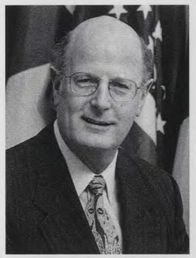
J&W Magazine

For Alumni and Friends of Johnson & Wales University

Summer 2002

2002 Commencement Supplement

Reflections



Dear Alumni and Friends:

Commencement is always an exciting time at Johnson & Wales University. As you will see from reading the articles in this year's *J&W Magazine* commencement supplement, our graduates in all of our programs at all of our campuses have amazing stories to tell about their experiences on campus, in the world of work and beyond.

This commencement season is a particularly historic one for Johnson & Wales, as we are about to commence upon a new and exciting chapter in the University's future, establishing a campus in Charlotte, North Carolina. (See story on page 14.) We have chosen to consolidate our southeastern presence in Charlotte, effectively moving our Charleston and Norfolk campuses to North Carolina over the next four years. This strategic decision will benefit all of our University constituencies as we build a vibrant urban campus in a city that is on the move—one that has appropriately been named the "Gateway to the New South." This decision will position us for continued growth and success in this new century.

Those of you who are alumni from Charleston or Norfolk, or employers in those cities who work with the University and our students—we know you may have some concerns but want you to know that we are already addressing many of them. We plan to work closely with our alumni to establish even stronger connections to the University family through the Charlotte Campus. And we have already created a senior-level team that is investigating the many options that exist for us to continue with a strong, ongoing presence in Charleston and Norfolk—one that will be closely aligned with employer needs.

I urge you to log on to www.jwu.edu and click on the Charlotte Campus icon for the most up-to-date information about this exciting new venture. Continue to read the *J&W Magazine*, which will be reporting on significant developments as we work to open the campus in September 2004. And don't hesitate to e-mail us with your questions, ideas and thoughts.

John A. Yena

John A. Yena
University President

J&W Magazine

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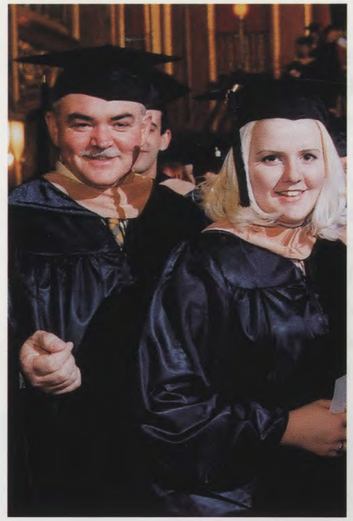

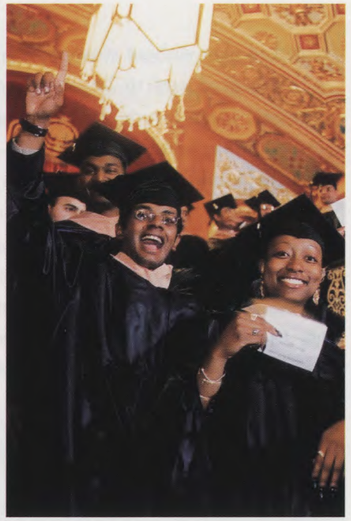

Photos by Scott Kingsley

Eloquent Speakers Wish the Graduates Well

Words of wisdom, hard work and dreams for J&W's newest alumni

By Cathy Sengel

For the 88th time since Johnson & Wales' inception, graduates marched across the stage at the Providence Campus. On the opposite side of the country, degree recipients at the Denver Campus marked a first. And at each of the University's five campuses, the traditional caps and gowns, hopeful thoughts, sober observations and sage advice prevailed ushering the 7,240 new alumni of the Class of 2002 toward unknown futures. Fellow celebrants and honorary degree recipients offered the wisdom of their experiences as guides.

"Take risks…Have patience…Life is a marathon, not a sprint. Pace yourself," advised Imagineer Wing Chao, executive vice president of master planning, architecture and design for the Walt Disney Imagineering empire. Chao told the 453 degree recipients of the Alan Shawn Feinstein Graduate School to "Set goals and equip yourself to achieve them."

In a moving address to business and hospitality graduates at the Providence Campus, the Honorable Frank Williams, chief justice of the Rhode Island Supreme Court, charged all to "be political in the highest meaning of the word. Aim for being politic without being unprincipled, patient without being resigned, flexible without being opportunistic, tough-minded without being brutal, determined without being fanatical, religious without being dogmatic, tender without being sentimental, and

devoted to man without worshipping him."

Telling graduates to be visionaries, give back, and perservere, Chief Justice Williams urged them to "show valor before the winds of change."

Michel André Roux, chef patron of Great Britain's Waterside Inn and first vice president of Relais et Châteaux spoke to culinary grads at the Providence Campus. "Good food is putting love—our heart—into the pot…If you're successful, stay humble and remember your friends," Roux, a chef who has cooked for the Queen of England, reminded the 1,246 graduates of the College of Culinary Arts.

Arun Gandhi, founder of the M.K. Gandhi Institute for Nonviolence, invoked the words of his grandfather, Mohandas Gandhi in addressing graduates at the Denver Campus. "Keep your thoughts positive because your thoughts become your words; keep your words positive because your words become your behavior; keep your behavior positive because your behaviors become your habits; keep your habits positive because your habits control your values; keep your values positive because your values become your destiny," he said.

Johnson & Wales University Awards 17 Honorary Doctorates

Across its five campuses nationwide, Johnson & Wales University awarded 17 honorary degrees to leaders in the culinary, hospitality and business communities. Receiving honorary degrees at each of the campuses were

CHARLESTON CAMPUS

Burton H. Hobson
Bailli Délégué/National President
Confrérie de la Chaîne des Rôtisseurs, New York
Doctor of Humane Letters

Anita G. Zucker
Director of Community Relations
The InterTech Group, North Charleston, S.C.
Doctor of Humane Letters

DENVER CAMPUS

Arun Gandhi
Founder
M.K. Gandhi Institute for Nonviolence, Memphis, Tenn.
Doctor of Humane Letters

Merrill W. Sherman
President and Chief Executive Officer
Bancorp. R.I., Inc., Providence, R.I.
Doctor of Business Administration

Noel Cunningham
Owner
Strings Restaurant, Denver
Doctor of Culinary Arts

FLORIDA CAMPUS

Allan L. Schuman
Chairman of the Board and Chief Executive Officer
Ecolab Inc., St. Paul, Minn.
Doctor of Business Administration

Ted L. Kretzschmar
President
50 State Security Service Inc., North Miami, Fla.
Doctor of Business Administration

John J. Arena
President
Distinguished Restaurants of North America, Ontario, Canada
Doctor of Business Administration in Hospitality Management

NORFOLK CAMPUS

Michele Hoskins
Chief Executive Officer
Michele Foods, Calumet City, Ill.
Doctor of Business Administration in Food Service Management

Reed S. Groban
Executive Chef and Director of Food & Beverage
The Fairmont Scottsdale Princess Resort Scottsdale, Ariz.
Doctor of Business Administration in Hospitality Management

PROVIDENCE CAMPUS

The Honorable Frank J. Williams
Chief Justice
Supreme Court of Rhode Island, Providence, R.I.
Doctor of Humane Letters

Paul M. McManus
President and Chief Executive Officer
Leading Hotels of the World, Ltd., New York
Doctor of Business Administration in Hospitality Management

Michel A. Roux
Chef Patron, The Waterside Inn
First Vice President
Relais & Châteaux, Berkshire, England
Doctor of Culinary Arts

Wilhelm Leuze
General Manager
Friedr. Dick Corp., Germany
Doctor of Business Administration in Food Service Management

THE ALAN SHAWN FEINSTEIN GRADUATE SCHOOL

Wing T. Chao
Executive Vice President, Master Planning, Architecture and Design
Walt Disney Imagineering
Vice Chairman, Asia Pacific
Walt Disney Parks and Resorts, Glendale, Calif.
Doctor of Business Administration in Hospitality Management

Charles K. Gifford
President & Chief Executive Officer
FleetBoston Financial Corporation, Boston
Doctor of Business Administration

Scott K. Keefer
Senior Partner
Macktaz Keefer and Kirby, Attorneys at Law
Woonsocket, R.I.
Doctor of Laws

The "food for thought" delivered to the 238 new culinarians at the Norfolk Campus by Michele Hoskins, CEO of Michele Foods Inc., included the challenge to "be as bold as the first person who ate an oyster." No effort is ever wasted, she observed. "You win some, you learn some…every experience is an asset you can use for your next experience."

At the Miami Convention Center where 801 graduates gathered for the ninth Florida Campus commencement, Alan Schuman, CEO of Ecolab Inc., offered his business savvy and a wake-up call. "Success is not going to come to you," he told them. "There are no angels in the sky…your future depends on what you learned here at Johnson & Wales and your ability to make it happen."

Capturing a spot on the career ladder could pose a challenge for grads from all campuses as they face a job market in transition. Adaptability will be a prime asset for the members of the Class of 2002, says Joe Campos, manager of recruitment planning at Johnson & Wales. Industry cutbacks since Sept. 11 mean "graduates are facing a challenging environment," Campos observes.

The tech boom of 1994 to 1998 has subsided. The job market is much more competitive than it's been since 1992. Employment is more accessible in the areas of customer service and sales, Campos notes. Now that sales are recovering from the recent economic downturn, sales divisions out to generate more business are bringing new recruits into their ranks.

Campos' advice to graduates? Look for jobs outside your planned channels. "Entertain all opportunities. Be flexible about location and position. Cities like Washington and Las Vegas are posting high numbers of job openings. Second-tier cities like Milwaukee and Phoenix may not beckon like the high-profile urban centers of San Francisco and Atlanta, but employment options are broader and cost of living less.

"Don't expect to start at the top," he adds. "Everyone wants to be an account manager, but you need to get in the door for now. Advancement will come later."

Some aspects of key industries are faring better than others, Campos observes. While the hospitality business is still struggling, there are openings for front desk, customer service and concierge candidates. Great positions are available in the food and beverage industry as well.

Recent corporate disasters in business are slowing the entries into the accounting and finance markets, and decreasing recruitment efforts and placement. "Enron has affected a lot of investment houses. Where they once may have had 25 positions to fill, now they've got eight to 10," Campos says.

That hasn't stopped J&W's newest graduates from scoring attractive job offers in a variety of venues.

One Florida alum is headed to a chef's position in South Africa for a tax-free $75,000 and all expenses paid. Executive chef posts await others at the Green Turtle Club and Marina in the Bahamas and the Radisson West Palm Beach. And The Jamaica Pegasus has a new food and beverage director from the Class of 2002.

ARAMARK, Compass Group USA and Sodexho invited a number of Charleston grads into the ranks, and many stayed on at local luxury properties like Charleston Place, Embassy Suites and Kiawah. Those venturing out are heading to employers as near as Le Cirque in New York and as far as Princess Resorts in Alaska.

Plum jobs for graduates of the Norfolk Campus include kitchen duties on one level or another at the world-famous Inn at Little Washington, Keswick Hall at Monticello, The Greenbriar, Sun River Resort, Nemacolin Woodlands Resort and Spa, and the Williamsburg Marriott.

Fidelity Investments, CVS Corp. and Disney have opened doors to Providence business grads; one international business major is the new director of Portuguese affairs for the New England Revolution/Kraft soccer corporation; and another was hired by Morgan Stanley to train as a financial analyst.

Campos says starting salaries are averaging between $32,000 to $36,000, but it's not unusual to see some as high as $68,000. Placements for both international students who'd like to stay in the country and U.S. students wanting to work overseas have slowed down considerably, he adds. Sept. 11 has tightened visa restrictions and the INS has renewed few existing visas, limiting employment options for those candidates greatly.

And yet, whatever they face, J&W's Class of 2002 may find its greatest wealth lies in the broadened perspective a year of national and international turmoil has added to its world view. ■

FLORIDA CAMPUS

Living the American Dream

Two international students reflect on how they came to J&W, and how their views of America and their homelands have changed

By Jennifer Brouillard

Senior management major Mehdi Moutahi has experienced a truly international education that has changed his perspective on the world. Just ask him to converse with you in one of the five languages he knows: French, Arabic, Swedish, English and Spanish, all of which have been influenced by the places he's lived. "Wherever I am, I can adapt to how things are done there and make the best out of it," he states confidently.

Born in Morocco, Moutahi quickly learned French and Arabic in his bilingual household. But when his father was appointed as the Moroccan ambassador to Sweden, Moutahi spent five of his formative years living in Sweden, learning Swedish and English through his teachers and his peers. Even after moving back to Morocco, he maintained contact with his Swedish friends so he wouldn't lose his ability to speak both foreign languages. While in school in Morocco, he studied Spanish because of Spain's proximity to Morocco and because, he says, "Spanish is the most spoken language in the world."

"I've learned that changes come from people, not organizations...[And] I learned that the anti-American propaganda doesn't make sense because people talk about America as they see it in the newspapers; they don't really live it. Now that I live here, I see a lot of good things that are not perceived outside."

—Mehdi Moutahi

Moutahi continued his education by attending a university in France, like his sister before him, but he found the university's business curriculum too impractical. He returned to Morocco and began taking classes at a Moroccan university taught in English by American faculty who inspired Moutahi to learn management in the U.S. Before going, however, he had to persuade his parents, who were reluctant to send him abroad again after his experience in France. He eventually convinced them of his dedication by maintaining a 4.0 GPA for two years. His next step was to select the American university he wanted to attend.

"I had applied to other places, but I hadn't heard if I was accepted. A faculty member I knew encouraged me to apply to J&W's Florida Campus. The customer service at J&W was great. That's when I said, 'I'm going there.'"

Senior Fabiola Penalver, a culinary major from Venezuela, learned about J&W from watching a cooking program on the Discovery Channel that had been filmed at the Florida Campus. Her family had vacationed in Miami several times, and she already knew that she loved the city. Still, she opted to pursue her interest in architecture at a university in Venezuela to be closer to her family, until the increasing political, social and economic unrest in her country drove her to the U.S.

"My parents wanted me to have a better future," she says. "They know if I graduate from a university in the states, doors will open everywhere for me. In Venezuela, young people don't have a good future, so I was excited to come."

Though both enjoy their time in the U.S. immensely, Moutahi and Penalver find being away from family the most difficult part about living in this country. Moutahi only sees his relatives when he returns home for the summer or if they come to visit him. Penalver doesn't visit her family in Venezuela for fear that she will not be allowed to return to the U.S. When her parents can, they visit her in Miami.

But being temporarily away from loved ones is a welcome trade-off for experiencing the American way of life firsthand—a culture that is so different from their own.

"One of the biggest cultural differences I've noticed," Moutahi says, "is respect for elders. In Morocco and France, when faculty say 'Jump', students say 'How high?' But in Sweden, students say, 'Why?' And if faculty say 'Jump' in America, students say, 'You jump first.'"

Moutahi's time here has made him reflect on his country and his views of the world differently. "I've learned that changes come from people, not organizations. Being from a country with a monarchy, there is a mentality of hierarchy that doesn't exist in America. I learned that the anti-American propaganda doesn't make sense because people talk about America as they see it in the newspapers; they don't really live it. Now that I live here, I see a lot of good things that are not perceived outside."

Penalver notices more structural differences. "Everything [in the U.S.] is much more organized. Everything works—society works, mail works, telephone works. In Venezuela, nothing works like you wish it to. My strongest reason for coming here is because I feel secure. I can go to South Beach and walk on the beach, and nobody is going to steal from me."

After graduation, Penalver will work in the U.S. for a year, and then apprentice in various restaurants in Europe for a year or two. She plans to reunite with her parents in Miami and realize the family's American dream: opening an upscale restaurant that serves a fusion of Mediterranean and Caribbean cuisine.

Moutahi plans to continue his education in a master's degree program, possibly at J&W. He would like to become a management consultant and remain involved in J&W affairs.

"I've heard a lot about the American dream—it doesn't matter where you are from, but how well you perform," he explains. "I know that is true because I experienced it. At J&W, I learned exactly what I wanted to learn." ■

NORFOLK CAMPUS

Top Honors Times Two in Norfolk

Twins graduate from the campus' first class of honors students

By Shannon Curtis

To call Avery and Lydia Johnson twins doesn't seem to go far enough. The sisters' relationship goes beyond the simple biological description to where one is almost an extension of the other. Lydia and Avery have shared everything growing up, from the same hobbies and best friends to the same room with bunk beds. During their commencement from the Norfolk Campus they also shared the distinction of being among the first of the campus' graduates from the Honors Program. Avery and Lydia graduated *summa cum laude*, alpha beta kappa and as members of the Silver Key Society.

Avery and Lydia Johnson (or is it Lydia and Avery Johnson)?

Photo by Bill Abourjilie

"Since our parents instilled in us the importance of education we knew we would go to college," says Lydia. "To be honest, we never really thought about going to college separately. It was just an unspoken understanding that we would go together."

In fact, she remembers, "Our mother says that when we were younger we saw a commercial about Johnson & Wales University's culinary program and we watched in amazement, and afterwards we simply looked at each other and knew that was where we would go to school."

Their shared (of course) passion for cooking started as a simple way to say, "I love you" and "Thank you" to their father, a member of the United States military, when he was away from home on military assignments.

"Our mother would send care packages filled with goodies to our father when he was away from home," says Avery. "It looked like a lot of fun, so one day my sister and I decided to help out and that was where it started. Cookies were my favorite things to make, but we made all sorts of brownies and pastries for our father. It was a lot of fun and I won't ever forget it."

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THE ALAN SHAWN FEINSTEIN GRADUATE SCHOOL

Blue Sky's the Limit for Imagineers

HDR from Disney dares grads to dream big

By Cathy Sengel

Wing Chao's worlds are magic kingdoms. As the executive vice president of master planning, architecture and design for Walt Disney Imagineering, he works with more than 2,000 creative artists from 152 disciplines responsible for all phases of a project, from "blue sky conceptualization" to grand opening. The recent honorary degree recipient of the Alan Shawn Feinstein Graduate School is a man who loves his work. Though his talents have gone into "entertainment architecture" he admits that his mother, King Chao, wanted him to be a movie star. In Chao's world, he sees himself playing the lead in a Disney picture. It's a kung fu movie about a middle-aged architect who is also a hotel operator, chef, Elvis impersonator and a black belt hero. (He plays it with John Wayne swagger and Cary Grant charm.) Whimsy comes instinctively to an Imagineer. It is an intrinsic part of the process. In Chao's work, there is always a world where larger-than-life dreams meet reality.

When a new idea is developing on the Disney tables, one of the first steps in Imagineering is what Chao calls "blue sky." "The sky is the limit for creative thoughts. No idea is a bad idea during that period. No idea is too crazy an idea. Push yourself to the limit in putting thoughts on the table," he says with a Jiminy Cricket enthusiasm. "We do not laugh at each other when we have some wild, crazy ideas. That's what we're here for—to try to be imaginative …to be ahead of the pack in our business."

Once "blue skies" are on the horizon, projects move from conceptual design model, sketches, schematic designs and more drawings into design development and detailing. "Attention to detail is a key to success in terms of creating anything. Whatever people see, they appreciate the thoughts that were given to developing a certain detail, whether it be a scene, a figure, a painting, a door knob, special effects—people appreciate it. Details, details, details."

When designing theme parks, resorts and restaurants, Chao and his Imagineers draw on sociology, psychology and basic human instincts. "People have not changed in 5,000 years. We as human beings still have the same type of biological and physiological habits as people 5,000 years ago had," Chao explains. "People still like to socialize. They like to be with other people—to watch or to be watched. When they are in a pedestrian environment of any scale they enjoy that. Disneyland provides a pedestrian environment on a small scale, but while you're inside our park you get 'high touch' opportunities. There are no automobiles, no motorcyles and tour buses. You walk," he observes. "And you rub shoulders with strangers while you're waiting in queue for attractions and people don't complain." In other environments—on the highway, in the supermarket—people might become agitated having to wait in line. Not in the Disney world, Chao points out. There is no road rage in Disneyland. "It's group psychology. If everybody behaves one way, you are obliged to do the same."

The theory has proven itself in Disney parks no matter where in the world they're located.

And Chao and his fellow Imagineers are on a mission to spread good cheer worldwide. In Chao's 30 years with Disney, his portfolio includes Disney's Animal Kingdom Lodge at Walt Disney Resort in Florida; Disneyland Resort; Tokyo Disney Resort; Disneyland Paris Resort and a soon-to-open theme park and resort in Hong Kong.

"It is a small world, but it's a big world. It is a big world, but it is also a small world," Chao likes to say. "Through telecommunications, the jet airplane, and the Internet we have shortened the lines of communication with people around the world. Still many millions of people do not have the opportunity to travel." Knowing that it is still a big world geographically, he understands that most people won't have the chance to go to Disneyland so the land of Disney will go to them.

"And then come the grand openings— that's when we get to really see the fun, to see the reactions on peoples faces and feel like you've played a part in that," Chao says with glee.

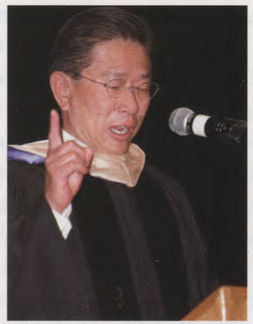
Ask if he has a favorite project and Chao says, "For all of us Imagineers, it's the next one—the next challenge that gets our juices going. Anytime there's a new project we'll sit around and say "ALL RIGHT!"

It's an attitude for life, Chao suggests.

"Life is to be lived. We always should maintain many happy and positive thoughts. There's enough bad news out there in the real world—enough negativity. We should definitely remind ourselves to truly look at the happiest side of the issue or situation. It will keep us energized.

"We live in a high tech world. Disney provides a high-touch world, where there is always room for imagination to take flight," Chao says.

As he told the graduate school graduates, "If you're going to dream, dream big. It doesn't cost anything more." ■



Wing Chao

Disney photos courtesy of Walt Disney Imagineering; Wing Chao photo by Constance Brown

Getting it Right for the Graduates

"Lanchana Jiwattanapaiboon." "Neeraj Agarwal." "Taleb Khya Mohamed Vadel." The roll call of graduates from the Alan Shawn Feinstein Graduate School is read with eloquent attention to accentuation and inflection. Since 1995 it has been the duty of Assistant Provost Veera Sarawgi MBA '92 to announce the names of graduate students as they walk across the stage to receive their degrees. For Sarawgi it is more than an assigned task, it is an act of acknowledgement, esteem and respect. A native of Calcutta, India, who has been with the University for 11 years, Sarawgi knows that very few of the international students who make up 65 to 70 percent of the graduate school population have ever had any kind of formal ritual attached to any of their graduations in their homelands. "These people have family or at least friends in the audience." For them it makes a difference.

Sarawgi believes it is a responsibility Johnson & Wales owes its own. "We have three graduation ceremonies to put on a year. It's very easy for us to say, 'This is just one more ceremony we have to go through,' but for that individual walking across that stage, that is their most important moment. It's the culmination of all that they've worked so hard for, and we can't take that lightly as an institution," she says.

It is something Veera Sarawgi will not allow of herself. Weeks before graduation she picks up print outs of graduates' names and home addresses. After breaking them down by nationality and often by region, she invites groups of students from each of the represented countries in to help her practice proper pronunciation. Turkish, Moroccan, Thai, Chinese (both Mandarin and Cantonese)—she takes instruction and masters them all.

"For three weeks before graduation I practice the whole list out loud every night," Sarawgi says, chuckling that it's often the American names that pose a problem.

And Sarawgi's efforts have been appreciated. "I always have at least one student who'll walk up afterward and tell me I said them [his or her names] right. It's very sweet," she says. For another year, simply learning how to speak someone's name correctly has brought dignity and recognition to who they are and what they've accomplished, she adds. "It's important for students to feel like someone took the time to make the effort." —*C.S.*

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Lydia and Avery both took advantage of their high school culinary classes and as such, each received $42,000 C-CAP Scholarships in 2000 in the Careers through Culinary Arts Program, headed by Richard Grausman. Being at J&W together and having the same curriculum, Lydia and Avery enjoyed being able to help each other out when needed.

"In Stocks and Sauces, as part of the honors program, I was asked to teach the class how to make a sauce. So I researched it and practiced in front of my sister," says Lydia. "I was really nervous at first, but thanks to Avery when it came time to teach the sauce to the class I did fine. The funny thing is that at my cooperative education site, Grove Park, Asheville, N.C., I had to make that exact same sauce and the chefs were impressed that I already knew how to do it."

Expanding on her sister's thought, Avery explains, "It is like having your own built-in support system. We always have a study buddy, and the extra encouragement when we need it most. It is great after a rough day going home to Lydia and laying my head in her lap and sharing my problems.

"The most traumatic experience was when Lydia went to her co-op site without me. Lydia and my mother packed the car and drove away, and I could not watch them leave. I cried for hours and finally cried myself to sleep. I enjoyed my co-op site, Farmington Country Club, but it was horrible not having Lydia around."

Lydia agrees. "We are used to coming home and having the other one there to talk to about the ups and downs of our days. And when we were at separate co-op sites we had to wait for the other one to get off work. It was awful! We liked the experiences we had at our co-op sites but we won't be separated like that again."

Lydia and Avery plan to continue their education at the Providence Campus, pursuing bachelor's degrees in baking and pastry.

"We plan to open a bake shop when we graduate," says Lydia. When asked if they will open a bake shop which specializes in sending gift packages to members of the United States armed forces Lydia replied, "What an interesting idea. It is something we can definitely look into—I still remember how much we enjoyed doing that for our father. And he really enjoyed it too." ■

Mashari Perry '02 has already distinguished herself in the advertising world.

Photo by Ed Pereira

PROVIDENCE CAMPUS

Advertising Group Lauds Providence Graduate

One of the "Most Promising Minority Students" has a J&W diploma to go with her bright future

By Piya Sarawgi

The ink is barely dry on Mashari Perry's bachelor's degree from the Providence Campus' College of Business, but she has already been featured in *Advertising Age* magazine as one of the American Advertising Federation's Most Promising Minority Students of 2002; interned in Oregon at Kaiser Pemanente, America's leading not-for-profit integrated health care organization; and interned in New York City with *Vibe Magazine*, one of the hottest music publications, and with Publicis Dialog, the fifth largest communications holding company in the world. It's safe to say that Perry is not one to stand on the sidelines and watch the world pass her by. (Speaking of sidelines, she also played NCAA III women's soccer for Johnson & Wales.)

A graduate of Beaverton High School in Oregon, Perry's involvement in DECA is what introduced her to Johnson & Wales. "Being a part of the advertising world, especially in New York City, has always been a dream," she says. "The fact that I could come to J&W, be on the East Coast, get a bachelor's degree in marketing communications and be a few hours away from New York was big!"

The marketing communications degree offered through the School of Creative Marketing in the College of Business provides students with a wide range of knowledge and practical skills related to the development and implementation of the marketing communications elements in advertising, public relations, direct marketing, sales promotion, Internet marketing and personal selling. Students garner very specific skills, such as planning and buying media, writing publicity materials, managing market research projects, developing Web pages and links for Internet marketing, developing advertising campaigns, and producing materials for print and broadcast advertising. Armed with this arsenal of knowledge and a winning personality, Perry took advantage of J&W's unique programs and resources—co-ops, an accelerated graduation program and study abroad, where she traveled with the School of Creative Marketing to Malaysia.

The last year has been hectic. During the summer of 2001 at Kaiser Permanente, Perry coordinated a School Supplies Drive campaign, developed and executed media plans, and worked on the formation of an advisory council. She returned to J&W in the fall to prepare for her first taste of the Big Apple—a winter term co-op at Publicis New York, but then came the events of Sept. 11. Perry wanted to help out.

"I had to go, I wanted to help," she says. "My friends and family were worried about me, but I contacted the Red Cross, got trained in Disaster Training/Crisis Management, took the bus and headed to Ground Zero. On September 13 I walked several blocks towards the site and helped out at the Salvation Army Canteen at Ground Zero. I handed out chicken sandwiches and coffee."

Perry returned to New York as the city was getting ready for the holiday season in December. At Publicis she worked directly with the CEO. The highlight of the internship was working at the World Economic Forum and hosting the Saudi Arabian delegation. But no paper copying or fetching for Perry. She helped coordinate an event at The Plaza with 350 attendees and a $130,000 budget and worked with a client she had to address as "Royal Highness." Thanks to Assistant Professor Robert Fitzpatrick, Perry was able to intern at *Vibe Magazine* as well, where she had the opportunity to further hone her event management skills at a Vibe/Armani Exchange event and work with their media relations team.

"Mashari is a very talented and determined young woman," says Oscar Chilabato, an associate professor in marketing and the faculty advisor for the Advertising Club on campus. Chilabato encouraged Perry and others to apply for the AAF's Most Promising Minority Students program. "Mashari recognizes opportunity and strives for success and that is going to serve her well, especially in the advertising world. This program placed her on a level playing field with students at some of the rather elite schools. It also gave her the opportunity to network with leaders in the industry."

Being selected by the AAF is more than an honor—it offers opportunities for all finalists to network, interview and be feted by some of the top advertising agencies, media companies and advertisers in the country. To qualify as a finalist Perry had to write an essay on minority pioneers in advertising.

"As I began my research I realized that minorities still have a long road to travel in advertising, which is why I picked Caroline Jones. She recently died of cancer but was a pioneer and had to address two major issues in the industry—of being a woman and of being African-American."

Perry and the other finalists' achievements were celebrated at the Building Bridges for Our Future luncheon in February at the Waldorf=Astoria Hotel in New York. In addition to being featured in January's special diversity section of *Advertising Age*, the finalists' resumés will be highlighted in a resumé book available to industry human resource managers across the nation.

At the end of her stint, Publicis offered Perry a position, but she decided she is not yet ready to live in New York City. For now, she is returning home to her family in Oregon, where she will resume work at Kaiser Permanente and look for a permanent job. More specifically she has her eye on joining Nike's World Headquarters in her hometown of Beaverton. It's not hard to believe she'll be able to "Just do it!" ■

CHARLESTON CAMPUS

Latin Lovers Have a Passion for Food and Each Other

Charleston husband and wife graduate

By Paige Crone

Talk about the great ironies of life—Charleston culinary graduate Paul Reinfeld couldn't believe it when he heard he was going to have to miss his graduation, and that of his wife Carla Perez, from Johnson & Wales University because he had won the distinct honor of Jeune Commis awarded by the Chaîne de Rôtisseurs. As a regional winner, Reinfeld now had

the opportunity to compete in the national Jeune Commis Competition in Pittsburgh—on the very same day as diplomas were to be handed out.

"It was a once in a lifetime opportunity, but talk about your bad timing," says Reinfeld. To top it off, there was one other juicy twist. The graduation speaker slated for the class of 2002 was none other than the national president of the Chaîne de Rôtisseurs, Burt Hobson. Hobson was flying in from New York to deliver his inspiring speech to a graduating class. Reinfeld would be absent because he was participating in the Chaîne's own competition.

Paul Reinfeld and Carla Perez

Photo by Gary Coleman

The day before Reinfeld was to leave for Pittsburgh for the national competition, Charleston Campus President Stephen Parker and other J&W faculty, knowing Reinfeld would have to miss graduation, took him and Perez to dinner to tell them they had won distinct honors. Reinfeld had been named the Teaching Assistant of the Year and winner of the Alumni Award. The Alumni Award goes to one student who the faculty feels will best represent J&W in his or her future career, a "most likely to succeed award." Reinfeld also won *The Wall Street Journal* Student Achievement Award. During the graduation ceremony, Perez would be awarded the President's Award given to the bachelor's graduate who has maintained academic excellence while devoting time to extracurricular activities, and contributing talents and service to the University.

The award-winning pair are natives of Venezuela. They came to the United States on student visas because their passion for the culinary arts could not be quenched in their mother country. The young married couple moved to Charleston, South Carolina, to attend Johnson & Wales University in 1999. "It was hard to leave our country, but we had each other and all the excitement opportunity brings," says Perez.

And they have made the most of their opportunities. Reinfeld, who won the South Central regional Jeune Commis, was the only active student to ever do so at Johnson & Wales. The other competitors are all employed full-time by fine restaurants and so winning as a student was an even more rewarding experience.

When arriving in Pittsburgh for the national competition, "my nerves were shot," admits Reinfeld. "My professors had had to change all my finals to accommodate the trip. I took four finals the day before I left. I had no time to really get focused on a national competition," he says. Despite the stresses of finals and missing his and his wife's graduation ceremony, Reinfeld managed to pull out the stops and rally for the mystery basket competition. He placed second in the nation.

"It was a whole different atmosphere at the national level. The young chefs were all cooking at very well-respected restaurants from all over the United States. There were 10 of us competing and I was the only student. I felt really honored to place second," he says.

When he's not winning regional and national awards, or cooking on the Charleston Cooking Team, Reinfeld fills his day as a student and teaching assistant. He serves as vice president of the American Culinary Federation-Charleston Chapter. He is also a member of the Gastronomic Studies Center. He has completed culinary apprenticeships at Charleston Place Hotel, The Crowne Plaza Hotel & Resort in Hilton Head, Tamanaco Inter-Continental Hotel in Caracas, Venezuela, and the Margarita Island Hilton Hotel & Resort in Margarita, Venezuela.

Perez has an equally impressive resumé. Also a full-time student and teaching assistant, she is a board member of the American Culinary Federation of Charleston and won the Culinary Arts Student Team Certificate of Appreciation for 2001. Perez has apprenticed at Charleston Place Hotel and the Crowne Plaza Hotel & Resort in Hilton Head. Given her never-say-die attitude, Perez heads to the International School of Confectionary Arts in Maryland over the summer to learn the art of creating sugar centerpieces from some of the world's best practitioners.

"Our biggest challenge has been spending time together as a couple," says Reinfeld. "But that's an industry-wide problem, not a Paul-and-Carla problem. The hours are long and when you get home you collapse."

With drive and determination, both forged through. Reinfeld, with his associate degree in culinary arts and his bachelor's in food service management, accepted a position as a teaching assistant a year and a half ago. After his first year he became a fellow. Perez, with her associate degree in baking and pastry arts, and her bachelor's in food service management, accepted a position as a teaching assistant last November.

"They are both stars," says Lisa Burris, the Charleston culinary coordinator. "I've never seen such commitment from students before. They are an asset to the campus, and their passion for their art is contagious."

The *summa cum laude* graduates say they want to pursue their master's degrees in the states. "Now, with our student visas running out, in order for us to stay in this country we must find employers willing to sponsor us, and to defend why we are needed here. Otherwise, we'll have to return to Venezuela," says Reinfeld. Congratulations to this outstanding couple. The world is certainly their oyster. ■

DENVER CAMPUS

Another Milestone for Denver

The campus in the West graduates its inaugural class with two-year degrees

By Trish Blake

A commencement ceremony is by nature the celebration both of things past and those yet to come. Nowhere was that more true than at the first full graduation of associate degree recipients at the Denver Campus. On May 19, just as the sun was setting behind the Rocky Mountains, the Denver Campus graduated a class of close to 190 students from the College of Culinary Arts and 40 students from the College of Business.

"Being a member of the inaugural class at the Denver Campus is definitely an opportunity that doesn't happen very often," says Farrah Payne, a business graduate and winner of the Governor Christopher Del Sesto Trustee Award for service to others. "Each one of us has created special bonds with one another and with the faculty and staff here that is unusual on any college campus. We have become a family, which is very comforting when your own family isn't close by."

Anna Marie Martinez, who received her associate degree from the College of Business and was one of the winners of the Dr. Anthony Kemalian Trustee Award for service to others, says, "In some ways it was a sacrifice to enroll at the Denver Campus of Johnson & Wales, where everything was so new. But during the graduation ceremony I felt a rush of emotion, pride, and gratitude for the hard work and the accomplishments of our class, not just in the academic sense, but because we have set down a solid and positive foundation for all time as the first traditional class to graduate from this campus."

Culinary student Jason Sweetman says that being a part of the inaugural class at Denver has been "awesome" for him.

"I have enjoyed being a part of history, creating something worthwhile from the ground up, and cementing relationships with faculty, staff and other students because of the hard work and the opportunities that came about because this campus is brand new," says Sweetman. In fact, it has been an opportunity that he "wouldn't trade for the world!"

Twin themes involving the importance of community and the bonds of friendship, as well as the importance of service to others, emerged throughout the commencement festivities. Denver students and staff spoke of the strong ties that have been formed among the members of the inaugural class as the foundation for Johnson & Wales University's youngest campus has been laid, as well as the importance of community service and of helping others, strong sentiments that were echoed in the words of HDRs Arun Gandhi, grandson of Mohandas K. Gandhi and Noel Cunningham, owner of Strings Restaurant in Denver. Merrill Sherman of Bancorp, R.I. also was awarded an honorary doctoral degree.

While some of the graduates have embarked upon their professional careers, more than 70 percent of the class will be continuing on at Johnson & Wales University to earn their four-year bachelor's degrees. ■

Alum's Dream Becomes New Campus

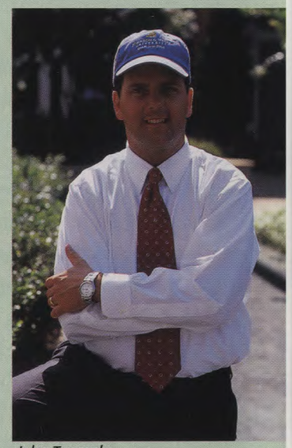
J&W heads for Charlotte, N.C.

By Judi Johnson

Can one alumnus make a difference in the future of his alma mater and in the future of the city he calls home? Just ask John Tuomala '92, the management team at Johnson & Wales or anyone involved in Charlotte, North Carolina's redevelopment efforts and you'll hear a resounding "Yes!"

On June 20, 2002—when Johnson & Wales University president, Dr. John Yena, announced to a standing-room-only audience in Charlotte's Gateway Village that Johnson & Wales was coming to town—there was one person in the cheering crowd who felt a rush of emotion unlike any other. John Tuomala, who now works for the North American division of the Compass Group, the world's largest food service provider, thought back to the day eight months before when he had first approached the Chamber of Commerce with the idea of bringing J&W to Charlotte.

Aware that the University was facing facilities issues in both Norfolk and Charleston, and knowing that there was an active redevelopment effort underway in Charlotte that would benefit from a university in the center city, Tuomala decided he had nothing to lose from floating the idea by the people who could make it happen. He soon found himself meeting with the uptown development organization Center City Partners' then-chairman Jim Palermo—who immediately saw the potential and wasted no time in identifying exactly where the campus should be.



John Tuomala

From that point on, discussions continued at a whirlwind pace. Palermo contacted President Yena, a series of high-level meetings took place in Providence and Charlotte, a team of senior administrators was assigned to look into the best place to locate J&W's southeastern campus, and after much deliberation and due diligence in all three locations, it became clear that Charlotte was a strategic fit for Johnson & Wales—with limitless potential for faculty, staff, students and employers in all of the colleges and virtually all of the programs that the University offers. And Johnson & Wales was clearly a strategic fit for Charlotte. Partnerships with many of the key companies and civic and development organizations were already being formed, and the welcome mat was waiting at the door—even though the campus is not scheduled to open until fall 2004.

In the days leading up to the announcement, as final details were being addressed and papers signed, Tuomala felt much like the expectant father that he is. (He and wife Kimberly '90 are adopting later this year.) "I literally couldn't sleep, and don't tell Gary Greene (President & CEO of Compass Group, North American Division) this, but I couldn't get much work done either."

Now that John Tuomala's dream to bring together the university he loves and the city he loves is a reality, is he ready to sit back and relax? "No way!" Tuomala says. "This was just one way I could give back to the University. I haven't remotely begun to pay J&W back for all that I owe them."

For more information on J&W's Charlotte Campus visit www.jwu.edu and click on the Charlotte Campus icon. ■

Photo by Peter Silvia

Charlotte Campus Fact Sheet

Classes Begin: September 2004

Planned Enrollment: 2004: open with 825 students
2007: at least 2,800 students

Degrees Offered: Two- and four-year degrees through the College of Business, College of Culinary Arts and the Hospitality College

Employment: Approximately 250 staff and faculty by 2007

Campus Facilities: The campus will be centered within the Gateway Village, a mixed-use urban development in the Third Ward area of downtown Charlotte. It will occupy significant space in two existing buildings and include an academic/culinary facility and a residence hall, which will be constructed prior to the opening.

Who is your Alumni Council ?

Waiting to hear the results of the alumni council election? As *J&W Magazine* went to press, the ballots were still being counted, but you can log onto www.jwu.edu for the election results and highlights of the new alumni council. And be sure to keep an eye out for the fall issue of *J&W Magazine* for profiles of your new alumni officers and for the latest on how they plan to build an alumni network for you.

Career Conference 2002

Wednesday, October 2, and Thursday, October 3
Harborside Recreation Center, Providence, Rhode Island

Wednesday, October 2

- Day seminars are presented for employers and alumni by University representatives for professional development and University updates.
- Our Employer/Alumni Welcome Reception is a unique opportunity to network with industry professionals.
- Register for the reception prior to Sept. 2 and attend for FREE ($50.00 value)!

Thursday, October 3, 2002

- Career Conference 2002 doors will be open from 8:30 a.m.–2:00 p.m.
- Network with representatives from more than 150 companies in various industries.
- Career-focused educational sessions are scheduled throughout the day. Alumni can sign up for the complimentary breakout sessions in advance by calling Lori Zabatta at (401) 598-4757 or sending an e-mail to lzabatta@jwu.edu
- There is no charge for alumni to attend and network.
- Special rates apply for alumni-owned businesses exhibiting at the conference

Alumni Contact Information

For information on obtaining a transcript, contact Inactive Records at 401-598-1898.

To change your address, e-mail www.jwu.edu/alum.htm

To share information for Classnotes, e-mail alumni@jwu.edu or fax 401-598-4681.

For information on the Walk of Fame, call 1-888-JWU-ALUM.

To register for an upcoming event, call 1-888-JWU-ALUM or e-mail alumni.events@jwu.edu.

For resumé writing assistance, contact Career Development at 401-598-4611.

For all other questions call 1-888-JWU-ALUM or e-mail alumni@jwu.edu.

CALENDAR

September 9	Convocation, *All campuses*
September 10	Opening of International Baking & Pastry Institute, *Denver Campus*
September 11	City of Denver's memorial of Sept. 11, *Denver Campus*
September 22	20th Anniversary Gala, *Norfolk Campus*
Sept. 30–Oct. 3	Spirit Week, *Norfolk Campus*
October 3	Career Day, *Providence Campus*
October 4–6	Family Weekend, *All campuses*
October 4	Emeril Lagasse Pro Chef Am Golf Tournament, Crestwood Country Club, *Providence Campus*
October 5	Alumni Showcase, *Norfolk Campus*
October 11–13	Bacardi Alumni Recipe Contest, *Denver Campus*
October 16	Wellness Fair, *Florida Campus*
October 18	Chesapeake Bay Wine Classic Black Tie Gala, *Norfolk Campus*
October 23	Alumni Reception, *Florida Campus*
October 24	Career Conference, *Florida Campus*
October 25	Industry Awareness Day, *Norfolk Campus*
October 25	20th Reunion Celebration for Military Chefs, *Charleston Campus*
October 25–27	Alumni Reunion Weekend, *Charleston Campus*
October 26	Chesapeake Bay Wine Classic Grand Auction, *Norfolk Campus*
October 28	6th Annual Scholarship Golf Classic Tournament, *Kiawah Island, Charleston, South Carolina*
October 28	Career Day Reception, *Charleston Campus*
October 29	Career Day, *Charleston Regional Convention Center*
November 9	10th Anniversary Gala, *Florida Campus*
November 15	Academy of Travel & Tourism Fund-Raiser, *Florida Campus*

For information on the above events contact the Office of Alumni Relations at 1-888-JWU-ALUM or 401-598-1072 or e-mail alumni@jwu.edu

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