What Will Tomorrow Bring?
Examining the future of the hospitality and travel industries after 9/11

Plus:
PBS airs J&W Master Class
Where have all the secretaries gone?
Long & winding road goes to Boston
Dear Alumni and Friends:

With each new year, we are faced with new opportunities and new challenges. This year is certainly no exception. The events of 9/11 may be behind us, but their effects will be felt far into the future. As you will see in a number of places in this magazine, the University continues to respond in many different ways, from bake sales that have raised significant amounts of money, to the hosting of a symposium on the future of the hospitality and tourism industry that was held in New York just two months after disaster struck. And we honor Tyrone May, an alumnus who perished in the World Trade Center (class notes, page 40). Tyrone leaves behind a small son, and the University has committed to offering Tyrone Jr. a full-tuition scholarship at any one of our campuses, should he choose to enroll here 16 years from now.

But Johnson & Wales has begun and continued many exciting initiatives even in the face of national concerns and new priorities. As this magazine goes to press, we are preparing to launch a new national television venture, as "Master Class at Johnson & Wales" premieres on PBS television stations across the country. We have witnessed many of our own proudly carrying the Olympic torch in cities and towns where we have campuses, and have sent a delegation of students from all of our domestic locations to Salt Lake City to help feed the athletes and participate in a once-in-a-lifetime experience. You can read about all of this, and more, in this issue of the J&W Magazine.

And as my final appeal, I ask that you all continue to stay in touch with us. Write to the editor to let us know what you really think about what's going on at the University and in this magazine. Submit class notes so we can help you connect with your classmates. Through this magazine, we not only want to inform you about the interesting and relevant happenings at J&W—we want to find out what you are thinking and what other things you want to know.

John A. Yena
University President
JW Magazine is a well-done, nice-looking, magazine that is put together very well and features overall good content, but often very little value to graduates of the business programs. There's always a plethora of materials from the culinary side of JW (and for someone like myself with a personal interest in cooking, the recipes are fun to have includes, but it's hardly anything ever about business. It would be great to see some articles written by the business professors, or guest articles by successful graduates, on business topics with broad appeal. Topics could include general topics such as time management, broad shifts in business strategies, new trends, workplace issues, etc.

Additionally, it would be great to see some information about what's going on in the School of Business NOW. Again, you see a lot of info about the culinary students and instructors, but very little about the business students and professors. I think that most of my fellow business graduates would like to know what's going on with whom.

Lastly, I would make a personal request to see the Honors Program featured in the magazine at some point! It's a great program and probably made the difference between me sticking with JW for all four years and going elsewhere. Nearly all the friends I have kept in touch with from JW left from the Honors Program in some manner or another, and as far as I know, some of the most successful graduates from my class are people who participated in the Honors Program on some level.

David A. Harbauer '99
Editor's Response
Thank you for your feedback, Derek. Providing balanced coverage of all of Johnson & Wales' programs and campuses continues to be one of the biggest challenges we face at JW Magazine. While chefs write and teach, students and professors appear in many photographs on our pages, a look at recent issues reveals plenty of non-culinary articles—a feature about diversity in the workforce, a question-and-answer piece about IRAs (written by an alumna), a review of international business etiquette, a profile of a successful entrepreneur, and a lesson in effective business communication, to name just a few.

I invite you to read this issue for news about the advertising program, international business seminar and the microenterprise institute as well as a feature about the health of the hospitality and travel industries and the evolution of administrative authorities. And don't miss the Spring issue when the magazine will take a look at some issues facing global business.

With that said, Derek, the editorial board and I take your criticism very seriously. We are well aware of the multifaceted nature of Johnson & Wales and hope that with every issue of JW Magazine we can shine a spotlight on more of the University's fine programs, faculty members and alumni. We encourage you and your fellow alumni to let us know how we are doing—are we missing something? (Your suggestion of an article about the Honors Program is one we are investigating.) Does an article ring true to you or are we getting it all wrong. It is letter like yours, Derek, which will make JW Magazine the magazine you and your fellow alumni want to read. Drop us a line any time!

Rebecca Banks Zakin
Editor-in-Chief
JW Magazine welcomes letters to the editor. Letters may be edited for length and clarity. Please send all letters to the JW Magazine, Director of Alumni Affairs, Johnson & Wales University, 1 Albright Park Place, Providence, Rhode Island 02905 or e-mail us at: jwmagazine@jwu.edu.

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Bowen Wins 'Sweet' Award

Leadership Rhode Island, an organization that aims to encourage community trustees’ in promoting positive change in the quality of life in the Ocean State, has awarded John J. Bowen, ‘77 president of the Providence Campus, and Alan Shane Feinlin. It was reinforced by the inclusion of prominent local non-profits such as the Sexual Assault & Trauma Resource Center of R.I., R.I. Community Food Bank and AIDS Care Ocean State that had booths throughout the venue.

In addition to making connections with local non-profits, students had a chance to bond outside of the classroom enviroment, mingle with their professors, discuss opportunities within their particular majors and interact with representatives from departments such as the Career Development Office, the Registrar’s Office and the Multicultural Center as well as the President’s Leadership Council.

The evening had its share of entertainment too. Adjunct Professor Richard Carbonetti and his staff from Perfect win, including the rental of a PT Cruiser for the weekend. When asked to comment on the success of the Convocation celebration, Dr. Goldblatt said, “Perhaps the best description of the first annual convocation celebration is the comment I received in writing from one of the students. She wrote, ‘Thank you very much for providing this opportunity for us to learn and understand each other better.’ We achieved our goal of uniting the graduate school learning community through a celebration of what is best about Johnson & Wales—our respect for one another and our devotion to life-long learning.”

—Vesta Saragi

Grad Students Celebrate First Convocation

Does the opportunity to network, rub shoulders with peers, make connections in the community, enjoy great food, witness a pyrotechnics display and win prizes, all free and all in one night, sound too good to be true? Well, it isn’t, happened on Oct. 26 at the Alan Shane Feinlin Graduate School’s First Annual Convocation Celebration. Held on the Providence Campus, the convocation was the brainchild of the new dean, Joseph J. Goldblatt, and was sponsored by the Graduate Student Association (GSA).

“The convocation was a great success, serving as a unique opportunity to bring together the entire JW community to celebrate the past, present, and future accomplishments of the graduate school,” said Love Fraga, president of the GSA.

Indeed, the convocation brought together more than 200 people, including graduate students, their guests, faculty and University administration. An integral part of the GSA agenda (and a core part of the graduate school curriculum) is service learning. This compont was evident in the address given by John J. Bowen, ‘77 president of the Providence Campus, and Alan Shane Feinlin. It was reinforced by the inclusion of prominent local non-profits such as the Sexual Assault & Trauma Resource Center of R.I., R.I. Community Food Bank and AIDS Care Ocean State that had booths throughout the venue.

Surrounded transformations at the Harbor breeze Recreation Center for the event, a pyrotechnics company set to music a dazzling display of fireworks, and faculty and local companies donated prizes for students to win, including the rental of a PT Cruiser for the weekend. When asked to comment on the success of the convocation celebration, Dr. Goldblatt said, “Perhaps the best description of the first annual convocation celebration is the comment I received in writing from one of the students. She wrote, ‘Thank you very much for providing this opportunity for us to learn and understand each other better.’ We achieved our goal of uniting the graduate school learning community through a celebration of what is best about Johnson & Wales—our respect for one another and our devotion to life-long learning.”

—Vesta Saragi
Norfolk Students Are Called to Arms

The Sept. 11 attack was not only an attack on our nation, but for some at the Norfolk Campus, a call to arms. Hampton Roads, an area predominately populated by the military, has been greatly affected by the attack. John Wilson and Doyle Gunn are two Johnson & Wales students who were called to active duty in response to the attack on America.

"I remember September 11 like it was yesterday," says John Wilson, a freshman who is in the reserves. "I was at work when we first heard about it." Could not believe what I was seeing. I am attached to the National Guard Armory in Suffolk as my reserve duty and I was called in. I had to 'stand post,' which means that we were on full alert. My duty to the nation was so great that I had to drop out of school for the fall term."

President George W. Bush has asked us to return to nor-

mally. Wilson plans to do that by re-entering the culinary program in the winter term.

In one of President Bush's addresses to the nation he stated, "The resolve of our great nation is being tested. But make no mistake: we will show the world that we will pass the test." This statement describes the resolve of another fresh-

man, Doyle Gunn. At the time of the attack Gunn was in Debba Blount's Nutrition and Sensory Analysis class. "Chef Blount shared with the class what was going on," remembers Gunn. "I tried to concentrate on my task at hand, which was making fil-a-

file. I asked Chef Blount if I could call in to my command. I was told to immediately report in—we were in Threat Con Delta, which is the highest security level. I was immediately put on a 12 to 12 p.m. post shift. I maintained my class load and workload for a couple of weeks. Then the mil-

itary decreased the threat to Charlie [security level]. At the beginning of October I was changed to a schedule of 4 p.m. to 4 a.m., while still main-

taining my school schedule."

Gunn has managed to maintain an honor's average while protecting our nation.

—Shannon Curtis

Norfolk Collects Dough-Nations for Our Nation

The Sept. 11 attack caused a tidal wave of response throughout the United States of America. Some were called to rescue; others to arms and some were left contemplating how they could best help the victims and heroes of the attack. Johnson & Wales University eagerly responded by establishing the Fund for America to aid those directly affected. The Norfolk Campus furthered this mission with a bake sale to help raise money for the fund. Norfolk staff, faculty and students put their hands and hearts to work to at the "Dough-Nations for Our Nation" bake sale held on Sept. 25.

Faculty and students created tantalizing culinary delights such as cookies, brownies and a array of breads.

The morning started with the hustle and bustle of getting the bake sale organized, which included everything from setting the tent up and displaying the baked goods to getting staff to man the booth. After the giant wave of activity, came the first sale and the crowds realization that they were doing something for the victims and heroes of Sept. 11.

"I was rendered speechless by how the University came together in this time of need," says Leslie Mone, administrative assistant. "It was a great opportunity for the Norfolk Campus to act on our desire to help. And it was wonderful to see the Hampton Roads community support our crusade."

By noon the bake sale had already brought in more than $5,000.

Maharita Gandhi's Grandson Preaches Non-Violence to Denver Audience

On Nov.16, just before stu-

dents, faculty and staff depart-

ed for Thanksgiving break, the Denver Campus Community Leadership Institute was privi-

leged to host Arun Gandhi, a grandson of Mahatma Gandhi, and his wife, Sunanda, as Distinguished Visitors.

"People fear what they don't understand and hate what they cannot conquer," observed an audience member at a diversity workshop entitled "The Shadow of Hate: A Multicultural Perspective," spon-

sored in November by the Office of Campus Diversity. The workshop opened with a powerful documentary film used nationally to train police officers, which depicts incidents of intolerance occurring throughout U.S. history such as the internment camps of World War II and the mas-

sacre of the Lakoia Souls at Wounded Knee. "The objective of the film is to show some groups, who are initially feared or hated for who they are, can in turn become perpetrators of future hate crimes," according to Carabello. She kicked off the discussion by question ing the audience, itself a wide representation of backgrounds, cultures, languages and races. "How do hate crimes violate the founding principles of this country—life, liberty and justice for all?" asked Carabello. "How do current events relate to the examples of intoler-

ence to students, faculty and staff. The purpose of the Institute is to empower all students, staff and faculty to develop leadership skills and knowledge that will supple-

ment their pursuit of a successful professional life, in turn giving back to the community."—Trish Blake

The U.S. Department of Justice is moving to become more involved with higher edu-

cation, and Johnson & Wales University is the first campus vis-

ited in its "College stu-

dents represent the future lead-

ship of our country," notes Tom Ganis, director of the Office of Campus Diversity. The lecture was given by Johnson & Wales as an example for establish-

ing programs at other col-

leges and universities."

—Diane Magnard

The decision was then made to send a small satellite team to a local Wal-Mart to sell more baked goods, even as more Norfolk students joined the effort. "After class I went to the front lawn to help," says sophomore Brian Breslin. "At first I was pretty low-key and then I thought about September 11 and I got mad and it made me want to sell more. I was proud at how much we raised to help the victims and heroine."

The Hampton Roads community responded admirably, donating nearly $10,000. All proceeds from the bake sale benefited the American Red Cross, the World Trade Center Disaster Relief Fund and the New York City Firefighters Fund.—S.C.

JobW Magazine

Winter 2002

A R O U N D C A M P U S
Recruiters visit J&W Despite Recession

Florida students pick up materials from a U.S. Coast Guard recruiter. The uptick in patriotism and patriotism

some 600 recruiters at the Florida, Norfolk, and Charleston campuses last fall despite talk

with Johnson & Wales and the high caliber of students we graduate from our programs."

Some of those attending organizations, in fact, were represented by J&W alumni, including

Jaunita Beck ’93 of Palm Management Corp. and John Ouellet ’95 of Diplomat Golf and

Resort. In Charleston, 1,250 students participated—almost the entire student body. While in Norfolk, the campus’ new food service

management business and degree candidates were especially popular with local employers at the first local job fair. And for a first fair, the reviews were very positive. "[We] found a lot of good applicants—can’t wait to hire some one,” said the recruiter from Mars’ Hall.

The job fair went very well for us,” says a recruiter from Sunbelt Temporary, a local employment agency. "It was wonderful to be in that setting as was well targeted to our needs.”

—Zenofa Suarez, Shannon Carris and Randall Dubois, recruiting coordinator, Norfolk campus.

"There are some pretty elite universities that have been picked to attend in the past. Just the fact that we’re considered in the same light is special,” says Oscar Chiblabato, associate professor in marketing, who will travel to New York this October for undergraduate students in the adventure, all expenses paid.

"This gives our students an edge in the job market and it is a tremendous opportunity to see the inner workings of the world’s most influential agencies—agencies like Satchi & Satchi, where Mitt Gottesman was director."

Participants tour companies, watch design and management teams tackle creative problems, and work with agencies to sell their concepts. It’s also an avenue for students to present ideas to participating agencies and network into future employment options. Most students who go home tell me that they want to get a job,” Chiblabato notes.

All the more reason why the competition will be stiff for J&W advertising students, who will be given projects to be judged by a selection committee.

The University’s Advertising/Marketing program grew to include a bachelor of science program in 1999 and will use this year to graduate a class of 70. With the addition of a B.S. option, the University became a member of the American Advertising Federation and competitor in the federation’s annual challenge. J&W students took second place regionally in the national competition in 2000. "That was a real feather in our cap,” Chiblabato says. "Our students are becoming fairly well known out there. They’re working at the same level as students at some of the country’s best-known universities.”

—Cathy Sengel, Dean of Business, J&W College of Business.

Family Weekend Sizzles in Norfolk

"Relationships are what life is all about" was the message of Norfolk’s Southern Comfort Family Weekend. The Oct. 12-14 weekend was a washout. Friday’s Chef’s Choice, a themed dinner held in the Newport Room of the Norfolk Marriott, was rained out.

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—Cathy Sengel, Dean of Business, J&W College of Business.
Diversity Finds J&W and National Spotlight

Since its inception, the Providence Campus' Office of Campus Diversity (OOCD) has had one sustained mantra: "Let's not just talk about diversity, let's practice it." Last fall, the OOCD made sure the mantra was heard not only on campus but also in the larger academic community. In October, the Multicultural Center, one slice of the OOCD, received national recognition at the American Council on Education (ACE) conference held in Cincinnati, Ohio. And later, in November, a successful Kwanzaa celebration searched for a deeper understanding of the winter holiday.

The title of the ACE conference was Educating All of One Nation Affirming Diversity in the 21st Century: Developing a Proactive Agenda. Thomas Gaines, founder and first director of the J&W Multicultural Center, and Karriem Kanston '98 MAT '00, the current director, presented a workshop called "Developing Sustainable Cultural Centers on Campus."

The development of "cultural centers" on college and university campuses has become increasingly popular over the last decade. Kanston noted through interaction with colleagues, that many colleges are struggling with how to get started while others are daydreaming about the centers currently existing on their campuses. This inspired him to propose the Johnson & Wales model. Gaines and Kanston discussed the successes and challenges of operating such a center on campus, and offered workshop attendees ideas for establishing centers that will be educational assets to their institutions.

One feature of J&W's Multicultural Center that Kanston highlighted for conference participants was the careful consideration given to the center's name and the mission. The use of the word "multicultural" denotes the desire to embrace all the cultures on the campus. Its mission is to provide opportunities for students to interact with the broadest possible audience from the campus community to share in an awareness and celebration of each other's cultures.

The OOCD's Kwanzaa celebration attracted a full house representing great ethnic diversity, underscoring Kanston's stated mission. The celebration featured the Common Threads Touring Ensemble, a group of singers, dancers, poets and drummers. The Reverend Paula Borishade Sanders spoke about the background and history of the holiday, and Kwanzaa's seven principles were then discussed in greater detail in four breakout workshops. The evening culminated with the workshop participants sharing what they had learned, followed by singing, dancing and a feast of traditional Kwanzaa foods.

Florida Campus Continues to Grow

Biscayne Commons, formerly the Villa Viscaya, on Biscayne Boulevard in North Miami has been home to many in its lifetime—first as a motel and then as an assisted living facility. And in September, after a $1 million renovation, Biscayne Commons, located just four blocks from the main buildings of the Florida Campus, became home to about 200 Johnson & Wales students.

"With the continuing growth of enrollment in all three colleges, the timing for the acquisition of our new residential facility, Biscayne Commons, could not have been better," explains Donald McGregor, president of the Florida Campus. "It not only has an ideal location, but with two students per room with a full bath, and a swimming pool in the courtyard, students know once they get there that they're truly arrived in Florida."

The new residential facility is composed of three two-story buildings with a total of 104 apartments.

In addition to the new living facility, the campus is constructing a classroom and administration building. While the renovation of Biscayne Commons was ready for the 2001-2002 academic year in September, the new construction is to be completed for the opening of classes in September 2003. —Z.S.

Candles and Bagpipes Cap Denver Convocation

The Denver Campus' freshman class of 2001-2002 began its school year officially on Sept. 4 with the campus' second academic convocation. Following a careful selection process at the Denver Campus, and moving remarks were also extended to the new class and their families by the dean of university relations, Michael Pasquarella.

Adam Goodman, president of the Student Leadership Institute and a recognized expert on student leadership throughout the country, was the keynote speaker. In remarks that motivated, inspired and entertained, Dr. Goodman welcomed students and their families to the larger J&W community and congratulated them on an outstanding choice in their college selection. He urged the students to make the most of their time at J&W and to take advantage of the faculty and staff as well as the many unique and outstanding programs offered by the University.

Farrah Payne, a first-year business student and member of the President's Leadership Council also welcomed the new class to Johnson & Wales. At the University, Bubbling over with enthusiasm, Payne urged the new students to "have the courage to leave their comfort zones, to get involved, and to make their individual marks on this campus." She received several spontaneous ova-tions from the new students for her inspiring remarks.

The program concluded with a candlelight procession.

Mike & Katie

Mike Moskov, director of culinary education at the Florida Campus, joined "Today's show's Katie Couric as a guest speaker at Total Health, an educational event sponsored in December by the Miami Herald."
Patriotism and Parents Flood Providence for Family Weekend 2001

Parents joined Providence Campus students in record numbers this past October to spend time together and join in the festivities surrounding J&W’s Family Weekend 2001. A patriotic theme was reflected on the 20 floats that streamed past the reviewing stand during the homecoming parade in response to the events of Sept. 11. Close to 2,600 Providence students and their families jammed into the events being held over the three-day weekend. Numbers far exceeded what was expected, with many families registering on-site for the weekend’s activities.

New additions to the weekend included a Parents’ Float in the Homecoming Parade, sponsored by Parent Ambassador/Working for Students (PAWS), and a Deans’ Forum followed by a wine reception, which gave parents an opportunity to speak directly to the academic deans of the University. According to parent Sharon Kerney of Falmouth, Mass., “The Deans’ Forum answered a lot of questions for parents and it’s great to have them available afterwards at the wine tasting for casual conversation.”

Campers are enthusiastic about Shake-A-Leg.

Students Benefit Non-Profit: Work Benefits Students

They’re not doctors or physical therapists, but students from the School of Global Management in the College of Business recently had an opportunity to help people with physical disabilities. It started in November 2000, when David Mitchell, now the assistant dean of the College of Business, brought a new project into his International Business Seminar course. He asked his students to meet with, and evaluate the needs of Shake-A-Leg (SAL), a charitable organization that serves people with disabilities, with an emphasis placed on spinal cord and related nervous system impairments. That meeting would be the beginning of a fulfilling relationship for both parties.

After a meeting with Kristy Hart, SAL’s program director, the students decided to create a CD slide show spotlighting the organization and its programs that could be used as a promotional tool for potential donors.

Camp participants learn to scull down through Shake-A-Leg programs.

Florida Gulf Wins a Spot in History

The golf team of the Florida Campus made intercollegiate golfing history in October at the Yale Invitational Golf Championship held in New Haven, Conn. Facing major Division I competition such as Harvard, Yale, Dartmouth, Providence College, Boston College, the University of Connecticut, LaSalle and Fordham, the Wildcats held strong and when all the scores had been recorded, Johnson & Wales University took home the MacDonald Cup at the 2001 team champion.

No National Association for Intercollegiate Athletics (NAIA) team has ever captured a Division I championship event until the J&W golfers gave Coach Dave Adamonis this major win as his 55th birthday present. But Adamonis must have felt like he was celebrating all season long—the team had posted first, second and third place finishes in its three competitive events to date. Adam Caraccioli joined Diego Bega as an individual champion earlier in the week when he won the Preview Classic, giving J&W two individual winners this season. In fact, the Wildcats are currently ranked sixth in the country by the NAIA.

In its inaugural year (2000–

Bake Sale

Students and chefs at the Providence Campus raised $5,700 at a Chef-to-Chef Bake Sale in October where delectables included Halloween cupcakes, pies, breads and cookies. Proceeds from the event, which included a raffle of gift baskets and prizes contributed by local and national vendors, were used to purchase 44 tool kits to replace equipment lost by the chefs from Windows on the World restaurant at the top of the World Trade Center. “This is our way of giving back and helping our fellow chefs and colleagues rebuild their lives,” said Pam Peters, director of Culinary Education. J&W chefs also sent along homemade cookbooks filled with the kinds of secret recipes professional chefs do not usually share with others.—C.S.

J&W’s MacDonald Cup winners included from left, Rob Lenkey, Adam Williamson, Coach Dave Adamonis, Sean Mulligan, Geoff Schaefer and Larry Ingrassa.

Alumni Tee-off for Students

October 29, 2001 was a crisp, clear, beautiful day at Kiawah’s Osprey Point Golf Course. It was a perfect day indeed for the Johnson & Wales University Fifth Annual Scholarship Golf Classic. Ninety-four golfers played the exclusive course in the tournament that raised more than $56,000. This year, 50 percent of the proceeds will go to the Johnson & Wales Fund for America established to help those affected by the events of Sept. 11. All remaining monies will go to the scholarship fund.

Many J&W alumni turned out to play 18 for their alma mater. The alumni players included John Tuomula ’92 of Campus Group; Richard Youakley ’93 with Sodexo at Wingate University, and ARAMARK employees Denise Elliott ’93, Kristina King ’95, Bill McCally ’94, Stephanie Hoshower ’94, Michael Dopyke ’94, Todd Littel ’94, Ken Giezing ’93, and David Janasek ’94.

There were many great raffle prizes and grand prizes, including a Charles Page package, a Continental Airlines round-trip ticket anywhere in the continental United States, and a three-day stay at the Wyndham Grand Bay Coconut Grove Hotel. Everyone enjoyed a wonderful meal prepared by J&W students supervised by Marissa Pribilih ’98—P.C.
J&W goes to the Olympics

When Karl Guggenemos, dean of the College of Culinary Arts, got his letter saying that he'd been nominated to carry the Olympic torch for the 2002 Winter Games, he thought it was a marketing play. At the time he didn't know that a former student from the Charleston Campus, Sarah Mock '99, had nominated him for such an honor. In her nomination letter, Mock called Guggenemos a "friend, teacher and mentor to countless people" and someone who "makes me want to be a better person.

Her words won Guggenemos the chance of a lifetime, and Mock the opportunity to run alongside him.

"I feel great to be chosen," Guggenemos says. "There were 100,000 nominated and I'm elated to be one of the lucky ones."

More than 11,500 "lucky ones" raced in 2-mile increments across the country this winter prior to the 2002 Olympic Winter Games. According to a Salt Lake Organizing Committee news release, torch bearers were selected because they inspired others to greater achievement, acted as sources of inspiration in their communities, embodied the inspirational spirit of the Olympic movement, or motivated others by encountering and overcoming adversity.

Denver Campus assistant professor Mark Brand is another J&W faculty member afforded one of the greatest honors in sports. He has experience in the field—track and field, that is. Brand has worked in sports marketing with the U.S. track and field team and with gold medals from the 1960 and 1964 Olympic games. An athlete himself, Brand qualified this past year for the Senior Olympics, for those athletes 50 and older. He raced in the 800- and 1500-meter finals, placing ninth and eighth respectively.

"I don't think my feet will touch the ground," Brand noted about the run before being handed the torch. A J&W alumna, Heather Jenners '96, also had the privilege of being a torch bearer. Jenners, who works for Fidelity Investments, is a competitive figure skater. Her synchronized skating team, Esprit de Corps, represented the United States in competition in Switzerland in January.

Guggenemos and Jenners carried the torch in late December in the Providence area and Brand carried it at the end of January, on the road between Boulder, Colo., and Denver. Not too long after that, the torch met up with another J&W alumnus—the approximate 130 students participating in a special internship program at the 2002 Winter Olympic Games in Salt Lake City. The program is sponsored by the Compass Group, the world's largest food service company. Students are working at various Olympic venues catering to the dietary needs of the athletes, press, staff and others.

J&W Takes its Act to the Track

Johnson & Wales University played host to jockey and spectators alike on Nov. 11 at the 55th running of the Charleston Cup, a horse race that has become a lowcountry tradition. The Charleston Cup is as beloved for its fancy tailgating—where silver candlesticks and mint julep cups are not unheard of—as its fast horses. J&WU right field in-keeping up with University programs to prepare students along with platters of cheese and fruit. "It was a successful day, we recruited several students," says Brian Stanley, director of admissions. "Next year, we would like to increase our reach and invite our alumni."—P.C.

RIMA GARNERS PRAISE AND FUNDS

The premise is fairly straightforward: give people the tools to start a microbusiness and small businesses can be both beautiful and profitable. That educational mission has won the Rhode Island Micro Enterprise Association (RIMA) $250,000 in state and federal grants in the last six months. RIMA's recent $100,800 grant from the Small Business Administration in Washington was one of only 15 awarded to statewide programs. Added to a total of $75,000 over the past two years from the Rhode Island Foundation, $575,000 from the Rhode Island Resource Association, $35,000 from FleetBoston Financial, and another $3,000 from the Corporation for Enterprise Development and the educational program has garnered close to a half-million dollars in grants and in-kind services since its inception in the spring of 2000.

"Our mission," says program director Ann Marie Marshall, "is to offer business education to allow individuals to go after their dreams. There are people out there with something they love to do, but never know how to get a business off the ground."

"As a non-profit statewide intermediary under the auspices of the Larry Friedman International Center for Entrepreneurship at Johnson & Wales, RIMA addresses the problems of unemployment and underemployment by providing a free education in how to start, fund, promote and develop an entrepreneurial venture. In the last seven months since the program's launch, 172 have graduated from the four-session course. Of those 172, 42 have started their own businesses, 18 of which are already seeing profits from total gross sales of $472,000. New businesses include a toy designer, florist, credit counselor, plumber and African clothing importer.

The intent of RIMA, a type of educational program in the state provides. "There are other resources out there, but they satisfy other needs or specific target markets," Marshall says.

Most participants are minority and low-income residents representing 33 of the state's 39 cities and towns. Courses are currently available as seven sites around the state and in English, Spanish and Portuguese. The first of a series of workshops aimed at the high and junior high school population is operating out of the Martin Luther King Jr. Community Center in Newport to introduce the idea of being an entrepreneur as an alternative career path," Marshall says.

Marshall is also currently gathering statistics that offer insight into the reality of microenterprise in the state. Of the 18 solvent businesses, four are owned by men and 14 by women, yet the men have generated more than half of the sales dollars—a statistic Marshall says might show that women lead more fragmented lives and tend to be more accustomed to "income packaging"—earning a living by combining incomes from more than one job or business activity.

Microenterprise students gather at the International Institute of Rhode Island in Providence.

"People have their day jobs, but they could do a little business on the side," Marshall explains. "You have to have the passion to be an entrepreneur. Once you have the passion it doesn't matter if you're doing it part time, full time or seasonal—you have the joy of doing something you love."

And once you have the passion it doesn't matter if you have a little money—or what Marshall calls "The Five D's: drive, determination, discipline, desire and distraction avoidance. That's the formula for a microentrepreneur. If you focus on those five D's the idea can't help but be successful."

Thanks for RIMA's success recently came from, among others, Rhode Island's U.S. Senator Jack Reed. "For many, owning their own business is a lifelong dream. The Rhode Island Microenterprise Association has helped many people in making that dream a reality, and has helped to reinvigorate the small business climate in Rhode Island in the process." With the possibility of four more years of equal funding from the federal SBA, Marshall hopes to expand the organization's offerings to make microenterprise an accessible element of economic development. —C.A.
Letter From Abroad

I Cooked In Cuba

Under the guise of a humanitarian mission, Paul O'Connell '83 got a taste of authentic island cuisine

I own Chez Henri in Cambridge, Massachusetts. The concept is French bistro, but the food has a Cuban slant. I love the flavors and ingredients of Cuba, but my knowledge of them was, until recently, strictly from cookbooks.

Last year, I visited Cuba with a group led by a former Massachusetts congressman. We were allowed access by hooking up with a government agency and calling ourselves a humanitarian group. Botanists, historians, a judge, a TV crew and former Under Secretary of Agriculture Gus Schumacher comprised our group.

I chose Henri in Havana, a restaurant where I had dined many times before. Each member of our "mission" hoped to draw something different from it. My dream was to follow the non-state-owned Cuban food chain from private farms to the in-home restaurants known as paladares. I hoped to, and actually did, cook in one of them. I had low expectations, having heard that the heart of Cuban cuisine stopped beating in 1959, the year of the revolution. Cuban cuisine has stagnated for 40 years, as supplies from the U.S. and elsewhere disappeared due to trade embargoes. Additionally, the state controls much of the local ingredients associated with fine dining. Things are better now, but Cuban cooking is in a real rut from lack of culinary stimulation from the outside world.

With no delusions about the quality of state-operated restaurants, I was nonetheless curious about paladares, the tiny dining rooms operated in private homes. Seating a dozen people at a time, with menus restricted by what the government allows them to serve, paladarles have swept Cuba since 1996. Today there are hundreds. As gifts for the chefs I met, I brought jam of spices, as I was informed that they are rare and expensive on the island.

A lovely outdoor garden hidden behind a nondescript storefront awaited me at the paladar Davintam. We dropped by early in the day to place our dinner order so the chef would know how much food to buy at the market. A basic salad followed by grilled fresh-squeezed sour orange juice. I marinated red snapper with lemon and coriander, then made a sauce of reduced wine, orange juice, garlic, ginger, and star anise, paired with fresh papaya. A salad was made of orange segments and beans. The task of cooking dinner in that rugged kitchen was made more challenging by our TV crew, who filmed every step of my effort—with wires, lights and cameramen.

Before leaving Cuba, I promised to send Chef David knives and a cutting board from Boston; I fulfilled that promise last summer. Chef David and the other chefs I met are trying to find their way back to the old Cuban cuisine. American chefs have much to teach this generation of Cubans about healthy, fresh cooking, but they can teach us about a lot of other things such as kitchen thrift and the wide variety of uses that some very humble ingredients can be put to.

Paul O'Connell '83 harvesting oranges on an organic farm near Trinidad de Cuba

In Search of the Golden Pallet

More than 50 alumni, faculty, staff and students of the Providence Campus got into the holiday spirit in giving by volunteering for the Rhode Island Community Food Bank's annual Sort-a-Thon. The food bank issues a challenge to all area colleges and universities: 1. Sort the most food in an event to become the winner of the Rhode Island Community Food Bank's annual Sort-a-Thon. 2. The food bank issues a challenge to all area colleges and universities: 1. Sort the most food in an event to become the winner of the Rhode Island Community Food Bank's annual Sort-a-Thon.

The Sort-a-Thon has been organized in part to process the local donations from one of the largest food drives in the country. For November by community Boy Scout councils across the nation.

Acquiring skill and training was the first order of the challenge, but not before the group was energized by dinner, prepared by alumna Kevin Millington '88, executive chef at Restaurant PROV and owner of Atomic Catering. The challenge began promptly as 6 p.m. when food bank staff explained the duties to all the J&W volunteers. The main objective! To sort and carefully inspect all items to ensure that only wholesome and safe food is ultimately distributed to people in need.

Some volunteers were initially daunted by being assigned to a sorting station on the conveyor belt—they expected something reminiscent of Lucille Ball's sorting chocolate plates. But in reality the large group had no trouble categorizing the items into the appropriate containers. "We didn't realize how many people the food bank actually feeds every month. As we were emptying items onto the conveyor and continually reaching behind us for more boxes to unload, there were often more boxes on the left than on the right," says Mary Blackwell '86, a first-time J&W volunteer who jumped at the chance to join her alma mater in helping the community.

"We're a lively group, and we all had a great time," says Susan Kissel '91. "During the holiday season, volunteering brings our lives into perspective. We know that J&W consistently gives back to the community."

While 10 to 25 volunteers would have made the J&W effort a success, the 50-plus helpers boosted the event to a two-night affair. A total of 31,573 pounds was sorted over two evenings.

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J&W Magazine

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New York Alumni Reception

Alumni and industry friends packed the recently renovated Starlight Room at the Waldorf-Astoria for the University's annual reception, held in conjunction with the International Hotel/Motel & Restaurant Show.

Alumni Golf Tournament

Alumni, industry friends and the members of the University community hit the links in the Providence Campus' inaugural Alumni Golf Tournament. Next year, the event will be renamed the Emeriti Lagoon Bowl Pro-Am, with all proceeds benefiting the Emeriti Lagoon Scholarship Fund at Johnson & Wales.

Homecoming Reception

Alumni gathered for an evening of friendship during the University's recent Homecoming 2001 reception. The event was held at Restaurant Prov where Kevin Millani '98 serves as executive chef.

TACO Center for Business and the Arts & Sciences

The melding of corporate culture and artistic appreciation was the theme for the recent dedication of the TACO Center for Business and the Arts & Sciences (formerly 10 Abbot Park Place) at the Providence Campus. The event featured a performance of works by Enrico Garrilli, the University's artist-in-residence and the unveiling of a portrait of John Hauser White Jr., White, president of TACO Industries, and his family are longtime supporters of the University, and provided the funding to purchase the building.

Boston Pops Holiday Concert

The sounds of the season brought together alumni in the New England area for J&W's reception preceding the Boston Pops Holiday Concert at the Dunkin' Donuts Center (formerly the Providence Civic Center). Guests then attended the holiday chorale performance.

Members of the President's Leadership Council provided assistance to the University staff at the event. Back row: Peter Pagano, Nic Béreau, Sharon Foster, Justin Xicla, Cecilia Brownie, Front row: Cam Hendricks, Alan Ferrer, Julie Nitchel, Molly Zier.

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J&W Magazine
A Rich Extravaganza

In a melding of art media, Technology's Rich Gann moves between computer and canvas

By Jennifer Brouillard

Richard Gann is the first to admit that he's no stand-up comic. "I became a teacher because I needed the audience," he jokes. "Not that anyone laughs at my jokes in class."

Despite the lack of laughs, Gann has successfully combined his three favorite subjects—art, technology, and teaching—into a full-time career as an instructor in J&W's Web & eCommerce department. In his new computer graphics course set to begin in the fall, he will teach students his preferred pastime: creating collages. It's no wonder that his career is itself a collage of his favorite elements.

Gann's interest in art and teaching began at the same time, thanks to the inspiration of his junior high school art teacher. As he learned more about art in high school, he became fascinated with daumis, a 20th century art and literary movement that focused on the unconventional and incongruent. Since then, his work, whether created on the computer or the canvas, has been influenced by this movement.

Human anatomy plays a large role in his art, due mainly to the influences of Michelangelo and DaVinci—as well as his parents, one a trauma surgeon, the other a nurse. In one of Gann's drawings, a woman with a wisp's head has an open digestive system. Like his parents, Gann manages to patch people together, though in more eclectic ways.

"I work with shapes, not lines, and I put those shapes together," he says. "The thing is that those shapes usually turn into people. I should have been an abstract painter, but I like painting people too much."

After graduating high school in Providence, Gann thought about studying psychology, then writing, before he finally settled on art. He graduated from the University of California at Santa Cruz with a bachelor's in art, and then went on to the Rhode Island School of Design for his M.F.A. in printmaking, mostly because he liked lithography.

"I always hated drawing, but then I discovered that I just hated pencils. They just never felt right in my hand."

How things feel to Gann contributes greatly to his artistic creations. "There are two kinds of artists," he explains. "Those that think of an idea and try to replicate it, and those who work more outside of their head. I'm the second; I make it up as I go along." It is not unusual for him to start a painting one way and then turn it upside down to complete.

Gann makes his own paint out of cadmium mixtures, for the bright, beautiful colors. He uses small amounts of orange and red to balance the blues and greens he loves to use and to provide a contrast to the white background. He layers his images so that they become translucent. The light penetrates the wax, which adds an ethereal glow.

But can art created on computer convey the same effect?

"It doesn't really," he admits. "They both require a general art sensibility—knowing about color and form. But it's not a crossover. The use is different. My computer work has been more conventional, since it's generally used for business. It hasn't evolved to a formal level or reached a point of resolution yet."

With time, however, Gann is confident that he will reach such a point. He notes that museums are beginning to take computer graphic art more seriously and that galleries are following suit. Even some well-known, respected artists are experimenting with the new trend. For instance, renowned collage artist Robert Rauschenberg transfers photos on the pictorial surface through computer-driven lasers that deliver subtle jets of calibrated vegetable dye.

Like most artists, Gann looked for a job after college that would pay the bills and still leave him time for his art. He tried his hand at painting houses, only to discover one form of painting that didn't appeal to him. He did find computer artist intriguing, however, so he opted for a desk job and became technical support for Brown University's Foreign Policy Department. Working in technical support left Gann with enough time to work on his art, but it was by no means a way to display it.

"I told people that they'd never make art on computers," he laughs. "I just didn't think there was any way it could be done."

As programs such as Adobe Photoshop and Illustrator appeared in the early nineties, Gann saw an opening to combine not only art and technology, but teaching as well. He created the RISD syllabus for Digital Imaging II, a course that went beyond the basics of computer usage, and dealt with such issues as typography and layout. Gann became a valuable part-time employer at RISD; he was the only one who knew how to write code.

To continue teaching the five-hour course at RISD, Gann quit his job at Brown, making extra money by freelancing as a Web designer for local companies, primarily non-profit. While developing html code and maintaining the Web site for the Annenberg Institute at Brown Web site, Gann met Steve Andrade, now chair of J&W's Web and eCommerce Department. When Andrade began teaching at J&W, he convinced Gann to teach the J&W introductory computer courses and help him create the Web major. Because of the great success of that major, Andrade and Gann have recently created the Computer Graphics & New Media major, slated to begin in September 2002.

"Rich has a really defined sense of color and layout that he brings to his classes," Andrade observes. "He is very energetic and gives students honest critiques of their work. Having [a teacher who is] a fine artist and a graphic designer improves the eye in the classroom. Students like him because they get good feedback and are encouraged to try out new stuff to see how it comes together."

Richard Inong, a student of Gann's, definitely sees it that way. "I enjoy his classes. He really makes you want to work hard. He's not afraid to teach his personal techniques, which works for him, and I think that's important. Plus he's..."
J&W Masters the Airwaves!

Photography by Constance Brown

Last July and October, the halls and kitchens at Rhode Island’s Culinary campus looked more like Hollywood than Providence, as Marjorie Poore Productions came to town to tape 26 episodes of a new television series tentatively set to air on PBS stations nationwide starting in spring 2002. Titled “Master Class at Johnson & Wales,” the show features faculty from all campuses, distinguished guest chefs and culinary students, all of whom had the opportunity to take their place in front of the cameras, as well as in the prep kitchens and behind the scenes, as over a year of planning became an exciting reality. Check your local listings to find out when YOU can “enroll” for J&W’s Master Class!

Above: Students (back row, L-R): Dennis Tufino, Chuck Sheehan and Michael Sabino watch Chef Martin Turk (center), cook a Caribbean specialty while students (front row, L to R): Elizabeth Kamen 02, Lucille White 03 and Charlene Lucas 03 look on.

Left: Executive producer Alex Friedman and Marjorie Poore (left) talk to Chef Seren Dwyer ’03 (assistant director of culinary education); special instructions while student Ginnie Geller 02 looks on. Below: Chef Dwyer’s finished product: breakfast waffles with raspberries and cinnamon apples.

Left: Crane operator Martin Corley adjusts his camera, while students prep the next recipe. Below: Head cameraman Mike Vargo takes a close-up shot of the J & W chefs. When Mike isn’t filming for NPR, he specializes in filming downtown aerials while he flies backwards.

Above: Dean Karl Guggerman makes an adjustment before preparing a German specialty, while Dean Tamara ’91 and Kathleen Lambert ’92 wait for the camera to roll. Right: Ready for eating, Dean Guggerman’s Roast and Sizzle with Spatzle.

Below: Chef Adrian Barber (Providence) shows Marjorie Poore and Dinoso Sison the steps for his grilling recipe, while (left to right): Karen Fernandez ’99, Michael Sabino ’02 and Justin Reiner ’03 wait patiently.

Left: Hydroponics expert Howard Rich helps world-renowned Chef Paul Pressacco and students (L to R): Therese Shivesdore ’93, Lynn Marsh ’92, Daniel Coward ’03 and Ed Sheehan ’02 gather only the freshest ingredients for their recipes during a special taping at the Gurnet Resort and Spa in Anguilla. (Photo by Alec Fantasini)
How does the future look for the hospitality and travel industries when horrific terrorist attacks come on top of a recession?

By Rebecca Banks Zakin

Airline passengers typically have short memories as far as disasters go. In the past, statistics have shown that travel drops off immediately after a plane crash but regains its position within weeks. There was, however, no precedent for the tragic events of September 11, 2001, and no way to know in the weeks after how long the fear of terrorism would shroud the travel industry.

"But that wasn’t all we had to deal with," says Richard Brush, dean of The Hospitality College. "You’ve really got two
things going on here. We were already sliding into a recession when this thing hit and hit particularly hard in the hospitality/travel sectors. It was a double-whammy."

Brush goes on to explain, "In the hospitality industry, we were already in a steep curve prior to 9/11. Business was already off anywhere from eight to 10 percent in the hotel business during the period from July 1 to September 11. We had two very tough months nationwide, so we were already sliding into it."

In November, United States Labor Secretary Elaine Chao, briefing reporters on the jobless report, went one step further: "In March the economic expansion stopped and on September 11 the bin Laden recession began," she said.

**Numbers Tell the Story**

In the first days and weeks following September 11, the numbers being quoted in the press were dramatic. Hotel occupancy in New York City the week after the attacks was as low as 20 percent. When anthrax was discovered on Capitol Hill, the Washington, D.C. area's $8 billion tourist industry took another serious blow—hotel occupancy dropped to 20 percent and almost half of the region's hospitality workers were laid off, reported the Associated Press.

But it wasn't only Washington and New York. Declines were seen far from Ground Zero. Travel by American and Japanese tourists to European destinations was down 30 percent, according to a European Union report, with high-end hotels seeing occupancy rates at the 50 percent level. San Antonio, Texas, predicted a loss of $100 million in tourist revenue by the end of 2001. Even Alaska is feeling the pinch. Tour companies are reporting that bookings to Fairbanks, which normally hosts winter crowds of Japanese visitors who go to view the northern lights, are down to one-sixth their normal level.

In late November, the Travel Industry Association of America (TIA) predicted that air travel in the fourth quarter of 2001 would be down 25 percent from the same period in 2000. And the December holidays did not deliver their customary lift. Economic concerns had already dropped the number of holiday travelers from almost 66 million in 2000 to 47 million with travel plans for 2001 when the events of September 11 caused another eight million to choose to stay home. The Association of European Airlines, representing 29 carriers, estimated a loss of $8 billion between September 11 and December 2001.

The declines in the number of travelers, of course, translate into serious employment problems for travel-related industries, industries that together employ one in seven people in the United States. In the month of November alone, hotels cut 7,000 jobs, following even larger cuts made in October, and amusement and recreation parks let go 25,000 employees. Almost 100,000 domestic airline workers were laid off; another 20,000 lost their jobs at large, lucrative off-airport airlines. In fact, the TIA predicted that more than 450,000 travel- or tourism-related jobs domestically and internationally would be lost in 2001 with still 74,000 more to be cut in 2002.

When the balance sheet for 2001 is finally drawn up, the travel industry might find itself looking at a $43 billion loss.

**Getting Back on Our Feet**

Those numbers tell a grim tale, but thankfully the story doesn't end with them. On September 17, less than one week after the terrorist attacks in New York and Washington, Rudolph Giuliani, the then-mayor of New York City, said, "I encourage people from all over the country whom we want to help. I have a great way of helping: Get here and spend money. Go to a restaurant, a play. The life of the city goes on."

While individual tourists were slower to take up his invitation, industries responded with gusto. Within weeks, several major conventions that were scheduled for other areas of the country and the world were relocated to New York—the American Society of Association Executives moved their annual meeting from Buenos Aires, Argentina; the American Federation of State, County and Municipal Employees moved their meeting from Boston; the Magazine Publishers of America moved their conference from Phoenix; and the World Economic Forum, which is held every year in Switzerland, just wrapped up in New York.

As the holidays approached, it became clear that travelers had money on their minds more than terrorism. A Travel Confidence Survey by TIA found that economic concerns were the most common reason preventing most travelers from planning leisure trips for the first half of 2002. More than 50 percent of those surveyed said that discount offers from airlines and hotels would get them to travel more than they were already planning to.

Industry experts are optimistic about a recovery, calling it inevitable in fact. "I fully expect that there will be a very substantial recovery in [the airline] industry," said Jonathan Howe, director general of Airports Council International, an industry group representing 550 airports and airport authorities around the world. "Now more than ever the world's economy is totally dependent on an efficient and safe air transportation system."

Robin Bass '97, a sales manager in membership for NYC & Co., the convention and tourism bureau of New York City, feels positive as she speaks to her retail and restaurant clients. "I think by the end of the first quarter of 2002 you're going to see very positive signs," she says. "We just have to make it through the next few months."

Traveling and eating out and staying in hotels for vacation is very much a part of the American way of life," says Brush. "It's so much a part of who we are as a people that my long-term view is very, very optimistic. There's no question in my mind that this is a good industry and there are lots of jobs. There's going to be high growth and this is a great career path, but right now it's just a little rough."

**Traveling From Here to There**

To aid the recovery of the travel and tourism industries, many are relying on another ailing industry—advertising. With clever spots featuring celebrities such as Robert DeNiro, Billy Crystal, Barbara Walters and Woody Allen, New York's campaign is suggesting that travelers be a part of the New York miracle. Washington, D.C., is inviting tourists to come and "Be inspired," San Antonio, taking a personal approach, is appealing to residents to invite friends and family to the area. President

The inconvenience factor is something that we in the industry can do something about. We should make people feel more comfortable and once they feel more secure and they feel comfortable, they'll be traveling again," says Karen Lieberman, chair of The Hospitality College at the Florida Campus.

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George W. Bush appears in a commercial with hospitality and travel workers encouraging Americans to go out and travel as an almost patriotic duty.

One solution that might be better for the short rather than the long term is discounts and special promotions, agree most experts, pointing out that you need more travelers to come in at a lower rate just to make the same amount of money. Melinda Bush '93 HDR, president and chief executive officer of Hospitality Resources Worldwide, a market development and investment company, participated in a Johnson & Wales symposium held in New York in November called "Sixty Days Later: How September 11th Has Changed the Hospitality and Tourism Industry." Bush suggested that offering premiums like triple mileage points or triple hotel guest-stay points in lieu of price reductions might be better incentives without as much harm to the properties.

Roger Berkowitz, president of Legal Seafoods Inc., and another symposium participant, suggested that perceived value, not discounts, is what consumers now want. "I think in the last recession people looked at dining out as more of a privilege," he said. "I think this time around it is more of a right. So people are getting to be looking at it a little bit differently, but they are going to be giving more to what they perceive it is value. One of the things that we in our industry can do is make sure that people understand that they are getting
value when they go out, and then the consumer confidence hopefully will follow not too far behind."

New security measures at airports—from federalizing the baggage screeners to facial recognition technology—have been widely publicized. In hotels, it’s the old security measures that are getting new looks. “Most hotel managers are taking all those measures more seriously,” says Katie Davin, department chair of the International Hotel School at the Providence Campus. “Some didn’t really see the importance of not saying a room number out loud when checking someone in. Now, everyone’s saying ‘You know, those were really good practices. Let’s implement them. Let’s enforce them. Let’s make sure that if someone in a running suit without any pockets comes in and says ‘I lost my room key’ that we’re not just handing them a room key but that we’re escorting them up to their room and asking them to get some ID.’ It made sense before and it makes all the more sense now.”

Scott Davis ’80, president of Flik International Corporation, a fine dining and food service purveyor and part of the Compass Group, also took part in the J&W symposium. Davis suggested that many in food service should investigate technology and equipment solutions, even if they might slow things down.

“There are clients now that are building imaging centers,” Davis said. “[They are] not allowing things to come directly to the buildings, but actually having them go to a weigh station and every package be opened before it gets delivered... So you can see things starting to get built in to the schedule—remote sites where food can be opened, inspected and then shipped into the building because some of the places where we operate, there is no incoming mail into those buildings now.”

Human resources would seem to be another flashpoint for new security efforts. Who is hired in hotels and restaurants and how they are screened would seem to be of great concern. And yet, caution and clear thinking are urged when reviewing these policies.

“I think in terms of hiring practices, we’ve got to be very careful because one of the great strengths of the hospitality industry is that it employs such a diverse workforce,” says Brush. “There may be greater scrutiny at the point of hiring but we’ve got to be very careful that we don’t go overboard and do things that are counter-productive. We need and want a highly diverse workforce because a diverse workforce mirrors the customer profile.”

Gerry Fernandez ’86 HDR ’96, president of the Multicultural Foodservice and Hospitality Alliance, a non-profit organization promoting the economic benefits of multiculturalism in the industry, shared his thoughts at the J&W symposium. “The university communities will have to begin the dialogue to make sure that some basic things are being taught,” he said with regard to appreciating diversity.

“So that these kids, when they come into the workplace, have an understanding of the difference between a Muslim and an Arab, that not every situation is the same, that Latinos are not all one big group, that there is a very distinct difference between the Puerto Rican community and the Mexican community.”

And once the travelers are in the air and in the lobby again, whether they have been asked for additional identification, waited in long security lines or had to check more bags, the true meaning of the word hospitality will be what the industry must deliver.

“We in the industry have to kind of counteract the unpleasantness of travel by being extra hospitable,” says Davin. “Traveling is so hard now—you’re being violated and frisked and made to take your shoes off and give up your manicure set—by the time you get to your destination as a traveler, you’re really cranky. If we can counteract that by being sure that our guests know that we’re glad that they’re here that might help to spark [leisure travel] a bit.”

Karen Lieberman, chair of The Hospitality College at the Florida Campus, made a suggestion to the Miami International Airport along those very lines. “I suggested that they have to find a way to keep families happy at the airport because we are obviously going to be keeping them there a lot longer,” she says. “A McDonald’s-type playground, something like that, a place for kids to play and be happy. They’re working on security, but even with security are you going to take three kids under the age of seven and go fly to see Grandma and Grandpa if you have to sit in the airport for two hours? People are going to think twice about that.”

“The inconvenience factor is something that we in the industry can do something about. We should make people feel more comfortable and once they feel more secure and they feel comfortable, they’ll be traveling again.”

For a transcript from the Johnson & Wales symposium “Stay Days Later: How September 11th Has Changed the Hospitality and Tourism Industry” visit www.jwu.edu/hospnew/index.html or call 1-888-JWU-AUM.

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J&W Magazine

Where have all the secretaries gone? Secretarys and the J&W Secretarial Program Are No More. Or Is That a Matter of Name-Calling?

By Cathy Sengel

Armed with an associate degree in public relations/marketing and working on her B.S., Deanna Plumley ’01 took a job with Advertising Ventures Incorporated in Providence in January of 2001. She was hired as an intern to greet visitors and answer the phone, but was quickly assigned a full-time workload and a new title—impression specialist. Though her duties, which included communicating with clients, making final adjustments to projects and helping maintain a positive office atmosphere, all fit within the United States Department of Labor’s job descriptions for a secretary, Plumley didn’t consider herself one.

“I know it’s stereotyping,” Plumley says, “but I think of a secretary as someone who just answers the phone and takes messages.”

Not so, says Leona Chalek, the former department chair for secretarial sciences at Johnson & Wales and a faculty member for 33 years. “I think secretaries are probably the most important part of an organization. There is no CEO that can do anything without a secretary. They may not call them secretaries anymore—they call them administrative assistants and so forth—but I personally feel they’re still secretaries,” Chalek says.

If a secretary is defined as “a person... in charge of the records, correspondence, minutes of meetings and related affairs of an organization, com-
pany or association," then yesterday's secretary was a well-polished professional schooled in the niceties of office operations, grammar and efficiency, and today's secretary is a highly skilled professional, schooled in management, communications and technology. Medium defines that message. Susie McNamara, 1950s TV's "Oh Suzanna" sitcom secretary; kept track of boss Peter Sands correspondence, clients and love life. NBC's Donna Moss keeps track of Congress, the Constitution and Josh Lyman's end of the entire West Wing. And no matter what the title, every office needs at least one highly organized individual with strong communications skills, technical savvy, the ability to prioritize work load, and an understanding of the principles of management to keep the company functioning on an even keel. The evolution of the secretary parallels the feminist push for equality and the changing face of the office environment. And at Johnson & Wales, education has supported and responded to both.

The Early Days

Gertrude Johnson and Mary Wales, a pair of secretarial teachers, opened J&W in 1914 to prepare women for the office workforce. Vilma Triangolo '36 studied with Miss Johnson and Miss Wales and later worked as a teacher—and sometimes secretary—at her alma mater. With a combination of accounting, secretarial science, office machines and stenography courses, early J&W students got a solid foundation. "Most of the big corporate firms and mills would call us and tell us what they wanted for employees, because when our students left, they were ready to do a job," says Triangolo.

When J&W's founders could no longer operate the business school, Triangolo was asked to buy the operation. Her husband, Edward, took the offer seriously and with partner Morris Gaebel set about to expand Johnson & Wales by continuing to educate students to meet industry needs.

"When Ed Triangolo and I took over the school in 1967, it was a secretarial school and there were only women here," recalls now-Chancellor Morris Gaebel. "It wasn't until the late 1940s that business courses were added and men along with women came to study in other fields." Chalek says that back then women who wanted to work professionally were expected to be teachers, nurses or secretaries—the last being the most glamorous career of the three. While high schools prepared their graduates for entry-level employment taking dictation, typing letters and answering phones, a junior college education opened doors to positions as medical secretaries, legal secretaries, private secretaries, executive secretaries and court reporters. Men began to enter the field. Study was rigorous. Keyboarding skills were tested for speed and accuracy. Students were drilled in English composition, grammar and punctuation, taught stenography and trained to use business machines. In days when typewriters were unequipped to correct errors, a document was considered unacceptable if it held a single mistake. In addition to technical courses, women were required to take a Nancy Taylor charm class and men, Mr. Executive. Good grooming, tasteful dress, etiquette, professional demeanor, personal presentation—and in some organizations, white gloves—were professional necessities. "We produced a high-end quality graduate," Chalek notes.

And plenty of them. When Manuel Pimentel, now senior vice president of university relations, arrived at Johnson & Wales in 1966, 312 of J&W Junior College's 1,100 full-time students were secretarial majors and an additional 36 were in court reporting. "Our secretarial department made up 33 percent of the total enrollment," Pimentel says.

The Times They Are A-changing

By the late 1960s, the women's movement began to rearrange the social order and "secretary" became a distasteful term. "We used to try very hard to get different names for the secretarial courses. We may have been the ones who first used the term 'administrative assistant',' Chalek says.

Karen Crosby, '75, a graduate of the executive management secretarial program, was told by a high school teacher that she didn't have the talent to go into accounting, so she should consider a career as a secretary. Crosby was undeterred. "I knew if I had that [secretarial] background, I could go in any direction," she says, noting that what was once a career being entered more educated and with an attitude aimed at moving into management. Crosby decided to study at J&W to be an executive secretary. Although change was going on all around her while she was at J&W, she was only peripherally aware of the shift to an administrative assistant label until she entered the job market.

Ironically, Crosby's secretarial degree landed her a position handling accounts and payroll for the North Branford Board of Education in Connecticut, where she ended up staying for 24 years. Time ushered in change in the work environment. Over those years, Crosby says she watched the position of office secretary in the school department go from a post held part-time by working mothers to a full-time job requiring secretarial skills for trained applicants.

In addition to the women's movement, technology played a pivotal role in the transformation of office management, Pimentel says. "Computers were becoming more in evidence in the office and skills such as shorthand, typewriting and filing started to wane since word processing changed the office landscape."

Office equipment has come a long way since Donnie Auselin Howard '96 took her first job out of J&W and went to work as a secretary for East Providence District Nursing for seven years. She recalls working with typewriters, business calculators, and even the IBM Unisys system along the way. "I still keep a typewriter and an old word processor around," she confesses. Today as an administrative assistant with MetLife, she has had company-sponsored training on the newest technology. "It's a big change and I sincerely think one for the better," Elaine Day '91 MS '97, on faculty at Johnson & Wales as an associate professor and director of the Technology Learning Center, says technology has completely redefined secretarial duties. "Today's administrative assistant is really a manager of information," Day observes. She quickly counts off the skills necessary to run a high-tech office: prioritizing e-mail by topic, subject, and by urgency; inputting appointments and linking the calendar daily with a contact list. Knowledge of computer programs like Microsoft Project, Task Manager, Excel, PowerPoint, and Microsoft Word is a must for even an entry-level office applicant.

Today's Classroom

At Johnson & Wales, the school that began to educate secretaries 87 years ago, the last of the programs specifically designed to train men and women for supportive roles in an office environment are all but gone. "We no longer have a major called 'administrative assistant.' We produced a high quality graduate when we did," says Diane Lasala who has been with J&W for 29 years, most recently as an associate professor in the Center for Legal Studies. "We're just doing a teach-out of the last of the courses for that program now and we just taught out office education and court reporting in summer of 2001." Only the paralegal program remains of degrees training students for a supportive role.

A four-year degree has become a necessity for a professional career, Day notes. What Johnson & Wales offers today is curricula focusing on specific skills needed for entry into a particular field of business.

The majority of J&W graduates working as administrative assistants and office administrators, now come from two- and four-year degree programs in computer/business applications, marketing, international business, management, communications, and information science where courses that include project management, information management, marketing communications,
introduction to programming, data communications and microcomputer applications, equip graduates with the specialized skills necessary for the office of the 21st century.

But while students are learning the technology of the efficient office, they may be missing an element of quality, Lasala believes. "Yesterday's secretaries knew how to be precise, they knew how to follow through. They had to listen, they had to take notes, they followed directions. They came to a job with excellent communication skills," she says. "Today's young people want to do things their own way. They do not recognize that the written word does have a standard. There are constant complaints in the media about lack of English skills. It is very much noticed in today's market place."

What secretarial schools provided and the office culture came to rely upon, was a strong background in writing skills, including proofreading as a business essential. Spell check and grammar check don't ensure quality.

"Spacing, commas, spelling may not seem exciting, but they are tools to excite. They'll get your foot in the door and then they're tools for excellence. There will always be a need for administrative assistants...always," Day adds. "Someone with a bachelor's degree in management, backed with critical skills in technical support, who's good on human resource issues, can handle problems and has mastered the basics of writing will be worth their weight in gold," she says.

"Secretaries these days, if they are any good, can work their way into a real executive position," Triangolo believes. Deanna Plumley's brief experience as an "impression specialist" enhanced her value as an employee.

Shortly after graduation, Plumley took a job back home in Wooster, Ohio, in the food service division of Angus Beef. Her duties include aiding in marketing activities, working on promotional pieces and acting as a go-between for food service and marketing departments. Now that she has a place in the company, she's hoping to move into marketing. "I really like proofreading and writing and I hope to do more of that," Plumley says. In the long run, just as Day notes, Plumley's secretarial skills, however she chooses to consider them, will keep her in good stead.

"A Rose by Any Other Name"

Dottie Howard has been with MetLife for the past 18 years. As an administrative assistant, her most recent title, she works with everyone from the building manager and facilities management to security and Web designers. Her official title has been clerk, secretary and administrative assistant, but she still finds herself typing letters and getting mail in addition to all of her other added responsibilities—no matter what she's called.

Workers, like Howard and Jackie Gourd, personal secretary to J&W's Chancellor Gabe, who came into the business environment with a secretarial background, take no exception to the label. Gourd clings to the title "personal secretary" for her duties. A graduate of Katharine Gibbs, an early J&W rival for secretarial candidates, Gourd says, "To become a personal secretary was a top position. I worked so hard for this. I'll keep the title secretary. It's a little more classy than administrative assistant."

Others, however, are more reluctant to use that term. "It denotes a subservience to some," says Day. Tell that to Curtis "Hank" Barnett, chairman emeritus of Bethlehem Steel. In an address before the American Society of Corporate Secretaries last year, Barnett left no doubt about his estimation of the corporate secretary.

"What we expect is for the secretary to have the administrative skills of the chief administrative officer of the corporation; to have the interpersonal skills of the chief human resource officer; the legal skills...of your chief legal officer; the financial and accounting skills of your chief financial officer and the vision and the decisiveness of the CEO. We have very, very high expectations and the reliance is only increasing."

It isn't a matter of subservience as much as about providing a service—among the most important in any organization. "I don't care what you call it, there has always got to be that one person in an office to pull all the loose ends together," Triangolo says.

"I'm the protector of the boss," declares Crosby proudly. In February of 2001 her background in municipal finance earned her a job as an administrative assistant to the director of finance for the Town of Woodbridge, Conn.

"You're like a mother. You find yourself walking around asking everyone, 'Did you get that done?'" laughs Howard. "I'm the mother of the office. The last time I went away on vacation, I came back and my boss said, 'There will be no more vacations. This office is crazy without you.'"

"Nobody can live in this world alone," Gabe notes. "A well-trained administrative assistant can run the office," he chuckles. "And in some cases they should."
Norfolk Campus because of the school's excellent reputation, its proximity to his family in North Carolina, and its culinary term abroad. Instead of writing lobbying proposals and lunching with congressmen, Cartwright found himself writing culinary stories about J&W events in the communications office for his work-study, and icing cakes at the local Winn Dixie supermarket.

"The difference in income was the biggest adjustment," he recalls. But taking the first step on the road to his dream facilitated the transition back to school. "I was studying what I wanted to study and I was passionate about it. It was challenging." Cartwright's goal was to learn as much as he could to stir his culinary creativity, noting that the chefs of tomorrow are the ones who take an item and concoct their own culinary creation. For his co-op, he studied in Europe and presented a chemical dissertation on food. While researching, he read an intriguing article about Bruno Biagiani, an executive pastry chef at the Ritz Carlton in Boston, and wanted to know all that Biagiani knew. So during the summer and after graduation, Cartwright worked at the Ritz in the hopes of becoming Biagiani's protégé. When asked who has been an inspiration to him, Cartwright replies, "Bruno, without question. I'm practically his son, culinarily-speaking. He has taught me to carry dyna-

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**THE LONG AND WINDING ROAD**

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**THE LONG AND WINDING ROAD**

...
1967
Phyllis Hyde is a budget and reimbursement analyst at Maine General Health Care in Augusta, Maine, where she lives.

Rozanne Neri is an administrative assistant to the dean of the faculty at Brown University, Providence, R.I., where she lives in Providence.

1972
Debra (Tucker) Ray is an assistant general manager for the Orlando Premium Outlets in Orlando, Fla., where she and her two children live.

1976
James E. Joyce is a broker/owner of Carmel & Victor Real Estate located in Edgartown, Mass., where he and his wife, Jane, make their home.

1978
John A. Lummens is the corporate director of purchasing for Wedbush in Denver, where he lives. Wedbush is a chain of 40 health clubs.

1979
Neil R. Gavis is a technician at IBM in Essex Junction, Vt. He is also substitute teaching at the Essex Technical Center for Culinary Arts. Neil lives in Milton.

1981
Richard Marcull is a senior vice president of human resources for The Hertz Hotel Company in Philadelphia. He lives in Wayne, Pa.

1982
Robert V. Antonacci is an insurance executive for the Stroz Friedberg Agency in Warwick, R.I. He and his wife, Gael, live in Coventry.

1983
Helene Elizabeth Clay is a vice president of the Hillard Consulting Group in Boston, which deals in strategic marketing communications for emerging technology companies. Helene lives in Boston.

Norman Hebert is the department chairman at York College Technical College in Wells, Maine. Norman lives in Moody.

Mark Anthony Parmale is the executive chef at The City Club of Cleveland, Ohio. He lives in Fairview Park.

1984
Kathleen Mayrhofer is a human resources analyst for Haliburton Energy Services in Houston, Texas, which operates and maintains drilling sites. She and her husband, Don, live in Humble.

Mark Kristof is an account manager at Amerada Hess Corporation in Woodridge, N.J. Mark received his B.S. from New York Institute of Technology in 1987. He and his wife, Laura, and their two children live in Millburn, N.J.

1985
Cynthia Drabyl-French is a district manager for American Express TRS in King of Prussia, Pa.

1986
She was the winner of the Ms. Travel Agent Pageant in 1994 and lives with her husband and two children in Monroe, N.J.

Deborah Ann Miletta is the owner of Tellin’ Fields, a small exotic feline facility that educates the public, and rescues these small, beautiful cats. She has relocated bobcats, lynx and cougars to better living conditions. Deborah travels across the U.S. to champion proper care of the animals, and lives in Queensbury, N.Y.

Sam (Bo) Preston is a director of golf at the Gulf & Racquet Country Club in Palm Beach Gardens, Fla. He previously held the position of head golf professional. He lives in Jupiter with his wife, Darlene, and their three children.

1987
Mary L. Blackwell is an import coordinator for GTECH, a leading global information technology company in Coventry, R.I. She lives in Providence.

Christopher J. Darling was married to Deborah Salmon on Jan. 21, 2001. Christopher is a property chef at Jasper White’s Summer House in Cambridge, Mass. They live in Newton.

Fiona (Holland) Henderson is the director of events and training for Thinkservice, Inc., a help desk membership organization in Colorado Springs, Colo., where she also lives with her husband, Robert, and their daughter, Megan (born, July 30, 2001).

Joe Krenn is assistant manager for the Crooked River Point Resort Association in Belle Chase, La. He lives and children live in Metairie, La.

1988
Brian M. McSherry MBA ’00 is vice president of Pielid Industries LLC in Norwood. Brian lives in Norwood.

1989
Stacy Mulhern-Cofin is a marketing manager for Good Friend Electric, an electrical supplies distributor in Doraville, Ga. She received her MBA from Georgia College College, Lakeview, in December 2001, and lives with her husband, Charles, in Doraville.

1990
Russ Benson is the director, mid-Atlantic operations for MIPA America in Wilmington, Del., where he also resides with his wife, Gerianna, and twins, Cameron David and MacKenzie Grace, born Oct. 5, 2001.

1991
Paul Bogardus is a chef at Grand Café in Middletown, R.I.

1992
Tommie A. Leader is a financial analyst for Global Chemicals, in Philadelphia. He lives in Elkins Park, Pa.

Tommy and William, their two children live in Netcong.

1993
W. Chuck Barletta is a event manager, baby hotel events Inc, located in Boston. He company designs and produces corporate and social events. He lives in Metro West.

Eric C. Dasta, CPA, is president and owner of Steele Curtin & Company LLC in Pittsburgh. He and his wife, Kay, live in Moon.

1994
John B. Ineffers and his wife, Judy, of Westview, N.C., are the proud parents of their baby, Nicholas John, born March 23, 2001. John is the senior vice president of Kirk Securities in Rochester, N.Y., where they make their home.

Carry P. Johnson is a river pilot for the Crescent River Port, Port Association in Belle Chasse, La. He lives and children live in Metairie, La.

Rhonda L. Maretz is a marketing coordinator for Applied Robotics Inc. in Gamsville, Ga. The club is a private country club, which hosted the 2001 PGA championship. Joe lives in Lawrenceville.

1995
Paul Suplice is the executive chef for the newly renovated Courtyard Beachfront Hotel & Suites in Oceanside, Calif. He and his wife, Julie, and their three children live in Ocean Park.

Judy Miller Utz and her husband, Dr. David, live with their son, Zachery, and daughter, Leah Elizabeth, in Orlando, Fla.

1996
Patricia (Russillo) Parrillo ’67 and Walter Parrillo were married on September 28, 2001 in Johnston, R.I. After a reception in the Johnson & Wales Inn in Stephen, they honeymooned on Nantucket Island in Massachusetts. Patricia is a member of the Alpha Phi Kappa Sorority, and is an administrative assistant in the Office of Alumni and Advancement Relations in Providence. The couple lives in Johnston.

1997
Paul Bogardus is a chef at Grand Café in Middletown, R.I.

1998
Tommie and William, their two children live in Netcong.

1999
Ralph Jarchino is the district manager for the ADP in New York City. Peter lives in Greenwich, Conn., and his wife, Dorothy, also lives.

Carry P. Johnson is a river pilot for the Crescent River Point, Port Association in Belle Chasse, La. He lives and children live in Metairie, La.

Rhonda L. Maretz is a marketing coordinator for Applied Robotics Inc. in Gamsville, Ga. The club is a private country club, which hosted the 2001 PGA championship. Joe lives in Lawrenceville.

1999
Celia Burke Molina is a senior vice president and self-service project manager for Bank of Hawaii in Honolulu, which services the Hawaii and West Pacific markets. Celia lives in Waipahu with her husband, Don.

Shannon (Dibble) Oliver is a quality assurance analyst for development for the airline industry in Dulles, Va. She was married to Robert, an attorney in the Washington area, and they live in Ashburn, Va., with their two children.

James Pugh is a business analyst for FirstMerit Bank in Minneapolis, Minn. He lives in Canton.

January Boardman-Bearden is an account coordinator for Clingman, Inc. in Boston. She was married to Joseph Bearden on June 1, 2001. The couple lives in Fall River, Mass.

Audra Nahmsohn-Slavin is an internal audit manager for Midway Airlines in Moline, Ill. Her husband, Alan Slavin, is a financial analyst for Great American Airlines in Dutilham, where they also live.

Kirsten Smith is an international country liaison for Photo Marketing Association International in Jacksonville, Fla. She also lives with her husband, Charles, in Jacksonville.

Serena K. (Hunick) King and Mark King are the proud parents of Alexander James born on July 16, 2001. Serena is a stay-at-home mom, after leaving her position as a human resources manager for a software development company. They make their home in Pittsburgh.

1999
Rick Baghdadis ’93 is vice president of Elliott Associates in Tarrytown, N.Y., a not-for-profit trade association for the restaurant and food service industries. Rick is married to Christine. (Arbaugh) Baghdadis ’91 and they live in Goshen, Ohio.

Jennifer Chase is a sales representative for Scholl/Shuft Corp. in N.J. She recently ran a 26.2-mile marathon for the Massachusetts Chapter of the Leukemia and Lymphoma Society Fund. At the finish she lined her boyfriend proposed marriage to her. He accepted Jennifer resides in Charlestown, Mass.

Andrew Downell: his wife, Laura, and their two daughters live on a small farm in Brookway, Pa. He is general manager of Perkins Family Restaurant in Dubois.

David Field is operations manager for Lord & Taylor in New York City. He and his wife have one child, Meghan, born Sept. 15, 2001. They live in Bloomfield, N.Y.


Amber Laskey and Peter Kelley ’93 were married on Oct. 20, 2001 at Arlington Mansion in Warwick, R.I. Amber has recently started a new personal chef service called Thyme To Dine located in Alton, where the couple also live.

Jeffrey Marchetti is a special consultant at Settachana Partners on Wall Street in New York City. He lives in the floor of the New York Stock Exchange, and lives in Hoboken, N.J.

Amir H. Patel, CPA, is a senior manager for KPMG Consulting Inc. in Boston. He is married to Anahita (Karan) Patel, ’93, a recruitment planning specialist in the Career Development Office at Johnson & Wales University. They live in Johnston, R.I.

Jennifer Roman was married on Nov. 11, 2001 to Hank Sadd, who is a director of national accounts at Hyatt Hotels & Resorts. They live in Atlanta, Ga.


Ellen (Leonard) Smith is a manager of Olympic Gym in Big Pine Key, Fla. She and her husband, and son, Edward, also love, also.

Barb Wall is a vice president for the Cheesecake Hotel Group in Fallbrook, Calif. Her and her husband, Ellen, lives in Carlsbad and announces the birth of their son, Noah, born Nov. 12, 2001.

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Pedro J. Lobo ’77 is director of rooms at the New Century Hotel in Cagayan, Taipai, Macau. He and his wife, Daniella N. Lobo ’77, live in Taipai.

Johnny Chen ’91 is the China market manager for Winpharm, an international accounting and consulting firm, in Beijing. He and his wife, Stella, and their children live in Beijing.

Diane E. Tullman ’93 is front office support at Corzel Asset Support B.V. in Amersfoort, Netherland. The company repairs and produces technical parts for factories and large plants. She and her husband, Andre van Ommen, live in Amersfoort, Netherland.

Jennifer Collett ’92 is a lecturer at The International Hotel School, Durban campus in Durban, South Africa. The IHS is part of the Three Cities Group of Hotels and her husband, Paul, live in Westville.

Ania Maria Nettel Gutierrez ’92 is director of NettCo Alfa Cucina, a catering haute cuisine company in Mexico City. She and her husband, Francisco Avila, and their child live in Cuernavaca, Morelos, Mexico.

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Call for Nominations—Alumni Council

The formation of the Johnson & Wales Alumni Council is expected to take place this spring. Please consider nominating yourself or another alumna for one of the following 18 positions:

Executive Committee:
Chief Executive Officer
Director of Events
Director of Communication
Director of Programs
Director of Annual Giving

Alumni Council:
Undergraduate Representatives (5 positions)
Graduate School Representative
Charleston Representative
Florida Representative
Providence Representative

Submit:
Name:
Address:
City:
State:
Country:
Zip:
E-Mail:
Telephone No.:

Council Position Desired:

All nominations must be accompanied by a platform statement explaining why you are seeking office, and your plans for the Alumni Council. (Paragraph)

Sincerely,

Nominating Committee:
Dan Dover ‘00
Brandon Crosby ‘94
Thomas Fitz-Simon ‘58

Please submit this form and your platform statement to
Alumni Office
Attention: Caroline Cooper
8 Abbott Park Place
Providence, RI 02903

For more information on the nominating process, please contact
Caroline.cooper@jwu.edu
401-598-2637

Please visit our Johnson & Wales Web site: www.jwu.edu/alum.htm:
Alumni Information Update • Council by-laws • Alumni Events
March 8  Industry Awareness Day, Norfolk Campus
March 9  Open House, Florida Campus
March 10  Open House, Providence Campus
March 14  Evening of Appreciation, Providence Campus
March 19  Marriott Day, Florida Campus
March 19  James Beard House Dinner, NYC; Call 212-627-2308 for reservations.
March 23–24  3rd Annual J&W Invitational Golf Tournament, Links at Stone Ferry, Charleston Campus
April 10  Marriott Day, Norfolk Campus
April 14  Open House, Florida Campus and Providence Campus
May 5  Open House, Florida Campus and Providence Campus
May 16  Graduate School Commencement, Providence Campus
May 18  Undergraduate Commencement, Charleston, Florida, Norfolk and Providence campuses
May 17–22  National Restaurant Association Conference, Chicago
May 20  Industry/Alumni Reception, Chicago
May 20  TABASCO® Brand Annual Hottest Chef Contest deadline, Call 1-888-HOTDASH for information.
June 24  Golf Classic, Crestwood Country Club, Providence Campus

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

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/alumni.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 events@jwu.edu
For résumé writing assistance, contact Career Development at 401-598-4611.
For all other questions call 1-888-JWU-ALUM or e-mail alumni@jwu.edu.