

REGENTS'



REVIEW

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INSIDE:

MEET REGENT MARK ALDEN

| EXCERPTS FROM SEVEN UCCSN AUTHORS



*This issue:
A look inside the
University of Nevada
Press*

CHAIR'S CORNER



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Looking back through the pages of written history, one can discover the magnitude of scientific, cultural, sociological and political advancements that came as a direct result of the invention by a goldsmith named Johannes Gutenberg. His printing press, the first developed using movable metal type, revolutionized the planet. The power of the printed word, in the hands of masses, rather than the privileged, continues to have a powerful impact to this day—whether it be in the pages of a book or the electronic ether of the Internet.

In this issue of the *Regents' Review*, you'll take a glimpse inside our own University of Nevada Press and see how this young, yet successful, publishing house takes a manuscript and turns it into a contemporary work of art. You'll also get a brief sampling of our UCCSN faculty who have had their written words carried around the world.

And, on behalf of the Board of Regents and the UCCSN, I would like to extend a heartfelt "thank you" to James E. Rogers and the Rogers family for their generous gift to the William S. Boyd School of Law and UNLV which will ensure that the power of the written word will continue to positively influence the lives of Nevadans for generations to come.

Jill Derby
Jill Derby
Chair

The Art of Nevada Bookmaking *(no, the literary kind)*

"All good books are alike in that they are truer than if they really happened and after you are finished reading one you will feel that it all happened to you...the good and the bad, the ecstasy, the remorse and sorrow, the people and the places and how the weather was. If you can get so that you can give that to people, then you are a writer."

These words, penned by Ernest Hemingway, speak to the heart of what every scribe tries to do when putting pencil to paper or finger to keyboard.

Yet, in order to invoke those feelings in others, you must first have your opus published. That's where the University of Nevada Press steps in. Officially created by the Board of Regents in 1961, this division of the UCCSN publishes and markets books in the humanities, social sciences, natural sciences and the arts.

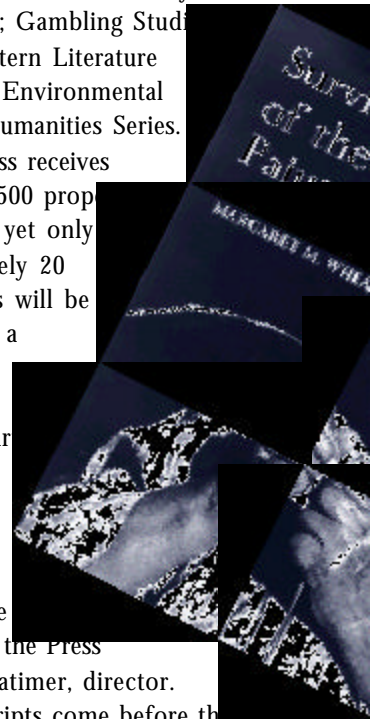
With 200 books currently in print, the Press features special literary series in such areas as Great Basin Natural

History; Basque Series; Wilbur S. Shepperson Series in History and Humanities; Gambling Studies Series; Western Literature Series; and Environmental Arts and Humanities Series.

The Press receives more than 500 proposals every year, yet only approximately 20 manuscripts will be turned into a book.

"The toughest part of publishing a book is finding a fit between the project and the Press," says Ron Latimer, director.

Manuscripts come before the Press in one of two ways: either the Press solicits a well-known author, or aspiring authors make a "cold call."



FYI

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spelling, grammar or syntax that may appear in the manuscript, makes sure that all factual details are consistent, and coordinates the manuscript's various elements to prepare it for the designer and subsequent typesetter. The author reviews the edited manuscript and must approve all changes and corrections before the project can be passed along to the next stage.

At this point, these "components" are given to the production department to design the appearance of the book — both inside and outside.

"A sign of good design is that it is transparent," says Latimer. "Our designers not only create the very important book jacket, but they also design the way the text looks and flows in the book."

Once the design is complete, the book is sent off for printing and binding. Typical press runs are anywhere from 500 to 1,000 copies.

Surprisingly, many books are sold before they're even printed. Previously assigned to a season (spring-summer or fall-winter) the book will be featured in a catalog which is the prime selling tool of the Press.

A handful of commissioned sales reps will show that catalog to book buyers in individual stores and take back orders.

According to Latimer, the key to successful book publishing is in having a strong back list — books from previous seasons that continue to sell each year.

"Eighty percent of our work goes into selling our front list, or this season's books," says Latimer. "But, almost 80 percent of our sales comes from the back list."

For example, the "Survival Arts of *see "BOOKS" on back cover*

After a manuscript is received, the acquisitions editor completes an initial evaluation before sending it out for peer reviews to determine if it is worthy of being published by the Press.

If the manuscript receives a mixed review, it goes back to author to consider revising his or her work.

After the manuscript has earned positive peer reviews, it is then forwarded to the eight-member editorial advisory board which has the final say in whether or not the book is published. If all goes well, the manuscript gets a thumb's up and a contract is signed.

But the manuscript still has a way to go before it can be called a book. Next, all permissions for photos and other copyrighted items have to be in place. All maps and photos are also reviewed by the managing editor to check for consistency and accuracy.

Then the manuscript and all supporting materials are assigned to a copyeditor, who corrects any errors in

Ron Latimer, director of the University of Nevada Press, literally rode into the job on the crest of the infamous 1997 Truckee River flood.

Prior to joining the UCCSN, he spent the previous seven years in the much drier locale of Santa Fe as the director of the Museum of New Mexico Press.

"I have always loved books," says the Texas native. "I never thought it would be a career until I was offered a work study job at the University of Texas Press back in the 1970s."



"Not only did I earn money for college, but I was paid to be around books!"

Latimer continued working at various publishing houses including Cornell and L.S.U. before coming to Nevada.

"Three things impressed me when I came to this job: the caliber of the books, the quality of the staff, and the tremendous support from the System," he says. "We have a great Press here that we should all be proud to call one of Nevada's crown jewels."

A Cross Section of UCCSN Authors

Dr. Alan Balboni (*Professor in the Philosophical & Regional Studies Department at the Community College of Southern Nevada and CCSN faculty senate chair*)

"I grew up in Boston in an atmosphere of strong ethnic identities which is a very different type of consciousness than you have in the West. When I came to Las Vegas, I realized that Italian Americans and Jewish Americans played a major role in the development of this city's gaming industry. I felt it was a story that had to be told."

The following excerpt is from the introduction of his 1996 book "Beyond the Mafia: Italian Americans and the Development of Las Vegas":

Las Vegas and Italian Americans have served each other well. The city has provided unique opportunities to Italian Americans willing to invest energy and expertise. Las Vegas is a bigger and more exciting adult Disneyland because of their accomplishments.

Eric Bateman (*English instructor at the Winnemucca campus of Great Basin College*)

"I'm interested in the West as a place of mythology. I like to explore some of the emotional baggage that is associated in living in the West."

The following excerpt is from his essay "Confessions of a Small-Caliber Vivisectionist," published in *Western Technological Landscapes*:

In A Christmas Carol, Charles Dickens wrapped his ghost in chains, each link representing a sin committed in life. I have often thought that my ghost will be wrapped in chains made of the carcasses of ground squirrels, each writhing in death agonies. They are the squirrels I have shot in my life, dropped with a squeal into the dewy morning grass, or tumbled off rock piles, or shot in half, smearing viscera in the dust.

Dr. Richard O. Davies (*History professor at the University of Nevada, Reno*)

"My first book was about housing reform during the Truman Administration. That experience parlayed itself into all sorts of other research projects and books on 20th century American social history. I believe there is a close relationship between teaching and research."

The following excerpt is from the introduction of his 1998 book *Main Street Blues: The Decline of Small Town America* which was supported by a sabbatical leave granted by the Board of Regents:

"In the final chapter of [Sherwood Anderson's] Winesburg, Ohio, the young newspaper reporter George Willard departs on the train for Chicago, intent on building a career and making the most of his life....Perhaps that was the fate to which the small towns of America were destined all along—to produce generation after generation of George Willards, talented men and women who would grow up there but then feel compelled to move on to the city to paint their dreams of the future. Now, it seems, these towns, once the proud backbone of a young and vibrant democracy, are near exhaustion, incapable of producing many more George Willards. It is sad but true: there is not a great deal of hope left in the small towns that remain."

Dick French (*Research professor for the Water Resources Center at the Desert Research Institute*)

"At the time I wrote *Open-Channel Hydraulics*, there were no current references on these subjects. The most recent work was from the 1950s. There was a need for this type of information and I ended up taking on the responsibility."

The following excerpt is from the preface of the graduate-level textbook *Open-Channel Hydraulics*, which was supported by a sabbatical leave granted by the Board of Regents:

From the twin viewpoints of quantity and quality, water resources projects are of paramount importance to the maintenance and progress of civilization as it is known today. The knowledge of open-channel hydraulics that is essential to water resources development and the preservation of acceptable water quality has, along with other areas of engineering knowledge, exploded in the last two decades."

see "AUTHORS" on back cover

UCCSN Institutions

University of Nevada,
Las Vegas

University of Nevada,
Reno

•
Community College of
Southern Nevada

Great Basin College

Truckee Meadows
Community College

•
Western Nevada
Community College

Desert Research Institute

Regent's Perspective: Mark Alden

Regent Mark Alden's day starts early and ends late. The prominent Las Vegas C.P.A. and tax litigation expert can often be found pumping iron during the pre-dawn hours at the Las Vegas Athletic Club. A quick shower, and a healthy breakfast later, he is at his office by 6:30 to get started on the long day's work of investigating a myriad of financial statements, answering a barrage of phone calls (he answers all incoming calls himself) and attending an endless parade of meetings.

Born in Portland, Maine on April 4, 1944, he was raised by his aunt and uncle and prides himself on his Italian and Lithuanian lineage. In 1962, he moved to Las Vegas, joined the U.S. Air Force right after high school and found himself stationed in Reno.

"At that point in my life I needed structure," admits Regent Alden. "The military gave that to me. It not only showed me how to structure my life, but it showed me how to plan and instilled in me an incredible work ethic which I still live by to this day."

Regent Alden left the Air Force as an Airman First Class and pursued a bachelor's degree in accounting at the University of Nevada, Reno.

After graduation in 1971, he earned his C.P.A. and took a job with the Del Webb Corporation. He also found time to be involved in Pop Warner Football and Little League. That same year, he became involved in politics by helping work on current Lieutenant Governor Lonnie Hammagren's campaign for the Nevada State Board of Education.

"I've been very involved in my community since I became a Nevadan," he says. "Whether it's taking an active role in St. Viator's Church, the Italian-American Club or the Augustus Society, I have always felt a need to give back to the people and the community that have given me so much."

In 1994, Regent Alden took that community involvement a step farther and ran for his first political office: the Board of Regents.

"I wanted to be a Regent to help our state continue to increase student access to a quality education as well as ensure accountability for my constituents," he says.

"As many of my esteemed Board colleagues will tell you, I'm not bashful about discussing these issues. But, I will not be negative about them either. I strongly believe that negativity will take you nowhere."

Recently appointed a board member of a statewide think tank, the Nevada Policy Research Institute, Regent Alden has already published a policy paper on improving collaborative efforts between K-12 and higher education. He is also a member of the recently created Regents' Initiative for Teacher Education Task Force which is



closely working with the Clark County School District to find innovative ways to increase the number of quality K-12 teachers produced by UCCSN institutions.

"I am not a politician," he says adamantly. "I have no plans to use this office as a stepping stone for any other political office. I am a trustee for higher education and it is a role I take seriously on behalf of my constituents and our students."

Regent Alden says he would like to run for one or two more terms and then pursue his master's and perhaps even a Ph.D. so he could return to the class-



A young Mark Alden in Portland, Maine.



Pre-Regent Alden holds his first Board meeting with Rusty.

room as a teacher.

"It would be my way giving back to the community," says the 1997-1998 Board Member of the Year of the Henderson Boys & Girls Club.

“AUTHORS...”

Michon Mackedon (*English/humanities instructor at the Fallon Campus of Western Nevada Community College*)

“I have a particular interest in underground nuclear tests. My work takes a sociolinguistic look at Nevada’s nuclear age, and in particular, why we name bombs and why we select certain areas of the world to test bombs.”

The following excerpt is from a chapter in her book *Writing the Bomb*:

Flamboyant journalism romanticized the bomb, coloring it at once homespun and funky. Art deco in the desert. Jack rabbit chiaroscuro. Watching atomic tests became a form of tourism, bordering on cultural voyeurism. Tourists drove “up” from L.A. for “bomb parties,” drinking and gambling in packed casinos until the conclusion of the dawn show...There was something odd, detached, surreal and temporary about it all. Once the show was over, the back stage problems could be left to the Nevadans.

Richard Wiley (*English professor at the University of Nevada, Las Vegas*)

“My books have all been set in places I’ve lived in outside of the United States — Japan, Korea, Kenya — and one in Alaska set in 1899. I like the idea of writing about these places other than the homegrown stuff.”

The following excerpt is from the introduction of his 1998 book *Ahmed’s Revenge*:

I had a farm in Africa too. My farm was not in the Ngong Hills but on even richer land about 80 miles west of Nairobi. To get to my farm you drive down off what is called the “escarpment” into the Great Rift Valley and then up again, 40 miles or so north of the dusty Massai town of Narok.

“BOOKS...”

the Primitive Paiutes,” which was originally published in 1967, has been selling 400-500 copies each year since it first rolled off the press. In Latimer’s words, these kinds of books have “legs.”

“Our toughest job is building a successful back list to help subsidize the front list,” he added.

One of the Press’ most prolific authors is Robert Laxalt, the founding director of the Press. His most recent work, “A Private War,” recounts his arrival in the Belgian Congo as a State Department official during the last year of World War II.

What does the next chapter hold for the University of Nevada Press?

“I see us featuring more work about natural history, the Great Basin and Western nonfiction,” says Latimer. “In short, the Press will continue to publish great books about the many people, places and things that make Nevada such a wonderful state.”