by Fall 1999.

Pettit and Santiago are working at something that they believe in and are surrounded by those who share their beliefs. It is an organization that is proud of their players, coaches, stadium, fans and employees.

"The best part of my job is the people," says Pettit. "The fans co-workers, media, players and coaches (do it for me).

"I am constantly meeting people, so this job is people oriented...If you don't like people, forget it."

Rebel basketball provides quality entertainment and sports professionalism at a respected level.

The Rebel fans are dedicated to basketball and enjoy the live game experience at the Thomas and Mack.

"The first game I went to had me in awe," said Betsy Strickland, a twenty-year fan.

Fans enjoy the pre-game shows, fireworks and the introductions of the Rebel mascot and the team.

"I felt like a kid let out at a carnival," continued Strickland. "Rebel basketball is fun to watch because it is fast basketball - it's so much fun!"

There are many people behind the scenes of a Rebel basketball game, which has become one of the best attractions in Las Vegas.

Pettit, Santiago and the entire Sports Marketing team at the Thomas and Mack, work hard to make Rebel Basketball the best show in Las Vegas.

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