WORKING TO BE MVPs

Alumni staff major sporting arenas from Foxboro, Mass., to Daytona, Fla.

PLUS:
A look at J&W’s Equine Studies and Study Abroad Programs
Dear Alumni and Friends:

Around the country and around the globe, the people of Johnson & Wales University—our students, alumni, faculty and staff—have been making an impact with employers in a wide range of industry segments. A quick glance at this issue of J&W Magazine makes that readily apparent. The feature stories alone will have you out of your easy chair and exploring new places.

Study abroad has been a part of our curriculum since 1983, and it has always broken the traditional mold in terms of focus and alignment. While other colleges and universities might send students to other countries to study the art, literature or language, at Johnson & Wales we have taken a unique—and brand-consistent—approach. When J&W students study abroad, they connect with restaurants, hotels and businesses. From manufacturing plants to marketing departments, hotel banquet facilities to front desk assignments, they study both in the classroom and in the field. They bring back new professional knowledge as well as the cultural experiences that only living in another country can provide.

Closer to home, you’ll find our alumni making an impact on a different employment field—the playing field! Our cover story takes you behind the scenes at such varied venues as football stadiums, NASCAR raceways and hockey arenas, where graduates of J&W’s groundbreaking Sports/Entertainment/Event/Management program are working in operations, marketing and food service to name a few. Women and men alike are in the middle of the action and having a great time keeping the fans happy.

And in another athletic arena—the riding ring—you’ll find J&W’s equine majors not only in the stables but in the management offices as well. This unique and highly successful niche program has been in existence in Providence for more than 20 years—and may be making inroads into the Florida market in the near future.

I’m sure you will enjoy this issue of J&W Magazine and I urge you to keep us posted on your own activities and successes so that we can continue to produce a magazine that is relevant and interesting to the many different members of the Johnson & Wales University family.

John A. Yena
University President
Hello from Istanbul, I can honestly tell you that I eagerly await each issue of J&W Magazine. Let me explain slightly. As a graduating senior, I realized that keeping in touch with fellow classmates is not an easy task. Since life tosses us to the corners of the world without a warning, J&W Magazine is a crossroad between us. As a good issue, in the latest example, I came across a good friend who I hadn’t connected with in a long time who just got married in England. Keep up the good work.

Billie Adi ’97 MBA 
Istanbul, Turkey
PS: Please, more about Alumni Overseas pages.

I wanted to thank you for including me in J&W Magazine. It was a great article. Unfortunately, I graduated in 1989. My maiden name is Santaristio. Just wanted you to know. 

Virginia Philip ’89 MS
Palm Beach, Florida

Editor’s Reply: So sorry for our error, Virginia! Thanks for setting the record straight.

The magazine is still way too focused on culinary arts. How unfortunate. It must stop. We have a very diverse alumni. I am a business/computer science graduate with a masters in computer education all from J&W’s Providence Campus.

in my home. My 95-year-old grandmother went to J&W when it was just a secretarial school in the ‘20s. We must include all alumni thus the J&W community. Way too much focus on culinary. What are all our other graduates doing? I teach here in Florida, if I am allowed to a law school. I know other J&W graduates who went to dental school, law school, wrote books, do a television act and the like. Tell us about them.

James Cowley Jr. ’91, ’94 MS
Editor’s Reply: Thank you so much for your comments, Mr. Cowley. We are always happy to hear from our readers—whether positive or negative, feedback is always welcome.

The perceived bias towards culinary—and, for that matter, toward the Providence Campus—is something we work very hard to correct in the magazine. The staff is very aware of this is a great concern to many alumni and we believe that we do a very good job of covering many of J&W’s strong business and hospitality programs and their alumni. Unfortunately, the front news sections of the magazine often appear to have more culinary than business articles simply because we tend to receive more photographs of culinary events, not to mention the fact that chefs’ diets tend to stay out more than a business suit. Another part of the challenge for us is that we do want to cover all of the J&W campuses, and Norfolk and Charleston are heavily—if not mostly—culinary programs. Our longer feature articles, however, are usually much more business in nature. Our last issue, for example included a lengthy article about J&W alumni working in the Peace Corps and alumni working in family-owned businesses (not a single restaurant among them). In this issue, we have features about study abroad programs, alumni working in sports-related jobs, and one about equine studies. We have an article about our national recognized entrepreneurship program, an industry-noted advertising student, and a trip taken by technology students. So, please do keep reading, Mr. Cowley, we’re working to cover the entire J&W community—from culinary to computer to criminal justice. And certainly keep us posted on your own news and that of other alumni you’re in contact with—we’re always looking for a good story.

J&W Magazine welcomes letters to the editor. Letters may be edited for length and clarity. Please send letters to the editor to J&W Magazine, Johnson & Wales University, 8 Abbott Park Place, Providence, Rhode Island 02903, or e-mail us at jwmagazine@jwu.edu.

Florida Wins National Basketball Championship

The Florida Campus Wildcats were crowned national champions in March for winning the 2003 Division II United States Collegiate Athletic Association (USCAA) Men’s Basketball Championship. To earn the title, the Wildcats defeated St. Joseph’s College from Brooklyn, N.Y., 97 to 69. Freshman Ramon Echavina was named the tournament’s most valuable player, junior Daniel Wallace captured the All-Tournament honor, and freshman Derek Worsmly won the Slam Dunk Competition.

To reach the semi-finals, the team must be selected by a committee that reviews its strength of schedule and overall record.

Winning the USCAA National Championship in our first year of affiliation is a great accomplishment, says Coach David Graham, who also serves as director of student activities and athletics at J&W’s Florida Campus. “To see where this program has come over a short period is an unbelievable feeling. “I felt we were prepared to win because of two things: we work hard and smart everyday in practice, and we schedule great teams,” says Graham. The Wildcats regularly compete against “scholarship teams”—teams from colleges that recruit students specifically to play sports. “This is a moment that my girls and coaches will never forget. They will always be 2002-2003 USCAA national champs.”—Zenaida Suarez

Former State Police Major Takes Reins of Campus Security

Amid a sea of uniforms and state dignitaries, Maj. Michael Quinn was sworn in as director of safety and security for the Providence Campus in February. Fanned by an honor guard of officers from the department he now commands, Quinn shared the stage with Rhode Island’s Attorney General Patrick Lynch, Supreme Court Chief Justice Frank Williams, State Police superintendent, Col. Steven Parole, and chief of police for the City of Providence, Col. Dean Eserman, as well as Providence Campus administrators.

Quinn’s installation at Johnson & Wales marks what Arthur Gallagher, former vice president of student affairs (and recently appointed president of the Charlotte Campus) called “a new era and a new tradition of coming to not only educate young minds but to ensure their personal safety.” Quinn is a personality familiar to—and with—Rhode Island, having recently retired from the R.I. State Police after more than 23 years of service. Providence Campus President John Bowen ’77 lauded Quinn’s “core values of integrity, dedication, honesty and loyalty” while Lynch praised him as a mentor and an example in dedication to public service.

“In any moment of decision, the best thing to do is the right thing, the next best is to do something, the worst, is to do nothing,” Col. Pare quoted. “Major Quinn will always do the right thing,” he said in honoring his colleague. “Get out of his way and listen to what he has to say,” advised Providence’s newly appointed chief of police. “It’s clear, [Quinn] is a person we want to partner with in making Providence a better and safer community,” Eiserman added.

Quinn drew on stories and metaphors to promote increased vigilance in his new role at J&W. “When broken windows are left un-repaired, there are those who will conclude that no one is in charge, that no one cares. Security is first a mindset,” he noted.

The security chief now commands a squad of 46, six of them serving in the National Guard are currently in Iraq. The Providence Campus covers a broad territory, sprawling downtown to the outer edges of Providence and into East Providence and Cranston. Times pose a particular challenge. Since taking his post, Quinn has become part of a team reading the University to provide food and shelter for its students and employees in the event of disaster. Security plans are in place and Quinn’s department is prepared to deal with any emergency measures.

—Cathy Sengel
Denver Heats Up Despite Hiring Freeze

With the recent full of numerous less-than-homes corporate CEO's, the subsequent lowering of the boom by regulatory agencies, the lingering malaise of the stock market, and the long uncertainty about and then-reality of war with Iraq, economic times have been less than promising over the past several months. Newspaper headlines and political pundits proclaim a scenario of gloom and

Denver campus students choose career opportunities with a particular company, we have a leg up on the competition.

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A Real Visit to the Leaders in "Interactive Space"

The "interactive space" is where One to One Interactive exists, virtually.

Physically, the interactive marketing firm is located in Boston, and in March, a small team of students from the School of Technology visited the corporate headquarters of One to One Interactive.

"It is critical for our students to see how the real world operates," says Christian Briggs, a new faculty member in the Web and Commerce Department at Providence Campus and a former user interface engineer at One to One. "When I teach, we focus on the skills and characteristics companies like One to One Interactive need from young professionals."

Briggs organized the visit and arranged an executive briefing session with Jan Kurnell, the company's president. Kurnell, a 32-year-old seasoned entrepreneur of the digital age, founded One to One Interactive with his twin brother Jeremi with a vision of being the industry leader in interactive marketing.

"The Web is a dynamic medium that leads to business," Kurnell says. "The interactive space augments complex business problems and solutions."

Kurnell and One to One Interactive are focused solely on the "interactive channel," that is the space where businesses and customers interact in digital environments for access to products and services.

The Web is one dimension of the channel, which is changing daily. According to Kurnell and his staff, the interactive space is growing exponentially with each new generation of consumers.

"My young daughter's generation, who are already connected with PDA's, cell phones and other mobile digital devices, are going to heavily influence what happens in the interactive space," according to Kurnell. The mobile customer is just beginning to emerge in North America, he adds.

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Intern Turned President Speaks in Florida

Stephen P. Wex, president of Marriott Vacation Club International, was honored as a Distinguished Visiting Professor (DVP) at the Florida Campus in early March. As a DVP, he had the opportunity to educate the University's hospitality students about the intricacies and misconceptions of time-sharing.

A division of Marriott International Inc., Marriott Vacation Club International (MVCI) is the recognized leader in the vacation ownership industry, and a worldwide forerunner in the hospitality business. MVCI features a resort portfolio of 59 properties in 35 locations that comprise four distinct brands.

During his presentation, Wex highlighted the countless business opportunities that lie in time-sharing—opportunities that contribute to the company's system-wide sales of more than $20 billion. The winning concept behind Marriott Vacation Club's success, explained Wex, is that it rewards vacationers of their youth by providing an infinite choice of vacation spots that they can own. One marketing strategy the company successfully says, "Remember as a kid when you used to yell 'Infinity'? to have the last word? Now you'll always have the last word in vacationing with infinite choices for endless time together. You take vacations, so why not own them?"

Wex also took a few minutes to point out the internships and future management jobs that will be available to students pursing a career in hospitality. He encouraged the audience to take advantage of even the smallest job and confessed that he too started as an intern at Marriott and has now risen through the ranks to lead the team as president of MVCI.
**Denver Delves into Technology of the Future**

It seems like something out of a high-tech Tom Cruise movie—imagine Johnson & Wales meets “Mission Impossible”—Denver Campus students slide their hands into bionic hand scanners. Their identities are verified and the doors to their residence halls click open. But it’s not cinematic fantasy; it’s the latest in campus security. “The hand scanners provide a more secure building access solution,” says J&D Sawyer, director of operations in Denver. “The problem with the traditional card swipe system or key access is that students lose ID cards and/or keys which can be picked up by strangers and thus grant them access to a resident facility. We determined that this was a serious security risk for our students.”

So J&W joined other security-minded institutions, including the Federal Reserve and both the Tel Aviv (Israel) International and San Francisco airports, in installing the hand scanners. The technology works by reading the geometry of the user’s hand; it validates 90 points on a hand of each student or staff member. It reads the length, width and thickness of the hand. For now, the Denver Campus has hand scanners located at the main entrance of each of the three residence halls. One of the residence halls has eight additional scanners, two on each opposing wing of the four-story building. Hand scanners also allow 24-hour computer lab access. But the system can be easily expanded to other campus facilities.

“We also anticipate using it for our meal plan, library book check out, access to athletic facilities and bookstore charge backs,” says Sawyer. “Basically, [hand scanners] can replace anything that a traditional card swipe did before.”

J&W’s cutting-edge technology has attracted the attention of the “Today” show, USA Today, “CNN Headline News” and other media outlets.

—From Staff Reports

**J&W Senior Raises Her Voice for Civic Engagement**

Providence Campus senior Senia Mohamed-Saeed has learned quite a bit about civic engagement since becoming a fellow last fall for the “National Student Civic Engagement Campaign: Rebuilding Democracy,” sponsored by National Campus Compact and the Pew Foundation. According to Mohamed-Saeed, civic engagement is not just about politics, but also involves dialogue, personal reflections, building relationships, and creating formal organizations that bring people together to share knowledge.

Mohamed-Saeed, one of three fellows representing Rhode Island, has been working with the state chapters in Massachusetts and Rhode Island of Campus Compacts, a national coalition of close to 500 college and university presidents committed to the civic purposes of higher education. The organization’s mission is to increase student participation in public life by organizing civic dialogues: sharing funding and opportunities to collaborate with J&W students, staff and faculty in supporting National Campus Compact initiatives on and off campus. Her first step in undertaking this huge task was to organize a 28-hour committee to coordinate events.

With the help of the President’s Student Civic Engagement Committee, she has made presentations to students at many different on-campus venues, from diversity retreats to freshman classrooms and National Student Organization meetings. The first campus-wide discussion entitled, “The University as Citizen: What is its Role in the Community?” brought together more than 200 students to discuss issues such as homelessness and ways the University can give back to the community. Panelists included John J. Bowen ’77, president of the Providence Campus; Susan Lusti, chief of staff for Providence Public Schools; former state Sen. Thomas J. Izzo; and Noreen Showers, executive director of the Rhode Island Coalition for the Homeless.

Additionally, Mohamed-Saeed will represent the University as a panelist at Campus Compact’s New England Regional Conference and its Western Regional Conference, and a conference of the American Association of University Women.

Mohamed-Saeed says she was surprised to learn that many students had a negative view of politics. “They confused it with negative and hopeless outcomes,” she says. “Unfortunately, many students, including myself, thought that they were not empowered to make a change. However, I learned the power of united students is extremely remarkable. We all have rights, we are all responsible to learn our rights, and students need to help each other to become conscious.”

Mohamed-Saeed, a native of Fairfax County, Va., and an information science major in the School of Technology, was nominated for the fellowship by Corrie Martin, director of the Women’s Studies Department. “Organizing the President’s Student Civic Engagement Committee, hosting dialogues on campus, giving public presentations, and making a change each day has validated my leadership skills,” says Mohamed-Saeed. “It makes me realize it’s not necessary to make a change. When people lack the facts and knowledge of the importance of change, they will lack the interest in making an effort.”

—Stacie Demaresi

**Denver Hosts Alumni/Employer Reception**

The Denver Campus kicked off Career Conference 2003 with its first annual Alumni/Employer Reception. More than 20 alumni from all five J&W campuses attended the event. For many of them, it was their first time on the Denver Campus. In addition to the alumni, the function brought together some of the finest hospitality professionals in Colorado.

“This was a great turnout for the Denver Campus’ first alumni event within the Career Services Department. As our student population continues to grow, we look forward to having more alumni participation,” says Denver director of career services and alumni relations, William Priante ’90. “As we move forward, our activities will continue to be more focused on bringing alumni to our campus. We have a special challenge in that the majority of J&W alumni in the west graduated from our sister campuses. Over time, we want to demonstrate to them that this campus can be their home too, a great place to gain new skills and also a vital link to employers, colleagues, old friends, and associates, and, of course, a phenomenal pool of new, up-and-coming talent.”

During the reception, the campus leadership team had the opportunity to thank alumni and employers for taking such an enthusiastic and eager stance towards the students and the campus in general.

“What greater proof is there of Johnson & Wales’ success than the caliber and success of our own alumni,” said alumni and career services associate Andrew Manoch ’01. “The Denver Campus wants to continue to celebrate and to interact with J&W alumni who find themselves west of the Mississippi.”

—J&W sophomore Christopher Martin, center, spent time at the Alumni/Employer Reception with William Baden and John Calloway from Keystone Nail salons.

In the months ahead, many alumni activities are planned on the Denver Campus, including educational and networking seminars, social events, and mentoring and tutoring opportunities for younger students.—T. B.
DVC Speaks of Chemistry in the Kitchen

When Chef Keegan Gerhard, executive pastry chef at the Four Seasons Hotel in Chicago, was approached about being the 137th Distinguished Visiting Chef at Johnson & Wales, he declined his former mentor in the kitchen, Gerhard said he knew he would accept when Love, an award-winning pastry chef who was the 131st DVC in 2001, contacted him and said without hesitation, "You have to do it."

During his demonstration, Gerhard shared his thoughts on fruit desserts, the chemistry of cooking and creative combinations of fruits and sauces with more than 200 baking and pastry arts students.

"Fruit desserts are very difficult to achieve," said Gerhard. "To preserve the integrity of the fruit, he cooks it in its natural state because it has enough residual sugar to caramelize itself. Gerhard plays on acids in his fruit desserts, using sugar and pineapple juice instead of water to create a caramel sauce and tempering it with mascarpone cheese.

"I know caramel very well because I've burned a lot of caramel," said Gerhard. He suggested that students put sugar in a pan and cook to every stage just to see what happens. "Don't trust that because a book says something will happen, it will," said Gerhard. "If the first time you have to do it is when it really matters, you are in a lot of trouble."

Recognized throughout the industry for his talent, Gerhard was recently named one of Pastry Art & Design magazine's "10 Best Pastry Chefs of the Year" for 2002. He has been involved with the World Cup Pastry Team USA for several years; in 1997 and 1999, he was chosen to be the assistant to the team, and in 2001 acted as technical advisor and consultant—"the team brought home the gold medal."

A self-taught pastry chef, Gerhard said his experience at Johnson & Wales was enlightening. "Culinary education has come a long way," he said. "Thanks to schools like Johnson & Wales, culinary arts have become a field of respect and integrity." Gerhard has even hired Johnson & Wales graduates at the Four Seasons, including his assistant at the demonstration, Joanna Wolf ’98.

At a luncheon at the Radisson hotel following the demonstration, Michael Santoro, a sophomore culinary arts major from Mansfield, Ohio, was awarded a $1,500 Distinguished Visiting Chef Scholarship to Gerhard's name—S.D.

Providence Campus Mourns Two Lost in Nightclub Fire

In February, an innocent trip down memory lane to see heavy metal band Great White turned deadly when the band's pyrotechnics ignited the foam sound barriers at The Station, a music club in West Warwick, R.I. Debra Di Maio ’99 and James F. Gooden, Jr., a former culinary student who perished in the fire along with 98 others.

DeMaio, of West Warwick, was a graduate of the court reporting program and was pursuing a certificate in paralegal studies at the time of her death. An employee of Treston Inc., she was working part-time at the club and was celebrating her 30th birthday on the evening of the fire. She leaves a seven-year-old son, Justin.

James F. Gooden, Jr., of Cranston, was a continuing education student from 1990 to 1995, working toward a bachelor's degree in management. He was the deli manager for Hi-Lo Supermarket in Swansea, Mass.

David Malagasino ’86, of Westerly, was the blaze although he spent several weeks recovering in Rhode Island Hospital.

Michael Hayden, a Providence campus community member, shared his experiences with his fellow students as did Brian Klein, general manager for the Marriott Denver West property. "When times are good, anyone can manage. During lean times, you must be creative," observed Klein and stressed the need for an industry challenges post-Sept. 11. Directors from several other departments gave humorous and insightful accounts of their journeys up the ladder of success. An all-campus luncheon followed and the day ended with a staff/faculty open house and campus tour for JWU's guests. —Lynn O'Hara-Mawme

Andy Haynes.

"I never have felt so inept as I do at this moment standing before you." Providence Campus President John J. Bowen ’77 told the mourners. "The feeling of helplessness is overwhelming." He offered words of comfort and hope, while urging those gathered to rely on prayer and inner strength, as well one another to comfort with feelings of distress.

The service concluded with the congregation lighting candles in memory of the 100 men and women who perished.

In honor and support of the many victims, Johnson & Wales University has established the Community Care Scholarship Fund to provide assistance to students whose lives have been affected by the tragedy or by tragedy in general, as well as the family members and dependents of the victims. The fund has been set up to assist those who are enrolled or who would like to enroll at Johnson & Wales University. Johnson & Wales also sponsored a special Casson for Community Dues Day in March. Proceeds were donated to the United Way Station Nightclub Fire Relief Fund, which had already amassed $1.3 million by mid-March for immediate and long-term relief efforts.

Contributions to the Community Care Scholarship Fund can be sent care of the fund, Johnson & Wales University, 100 Abbott Place, Providence, RI 02903. Donations to the United Way relief fund can be made to the Rhode Island Foundation, One Union Station, Providence, RI 02903. —Kate Howard

Marriott Brings Experience, Opportunity and Chocolate to Denver

What can Johnson & Wales University students and the Marriott Corporation do for each other? Students attending Denver Campus' Marriott Day had many opportunities to find out. In March, 11 representatives from five local Marriott properties, as well as two chefs from the New Orleans Marriott and the national recruiting manager, South Central region, came together to show the students what possibilities awaited them.

The day began at 7:00 a.m. with culinary demos. Chefs prepared a medley of recipes for students attending Denver Campus' Marriott Day had many opportunities to find out. In March, 11 representatives from five local Marriott properties, as well as two chefs from the New Orleans Marriott and the national recruiting manager, South Central region, came together to show the students what possibilities awaited them. Chefs prepared a medley of recipes for students attending Denver Campus’ Marriott Day, while in the industry Baking and Pastry Institute labs, a pastry demonstration resulted in white chocolate Mendi Gras masks. Panel discussions followed for culinary, hospitality and business students. Moses Herrera, a JWU marketing student and front desk supervisor for the Denver Marriott, shared his experiences with his fellow students as did Brian Klein, general manager for the Marriott Denver West property.

"When times are good, anyone can manage. During lean times, you must be creative," observed Klein and stressed the need for an industry challenges post-Sept. 11. Directors from several other departments gave humorous and insightful accounts of their journeys up the ladder of success. An all-campus luncheon followed and the day ended with a staff/faculty open house and campus tour for JWU's guests. —Lynn O'Hara-Mawme

Norfolk Wins Intra-Collegiate Competition

The Norfolk Campus took home bragging rights as the victors of the second annual Johnson & Wales University Intra-collegiate Student Culinary Competition in March on their Virginia campus. Sanctioned by the American Culinary Federation (ACF), the event included two phases: a timed knife skill demonstration and a 90-minute cooking competition, consisting of an original four-course meal to continue for another year. The event is a great way to introduce students to the demands of competitive cooking, from creativity to teamwork to discipline, and it refines the skills they teach," says Peter Johner, director of culinary education at Norfolk and one of the organizers of the competition. "It also provides a unique opportunity for students and faculty from all the campuses to meet and learn from one another and from world-class judges."

While competition among the campuses is a healthy enough reason for the event, Karl Guggemos ’93, '02 MBA, dean of the College of Culinary Arts, has set his sites on an even larger arena. "Our ultimate goal is to send a student team to the International Olympics," he says confidently.

“During the critique, the judges complimented the uniformity of technique they witnessed between the campus teams,” says Norfolk Campus President Debra Gray. "I consider this to be a testament to our curriculum and faculty. Couch Brian Campbell agreed that the judges walked away with a better understanding of what Johnson & Wales University is all about. Judging by the success of the first two competitions (the Denver Campus won the first competition in 2002), JWU students and alumni can expect a high competition to continue for another year. The event is a great way to introduce students to the demands of competitive cooking, from creativity to teamwork to discipline, and it refines the skills they teach," says Peter Johner, director of culinary education at Norfolk and one of the organizers of the competition. "It also provides a unique opportunity for students and faculty from all the campuses to meet and learn from one another and from world-class judges."

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JWU Magazine

Spring 2003
Voiceless Florence Places 911 Call in Charleston

Tyler Florence ’91 rose to his reputation as the save-the-day chef of TV’s “Food 911,” when he visited the Charleston Campus in April as its 15th Distinguished Visiting Chef. Seen weekly on the Food Network, the celebrity alumnus arrived for “Tyler’s Back in Town: A Special Homecoming,” voice stolen by laryngitis and facing not only demons for culinary students, but also a “911” segment tapping and a cooking competition before a live audience. In true showmanship, Florence declared, “I’ll make it through it, for the show must go on.”

Sure enough, later that morning at the Charleston Area Performing Arts Center, he was the main attraction for an audience of 500 strong, including Florence’s son, Miles, his entire first-grade class and close to 200 area high school students enrolled in culinary programs, some headed for JW&J in the year ahead.

First to take the stage before the fired-up crowd was campus graduate Randall Andrews ’92, now regaled as the “chef in residence.” Andrews, Charleston’s 14th DVC, came all the way from Los Angeles just to enclose the Chef, Jimmy, from Florence were classmates at JW&J and remain close friends. The friendship they share and Andrews’ personality, made him first choice to play host.

For starters, Florence solved a real “Food 911” emergency on stage, just as he does on his highly rated show. To set the stage, JW&J held a public contest in March and requested food dilemmas for Florence to solve. The winner, Alex Clayton, a native of London, is desperate to know how to cook dessert to go with a perfect prawn—no challenge for Florence, a South Carolina native well versed in Lowcountry cuisine. Emergency quelled, the next challenge—a cook-off—paired Tyler against Chef Robert Carter ’89, world-renowned executive chef and partner at the Peninsula Grill, a Relais & Chateaux property in Charleston. Carter, assisted by his brother, Jim, from Atlanta, and Florence, with dad Winston from Greenville, S.C., as sous chef, gave our mystery food basketers, met judges, received instructions from Andrews, and hit their marks as the giant clock started counting down. After 40 nerve-wracking, nail-biting minutes, the competition ended. The judges were satisfied, the crowds were tallied, and Carter was named winner. In the words of Charleston Post & Courier food critic, Theresa Taylor, "Bob Carter won the cook-off, but Tyler Florence stole the show.”

After a signing for his new cookbook, Tyler Florence’s Paula Knobbs, Florence was whisked back to campus for rounds of demos. As a grand finale to the homecoming, Carter prepared a celebratory dinner for Florence and 80 JW&J guests in the Planters Inn Ballroom. Florence had no trouble giving voice to his appreciation for the magical evening, declaring emphatically, “There’s a lot of love in this room.” —Paige Canaday Crane

Industry Group Honors Advertising Student

For the second year in a row, a Johnson & Wales University senior has been selected as one of the nation’s 25 “Most Promising Minority Students” by the American Advertising Federation. Eunice Fung, a senior from Monroe, N.J., was chosen from a field of more than 140 students who submitted resumes and essays. As a finalist, she attended a two-day all-expenses paid trip to New York City where the group networked at the Waldorf-Astoria with media and marketing executives.

"Hard work does pay off," says Fung in response to the honor.

Professor Oscar Chiabato, college chapter advisor for the American Advertising Federation, nominated Fung. "Eunice distinguished herself in my classes as an entrepreneur with very marketable skills for the global marketplace," says Chiabato. In nominating Fung, he wrote, "Eunice has a wonderful personality and commands the admiration of her fellow students as well as faculty like myself who marveled at the talent and energy this young woman brings to the classroom and someday soon, to a fortunate employer." Although she was surprised by the nomination, Fung credited Chiabato with inspiring her to constantly do better on each succeeding assignment in his course. "I guess he knew my potential, and so he pushed me to reach new heights," she says.

As a child, Fung was always encouraged by his parents to excel in a variety of interests. In high school she participated in varsity basketball, tennis and bowling. She has studied piano for 16 years and has also taken art courses at Rutgers University. In the community, she has helped youngsters learn basketball and served as a basketball coach at the local YMCA.

An avid traveler, Fung comments that "if I stay in a new place for a while, I learn the language.” As a result, besides English, she is fluent in French, Italian, Chinese and Japanese.

After graduation, Fung hopes to find an advertising job in New York City where she can further develop her portfolio while managing advertising accounts — James Brison

DVC Ferzaccia in Norfolk Via La Tour

The Norfolk Campus students peppered Paul Ferzaccia with questions, even as the chef of La Tour Restaurant in Vail, Colo., seasoned his lamb.

"What chef has influenced you the most?"

"What inspired you to open a restaurant serving French cuisine instead of American cuisine?"

"What challenges did you encounter in taking over La Tour?"

And Ferzaccia, Norfolk’s 15th Distinguished Visiting Chef, answered them thoughtfully and deliberately during his presentation in late February: "A lot of chefs have influenced me, most notably Freddie Vaner of Ritz Carlton in Switzerland,” he replied. "I think he is the greatest ever.”

And Daniel Goulade has the best French restaurant in all of New York—maybe the world as far as I am concerned.”

"I decided to open a French restaurant because the cuisine being served at La Tour prior to my taking it over was over French, and it is a big risk in changing the menu at an established restaurant. Besides, I have a great love for French cuisine; it was primarily the technique I learned at the culinary schools—Kendall College—I attended; and then at some of my work experience sites.

Lastely, Ferzaccia told the students, "In taking over La Tour, I had some obstacles to overcome namley, menus changes, interior decorating, bringing new clientele into a restaurant with an old reputation, and letting the community know that there would be a new chef without losing business. It has been a wonderful experience, and since I have taken over the restaurant four years ago, the sales have doubled.”

The chef’s culinary career has been extensive with stints at Spaggia Restaurant, The Ritz Carlton Hotel-Chicago, Hotel Continental, The Ritz-Carlton Club of Chicago, Two Elek Restaurant in Vail, and Game Greek Club in Vail. But surprisingly, Ferzaccia didn’t start out wanting to cook. "I was actually studying to be an architect at the University of Wisconsin in Milwaukee, then I took a sanitation class, in order to be a manager at the restaurant I was going to work at over summer break, and my teacher reinforced the job market and opportunities the food service industry offered,” he said. “I decided to go to culinary school and it was the first time in my life that I received all A’s. The love for cooking that I always had was renewed in culinary school.”

The presentation ended with Michael Herer being named the Distinguished Visiting Chef Scholarship winner, along with Daniel Tackett and Scott Ditto being named the Young Culinarians.

—Shannon Curtisi

Employers Rank Hospitality College #1

There’s no debate. More than 100 employers from all over the world have ranked the Florida Campus of Johnson & Wales University as the Best Hospitality College in the southeastern United States, according to the Hospitality & Tourism Educators: "Johnson & Wales is one of South Florida’s best kept secrets” exclaims Fern Canter, director of human resources/labor relations at Tarrybelle Inn Resort & Club. “Most people think of them as a culinary institution; however, they supply a resource for exceptional hotel and potential management staff.”

With more than 500 students enrolled in The Hospitality College at the Florida Campus, these future general managers, directors of special events, and tour operators are just what employers in the hospitality and food service industries are looking for. "The required work experience at JW&J gives the students practical situations that provide realistic experiences of the hospitality business,” says Jonathan Kabo, national recruiting manager of Marriott International, Inc.

Since opening The Hospitality College in Florida in 1997, the programs have received substantial acclaim for delivering industry to the students to needs. Leading the winning team is Karen Lieberman, Ph.D., chair of the Florida Campus Hospitality College and a former president of the Florida Caribbean Chapter of CHRIE (International hospitality educator’s professional organization).

“The Hospitality College is honored to be one of the top ranking hospitality colleges in the U.S.,” says Lieberman. “It is especially gratifying for the North Miami Campus that recruits nearly half as us in number one hospitality school in Florida. Since we are a career university, an industry ranking is of the utmost importance to us, because this is what Johnson & Wales University is all about. We educate and train our students to enter the workforce. Industry is very appreciative and the ranking validates our efforts.” —Z. S.
Swedish Anniversary Celebrated in Transatlantic Partnership

It was hands-across-the-oceans in April, in celebration of the 10th anniversary of J&W’s Swedish Campus. In a characteristic transatlantic business partnership, the campus hosted a forum on urban revitalization featuring Bank of America executive vice president, James Palermo along with cochair Anders Källström, vice president of Västerås Industri- och Handelskammaren, the Western Sweden Chamber of Commerce.

Speaking on the life cycles of Charlotte, N.C., Palermo, in charge of global real estate and security officer of Bank of America, opened the forum by laying out the opportunities and prospects for development of the Charlotte Campus, outlined the history of the city. He told of its being structured not unlike the European town-squared radius of Goteborg. Palermo traced Charlotte’s changes over the centuries from prosperity to a flight of commerce to the suburbs, to gentrification and the city’s rebirth thanks to CenterCity Partners, the community/business cooperative that brought us downtown today. Today it enjoys a vibrant business climate that includes 441 international companies (17 of them Swedish) as series to recreate a sense of an inner community, rich in arts, education and trade; laced with parks, walkways, and bike paths and serviced by an innovative system of public transportation.

Building on public/private funding supported by “boutique taxes” tied to inner city district, the community, he said, is united in its vision for growth. By contrast, Källström, current CEO of the Western Sweden Chamber of Commerce, spoke about the challenge facing his territory as evolutions from nations into regions, creating new commerce and trade. As a conjuncted European Union with 81.8 million inhabitants, areas will compete for young talent. With Sweden is confronting the equation of “brain gain versus brain drain” by focusing on the “byte factor and the hip factor.” Boston and Silicon Valley were the models administrators examined in deciding how to attract the best and brightest. Moving beyond the political mentality of amassing armies to make war, development is being built around the principle that everything starts with money as the road to world class competence—particularly money for research. The biggest money for research attracts the best researchers who in turn connect to the best schools, attracting the best teachers and students who graduate to become the best students and teachers who graduate to become the best students and teachers. Palermo concluded as the common denominator needed to build both cities. Lars Hedlin, one of the founding entrepreneurs of the Swedish Campus, seeded the moment of cooperation to bolster the Johnson & Wales connections that brought the two leaders of commerce together He extracted a pledge they work to support the brain gain of both their respective cities by sponsoring a scholarship for Swedish students. Kathryn Partsch, director of the Swedish Campus, picked up the ball by announcing the launch of a range of new scholarships in marking a decade of success for the University’s only foreign campus.

Entrepreneurship Tops Charts

Wall up another notch on J&W’s tally of mentions among “schools that do it best.” Entrepreneur magazine listed John & Wales on its 2003 annual Top 100 Entrepreneurial Colleges and Universities announcement in April. Including the trend toward demand for formal education in entrepreneurship from its first-course roots at Harvard in 1947 to its place today in more than 400 colleges, Entrepreneur divided the territory into nationally and regionally ranked programs. Schools were judged on 30 criteria including course offerings, faculty, business, community outreach, advisory boards, entrepreneurial initiatives, research centers and institutes, and off-campus programs. J&W ranked among regional programs classified as “comprehensive.”

Entrepreneurship has been a course offering in the College of Business since the mid-1980s with students selling lobsters at T.F. Green Airport as a project practice, noted Paul Tramal, dean of the College of Business. With a half-million dollar donation in 1997 from Edward “Ted” Grace II, to train young entrepreneurs, and a matching gift from restaurant supply magnate David Friedman, the Larry Friedman Center for Entrepreneurship was established and Kenneth Proffit took charge as program director. The center and its initiatives spun off it all connections to the Rhode Island Venture Cooperative to help with funding student ventures; the Rhode Island MicroEnterprise Association, a community outreach program offering free training in starting and developing a small business, the Center for Performance Excellence as well as business incubators, a public library and an on-site market research office and advertising lab. In 2003, an exchange program was initiated with Boston University and Proffitt has visited Eastern Europe on behalf of the U.S. government to consult on youth entrepreneurship initiatives in Poland and Slovakia.

“I’m delighted that we were selected as one of the top 100 entrepreneurial programs, but we won’t be satisfied until we’re number one,” says Tramal.

Today there are more than 200 students in the entrepreneurship program at J&W.—C.S.

Forum Selects Alumni Restaurateur of the Year

Alfonso Contricianni ’79 sat on the stage in front of several hundred Johnson & Wales students. To his left was Lea Linner, the first female operations manager of prestigious Bocuse d’Or culinary competition. To his right sat Michael Barber, co-founder of Food & Wine magazine. It had been a long and sometimes arduous road that led Contricianni to this stage, so be seated among these and other culinary luminaries—people who could rightfully be called his peers. On this day, Contricianni was on the Providence Palazzo to talk about that road and about the several stops he has made at Johnson & Wales.

A graduate and former faculty member, Contricianni’s latest trip to the University was to be part of the International Food & Beverage Forum. The organization, composed of 50 top culinary and hospitality professionals, meets at Johnson & Wales annually to honor inductees into its Hall of Fame and name a Restaurateur of the Year. This year, the forum also awarded an Alumni Restaurateur of the Year and Contricianni, vice president of culinary operations for Kabanasville Restaurants and a certified master chef, became the inaugural winner of the award.

“I was very excited about returning to the University and receiving this award,” says Contricianni. “When I first came here as a student in 1977, the [culinary] school was literally the first two floors of the Friedman Center. It’s amazing to see how far Johnson & Wales has come.”

Other honors included: Michael and Ariane Barber, founders of Food and Art Food and Wine, and Jean-Marie Larcenet, executive chef of the Rittenhouse in Philadelphia, who were inducted into the Hall of Fame; and Hans-Henrik Valknani, chef de cuisine and owner of Chef Dominique, a Michelin Two-Star restaurant in Finland, who was named 2003 Restaurateur of the Year.

As part of the Forum’s activities, Contricianni served on a panel discussing the role of mentors in a culinary career. Contricianni cited several instrumental figures who have influenced his career path, including the late Noel Cullen ’89 MS, ‘01HDR, a former faculty member at J&W, and Senior Vice President of Development Thomas L. Wright ’82, who was dean of the College of Culinary Arts when Contricianni was a faculty member. Contricianni spoke candidly about the need to have direction and purpose.

“The more you sacrifice, the farther you will go. The road that is comfortable may not be the road that is best for you,” he said, recalling a decision to leave a lucrative position at a highly regarded restaurant to return to Johnson & Wales and become a faculty member. That decision led him to begin preparing for his Certified Master Chef exam. At age 35, he became the youngest CMC in the country.

The three-time captain of the U.S. Culinary Olympic Teams, Contricianni has earned nearly 30 medals in competition. A born competitor, he shared his philosophy with students.

“Excite your comfort zone. Figure out what you need to do [to be successful]. Set yourself short-term and long-term goals and then go out and attain them.”—Kristen Adamo

Charlotte Names Administrators

Charlotte Campus President Arthur Gallagher has named the leadership team coming aboard to help with the process of building a new campus from the ground up for Johnson & Wales University. Tarun Murthi ’90 MS, vice president and dean of academic affairs in Charlotte, is moving over to serve as vice president and dean of academic affairs in Charlotte. Mark Norman, former director of Academic Services and vice president of the Greater Charlotte YMCA, was named director of operations; Deborah Langenstein ’88, ’90 MS will be trading her role as Charlotte’s director of career development and alumni relations for the same spot in Charlotte, and Peter Lehmsuller, director of culinary education in Norfolk, will take charge of those programs on the new campus.

Brian Staney ’94, new director of admissions for the campus, formerly at the Charlotte Campus, has already been holding campus tours to build an opening enrollment for fall 2003.

The Charlotte leadership team is a talented group of people who have a clear understanding of the University’s vision and purpose and brand promise of better employment,” says Gallagher.

Along with the first sign of managers to be brought into Charlotte to help with development, Jud Johnson, vice president of University relations, Merlin DiGonti, vice president of facilities management, and Veena (Singh) Bhardwaj, assistant vice president, have been putting in time at Charlotte helping to coordinate

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| From left, Claudio Peppo of Vitkary & Booth; 2003 Alumni restaurateur of the Year Alfonso Contricianni ’79; Christopher Brezil of the International Food & Beverage Forum and Kurt Flatcher, Forum president, take time out from celebrations for a photo. | From left, Erin Forrell, dean of the International Center; Jim Palermo, vice president of Bank of America; Paul Tramal, dean of the College of Business, Kathryn Partsch, director of the Swedish Campus, Ingrid Schneider, Providence Campus vice president, and Richard Koch, University president, gather in Göttingen. |
J&W Celebrates Diversity with Black Culinarian Alliance

While the cold air and a monstrous snowstorm brought New York City to its knees in February, Johnson & Wales University was heating things up at the 10th Annual Black Culinarian Alliance (BCA) Cultural Awareness Salute at the Sheraton Hotel.

“Our involvement with the Black Culinarian Alliance began in 1998, and we are very proud of our association and their achievements,” says Kenneth Levy, senior vice president of external affairs. “Their dedication to delivering a strong diversity message is critical to everyone involved in the culinary and hospitality industries. Our students have gained valuable insight and experience from keynote speakers who have spoken at our campuses, and from the opportunity to assist with the Gala dinner. We are also pleased to host the Alliance’s Leah Chase Scholarship, which was established in 1998 and is funded with receipts from the Gala.”

Founded in 1993, the Black Culinarian Alliance (BCA) is a national, nonprofit educational and networking organization of hospitality and food service professionals. Its mission is to create exposure, as well as professional and educational opportunities for African Americans and to provide a vehicle to support young people who are considering careers in the culinary arts or hospitality industry.

Johnson & Wales was represented at the February Gala by a group of students and faculty from the Norfolk and Providence campuses as well as administrators from Providence.

Sadruddin Abdullah ’00, a chef instructor from the Providence Campus, worked tirelessly throughout the event on a pulled sugar display depicting the BCA logo with three chefs at the base. The eye-popping piece, upon completion, was the centerpiece of the dessert reception held at the conclusion of the evening.

In addition, eight students from the Norfolk Campus prepared one of the dinner courses under the direction of Chef Instructor Dedra Blount ’93. Their featured meal: beef tenderloin with a Hennessy glaze accompanied by a Maryland crab cake, grilled asparagus, and roasted golden beets.

—Scott Cohen

Spring 2003

Radisson Airport Hotel Honored by U.S. Coast Guard

Adding to an already illustrious reputation, and building upon its outstanding reputation in the community, the Radisson Airport Hotel has added yet another honor to its growing list of accomplishments. The hotel was presented a Partnership in Education Award by the United States Coast Guard for partnering in running programs in the City of Warwick, R.I.

Led by Radisson Corporate Sales Manager Cheryl Labbanca, a team of Radisson employees has participated in the Warwick Chamber Education Foundations Mentoring Program for the past six years. The Radisson employees, as well as members of the Fracture Office, located behind the hotel, have given untold hours of personal time to mentor students in two local schools.

“It has been, and continues to be, a very rewarding experience for all of us,” says Kevin Cameron ’00, the hotel’s general manager. “Whenever we can give back to the community, especially through rewarding programs where your efforts have a definite impact on kids, we are very pleased to participate.”

“This is especially true today with the increasing demands on everyone’s time. Too often people get caught up with being pulled in a number of different directions on a daily basis and they forget there is more to the world. This program has been very rewarding from that perspective. I know I speak for the Radisson Team when I say we are pleased to be mentors to these kids.”

To have an even greater impact on the students, the hotel employees have partnered with the U.S. Coast Guard Civil Engineering Unit.

Alumni Awarded the Golden Pallet

For the last 15 years, the Rhode Island Food Bank has been sponsoring an annual Scouting for Food Drive. The drive not only enables the Food Bank to collect more than 400,000 pounds of donated canned goods and perishable items to distribute to needy families, but it also creates a healthy dose of competition by encouraging Rhode Island colleges and universities to compete for the Golden Pallet Award. The Golden Pallet Award is presented to the university that sorts through the most food (measured in pounds). This year, Johnson & Wales, represented by 75 alumni, staff and faculty, took first place honors and the Golden Pallet for sorting through 45,500 pounds of canned goods and perishable items.

“Volunteering for such a meaningful event provided a sense of community within our local alumni,” says Wendy Marcella ’98. “I am glad that J&W provides such assistance to our community and think it’s terrific that J&W works with alumni as a resource for these important projects.”

J&W alumni also supported each other—as some were sorting food for the food bank, others were providing snitzers by donating dinner options for the Johnson & Wales University volunteers. Kevin Milonzi ’96, executive chef, and Paul Vogt ’00 MBA, general manager, of Atomic Catering and Restaurant Prov donated dinner for one batch of volunteers. Kevin Cameron ’00, general manager for the Radisson Airport Hotel Providence, accommodate another group of volunteers.

With such caring and enthusiastic volunteers, Lori Zabatta ’95, manager of alumni relations for the Providence Campus, is organizing another event in conjunction with the Rhode Island Food Bank.

“The turnout and responses from our alumni was amazing,” says Zabatta. “We have received overwhelming requests for Johnson & Wales University to sponsor additional volunteer opportunities. Due to the feedback from our alumni, our department is inspired to coordinate new and upcoming community service projects.” —K.H.
Sweden Campus Marks a Decade

Dozens of alumni of J&W's Sweden Campus gathered with friends and University administrators at the Radisson SAS in Gothenberg, Sweden, in April, to celebrate the 10th anniversary of J&W's only overseas campus and to toast its future.

Above: From left, Mona Horman '93, an unidentified alumnus Anna Palm '96, '97 MBA and Inger Christensen, Sweden Campus accountant.

NSO Oscars

Johnson & Wales University hosted its 11th Annual NSO Oscars Awards ceremony in April. In addition to more than 150 students, 20 alumni came out for an enjoyable evening at Rhodes on The Pawtuxet, Cranston, RI.

Front row, from left: Laura Sillman '91, Leanne Brown, Lori Zobatta '93 and Alycia Arquadi '92

Above: From left, Pam Rogers '98, Nicole Lebboed '97 and Gayle Kissell '97

Boston Alumni Reception

Representatives from the Office of Alumni Relations for the Providence Campus were delighted with the turn out at the alumni reception in Boston. Although the event was initially postponed due to bad weather, the University was happy to host 80 alumni and friends at the Boston Harbor Hotel in April. Participants enjoyed an evening of food, fun and memories, and a brief presentation on new alumni programs and services being introduced.

Above: From left, Emily Beyer '99, Melissa Hess '99, Carla Ngua '99 and Heather Goff '92

Left: The sculpture depicting the new John Bunker Hill Bridge crossing the Charles River in Boston

Las Vegas Reception

Alumni and J&W representatives from the offices of career development & alumni relations at all five campuses gathered at the MGM Grand in February to network and discuss future opportunities for alumni.

Above: From left, Matt Colier '97, Jeffrey Aspera '95, David Wahlos '87, Kathy (Russo) Wahlos '87 and Bill Prater '90

Right: Heather (Buck) Wren '93 and her husband, James

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J&W Magazine
WORKING TO BE MVPs

By Rebecca Banks Zakin

Chris Wheeler '98 has a Super Bowl ring. “It’s like wearing a watch on your finger,” he laughs, describing the large piece of jewelry he was given when the New England Patriots won the Super Bowl last year. Wheeler’s ring is similar to Tom Brady’s in every way but one—the quarterback’s ring says “Team”, Wheeler’s says “Staff.”

Wheeler is the stadium operations manager for Gillette Stadium, where the New England Patriots play, and operations manager for the New England Revolution, the professional soccer team for which Gillette is also home. He is the right-hand man to the director of operations and as such he helps keep the stadium humming, supervising the custodial staff, the overall maintenance of the property, the set up and breakdown of events.

As a huge sports fan, Wheeler is delighted to be so close to the action. He knows that his work makes the game days possible—for the players and the spectators. Many Johnson & Wales alumni share his passion for sports and the lucky ones have careers near the field, the court, the rink, the racetrack, and the golf course.

TRAINING CAMP

“People used to fall into this business,” says Stephen Pyle, chair of The Hospitality College at the Denver Campus. “There was no formal education. People would come from a sports management background but with no hospitality training. Then the industry came to J&WC and said ‘We have a need for employees that is not being filled—people who can run arenas.’”

With that need in mind, an industry panel was convened and a Sports Facilities Management curriculum was created—basically a hotel management program with five additional courses. The new major was introduced in 1994 with 25 students at the Providence Campus but it was slow in getting off the ground. In need of re-tooling, Stephen Pyle was brought in as director of the program, it was renamed Sports/Entertainment/Event Management (SEE) in 1997, and the curriculum was refocused, losing the heavy hotel curriculum and adding more courses specific to public assembly facilities management.

“But the core is the same—marketing, hospitality human resources—and that’s why our program is different than other schools, where we’ve got a business plus hospitality focus,” says Pyle.

That combination is crucial, he emphasizes. “The competition for entertainment is so complex for the consumer. The way you make your arena different is through service, high-end hospitality, and you don’t learn how to do that in a business-only program. J&WC was the first to realize this. Now other programs are trying to get on the band wagon and add hospitality courses.”

THE LINE-UP

Sports fans can find a wide variety of positions working with professional teams or in the stadiums and arenas: scheduling, operations, box office, marketing, promotions. Pyle points out that many students come into the SEE program wanting the glamour of working with a big team but find there are so many other avenues out there.

That’s the way it was with B.J. Voss ’00. “I’m a huge sports fan and that’s why I went to Johnson & Wales,” says Voss. “I saw what they had—at the time it was Sports Facilities Management and then they changed it to Sports/Entertainment/Event/Management—and that’s what I wanted to do from the get-go. I actually wanted to go be on a team—do marketing for a team or something like that but I fell in love with the building side of it. You get the variety with the building. With the building there’s something new every single day with every show.”

Voss definitely gets variety. He is the event manager for the Dunkin’ Donuts Center in Providence, a 14,000-seat arena that is home to the Providence Bruins and the Providence College Friars as well as a host of traveling shows. “I am the liaison between the building and the show promoter,” he explains. “Once a show comes in, I run it from start to finish.”

And that’s about as tough as it sounds. Long days are typical when you work jobs like Wheeler and Voss do—on a Bruins game day, Voss works from 9 a.m. to close to 11 p.m.—so is working holidays and weekends. And the pace is break-neck. Wheeler recalls last summer’s opening of the new Gillette Stadium as an example of a not unusual summer weekend: “We had a Rolling Stones concert, followed by a soccer game followed by Monday Night football, so it was the Rolling Stones concert Thursday, soccer game Saturday, Monday Night Football Monday. Before you know it one event’s over and another’s about to begin. That was pretty crazy.”

Lifestyle is a word you hear often when talking with people.
in this industry. All but one of those interviewed for this article used it when describing their jobs.

"I tell my students ‘When you go into this it’s not a career it’s a lifestyle,’" says Lee Eckelsten, assistant professor in The Center for Sports, Recreation and Event Management in Providence. Eckelsten started out sweeping the basketball court during games while a student at Dean College and over his career has been the executive director of the Providence Civic Center (now the Dunkin Donuts Center) and the Fleet Skating Rink as well as the 20,000-seat NNENX Arena in Manchester, England, among other positions. "You spend a lot of nights, weekends, holidays, because you’re in the service business. You have to be prepared for that. But I’ve had a wonderful career and I wouldn’t change a minute of it."

"The nature of the business is long hours," agrees Voss. "They’ll work you like a dog, but it’s absolutely the coolest job in the world."

It’s a lifestyle that suits a particular type of person it seems. "These are type-A people, athletic students, many are high performers with high GPAs and they are very driven," notes Pyle. "And they are very aggressive. Guys who run events are not quiet meek guys."

Jamie Ahrens ’00 remembers discovering the major that would lead to the career that suits her to a tee. "I had switched majors a few times. And I was just about to go into registration when I was flipping through the catalog and I saw this. I had no idea you could do this for a living."

Ahrens, who had played sports in high school and college—and still does—is now the assistant manager for scheduling and events in the athletics department at George Washington University. Ahrens juggles three athletic facilities, including a 5,000-seat arena. It’s hectic but she loves her job.

"There’s something about the energy that comes whenever you have a large group of people. You just always have this amazing energy and I’m really drawn to that," she says.

**MAKING THE TEAM**

Alumni and faculty agree that this is a challenging business to break into. Particularly when prospective employees have stars in their eyes.

Wheddon’s advice to aspiring general managers: "Take whatever job you can possibly get in the business, no matter how remotely attached it is to the business with the thought in the back of your mind that this is just a stepping stone to where you eventually want to be. You’ve just got to get your foot in the door and take whatever job comes your way. If you’re picky you’re just going to be treading water forever and not getting anywhere."

Kim (Ramsay) Picard ’87, is the office manager for NASC and International Speedway Corporation. Picard graduated from J&W as a Travel-Tourism Management major well before SEE came into existence. She worked in travel agencies for years before this huge racing fan found herself making travel arrangements for NASC’s employees. She believes it was her experience that got her her dream job.

"This is not somewhere you would start fresh out of school," she says. "This company—and probably other sports companies—are very fast-paced. You’re constantly boom, boom, boom, go, go. It’s good to get some experience, get your foot in the door even if it’s not sports related, just if it’s something that would help you get there. I’ve been out of school forever and it seems so it took me a while to get here."

And Jamie Ahrens won’t ever forget the valuable advice she received from Stephen Pyle when he was her professor—get involved with professional organizations and network. Ahrens’ involvement with the International Association of Assembly Managers led directly to her job at George Washington University.

"It’s a lot of who you know, not just applying for a job and sending your resume," she says. "You have to market yourself."

Ahrens believes that to be especially true for women. "Being a woman in operations, in a typically male-dominated kind of business, events and sports, poses a challenge because you have to prove yourself. We’re breaking in, though."

Pyle agrees that this has been traditionally a male-dominated business, particularly in the large sports venues. "Yes, it’s an old boy network but it’s changing rapidly," he says. "We started out 75 percent men and 25 percent women, but now we’ve got more women in the program in Denver."

**AIMING FOR THE HALL OF FAME**

Chris Wheeler has a Super Bowl ring but has his eye on golf championships. His dream job would be to run tournaments for the PGA. B.J. Voss will be adding to his education soon by heading to law school. He wants to be a sports agent: "Bigger than Leigh Steinberg," he says, evoking the legendary agent. Jamie Ahrens wants to be the booking manager for a large multi-purpose arena—a Madison Square Garden or MCI Center. All three are well on their way and have clearly identified the paths they need to reach their goals.

As for the SEE program, the Florida Campus has created a specialty in golf management and Pyle sees that as the wave of the future. "My dream for SEE," says Pyle, "is that each campus would specialize in a segment. I see [Denver], because we’re such a sports town—the sports market is very strong here with professional lacrosse, baseball, football—really involved with sports. Providence is entertainment-based, you want to work on Broadway you go there. Charleston has great in-roads with tennis, but when the University goes to Charlotte it’s racing—NASCAR, racing pick-up trucks. Racing is huge there."

The possibilities for the concentrations are endless—a dedicated sports line, music management, gaming. And the program’s appeal will continue to grow. "This is a high-growth area. It’s a real glitzy thing with 13- to 18-year-olds," says Pyle. "And who could blame them. As Wheeler points out, ‘What other job in the world gets you a Super Bowl ring?’"

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**Chez Shea**

C one are the days when all you can get to eat at a baseball game was a hot dog. Derek Browning, ’96, executive chef at Shea Stadium in New York, serves Mets fans sautéed lobster tails with shrimp and sautéed asparagus—well, Mets fans in luxury boxes, that is. Browning joined the Mets a little over a year ago, taking a job with ARAMARK, which handles the food at Shea. As executive chef, Browning supervises 52 luxury box suites, three restaurants (two for season ticket holders and one for the press corps), three catering rooms and a picnic area that can accommodate up to 1,400 people.

"It’s pretty busy from April through September," he says. "You can work like crazy for two weeks and then the Mets go on the road so maybe I’ll get three or four days off in a row. But in the off-season, I get weekends off and it’s pretty much nine to five—and I get to meet the players so that’s good."

Browning and his staff feed the ballplayers every few days. "We might feed them one day and then they’ll have Chinese the next and then pizza and then we’ll feed them again," he explains. "They mix it up that way."

He describes the players as easy-going and down-to-earth. "They like pastas, meat and potatoes, simple food and nothing too fancy," he says. Browning is a big basketball fan but he’s getting more into baseball—following the scores, learning the players. He had been working at Le Meridien Hotel in New York but after Sept. 11 there was a dip in the industry and he started to look for a more secure position outside of hotels. "ARAMARK’s a good, secure company," he says. "And, hey, everybody loves baseball."
Twenty years of study abroad programs have broadened students' horizons—and made real links to international businesses in a host of industries.

By Jennifer Brouillard

You can’t really be America’s Career University without knowing—and experiencing—the world. Johnson & Wales University knows that and has reached out to bring the international home—in business classes, culinary labs and hospitality lessons. Twenty years ago, J&W moved further into the global arena, sending its first group of students abroad to learn in another country.

“The international hospitality industry was growing, and students were clamoring for lengthier exposure to the international environment,” says Paul Lacox, the dean emeritus of international affairs, remembering the genesis of the study abroad programs. To accommodate this demand, J&W first offered senior students a term abroad in London with Schiller International University during the fall of 1983. Students took three courses in economics, political science and hospitality with Schiller faculty in Schiller classrooms.

Tracy Kurbas Billaud ’84 was one of the 12 students on the 1983 London Study Abroad program. “I decided to go because I was interested in traveling and experiencing different cultures, and knew this was a wonderful opportunity,” she says. “[The Study Abroad Program] gave me a global view of life: how different people live and how we [Americans] fit into the grand picture.”

Five years later, J&W accepted an invitation from the International Institute of Tourism and Management in Semmering, Austria, to use its facilities for another study abroad program. This time, however, J&W professors taught the courses—one in hospitality and one in a foreign language—for a month that summer. The Austrian program was so successful that in subsequent years different locations were used, including Lausanne, Switzerland, and Paris.

Lacox points out, however, that there were three problems with J&W’s first attempts at study abroad. First, student language ability limited the study abroad opportunities to only English-speaking countries. Second, students could not always afford the cost of the program. Third, there was a perception that study abroad was for language studies only. J&W set about to combat these problems and Lacox says, “Ultimately a very successful program emerged and prospered to this day.”

College of Business study abroad programs helped set the standard for successful study abroad opportunities in all the colleges today. The first College of Business study abroad program began 10 years ago at The Hague School in the Netherlands, coinciding with the opening of the Sweden Campus and the beginning of the International Business major. The program followed the same format as the Austrian hospitality program in the sense that it was three-to-four weeks in length, taught by J&W professors in English, and planned to include visits to organizations and businesses relevant to the discipline at hand.

It is, in fact, J&W’s access to businesses in foreign countries that makes the study abroad programs stand out from a typical cultural tour of another nation. From the start, J&W students and faculty benefited from case studies and professional visits,
where faculty could network with business-nesses both in the U.S. and abroad, while students received exposure to businesses operating in contrasting cultures. These visits were arranged directly by the professors and their contacts or with the assistance of J&W contacts abroad, and were often times relevant to the case studies being taught. In the Australian study abroad program for summer 2002, students visited a Harley Davidson dealership and a Coca-Cola plant to coincide with the case studies they were discussing about these companies. These students also visited IBM, city economic development centers, and even a timber mill, providing exposure to businesses on the local, national and international levels.

Receiving an international experience was a University priority not just for students, but for faculty as well. "There were faculty teaching international business courses who had never had a passport," notes Gwen Lavoie, director of international programs and one of the faculty members on J&W’s first hospitality study abroad program to Austria. To expand faculty’s global horizons, J&W offered them the chance to teach students abroad and participate in the administration of the program. With J&W faculty at the helm, courses could be taught in English, thereby eliminating the language problem for students. Locations were selected where J&W already had contacts via articulation agreements or other arrangements, schools had available classrooms, and residence facilities were nearby. In recent years, study abroad programs have included such places as Italy, Eastern Europe and Malaysia, where faculty leading the groups have been familiar with the region or the contacts there. Generally two faculty members accompany a group of 15 to 30 students.

Study Abroad’s program structure has remained solid almost since its inception. But there are some differences between the program then and now.

"The biggest difference now is that there are a lot more options out of all colleges and even the campuses," notes Erin Farrell, dean of international affairs and former director of the Sweden Campus. "The College of Culinary Arts began its own study abroad program last year, providing more opportunities than just international co-op. The School of Technology is starting its first study abroad program this year. Previously, students from the School of Technology could go on a College of Business or arts and sciences study abroad program, but the information wasn’t relevant to their own curriculum."

Campuses other than Providence are becoming involved in the study abroad concept. The Florida Campus, for example, overseas and markets several study abroad programs, including one that is a partnership with the Providence Campus.

Marketing study abroad programs across campuses, Farrell notes, "is something we would like to replicate because it’s really how [programs] get populated. Everyone’s range of choices is expanding. SWAP [Summer Work Abroad Programs] is another difference. It just expands the range of options, plus it allows J&W faculty to be with students and guide the curriculum."

Lavoie agrees, and adds that the programs also have changed in the sense that "there are many more excursions of a professional nature, instead of just cultural."

How much time students are allowed to spend abroad is another welcome change. The summer programs—the original study abroad programs—last for three-to-four weeks, but there are five one-term-abroad programs during the spring that last longer: the Sweden program, three language and cultural immersion programs for the College of Business, and an international hotel and tourism management program with J&W faculty in Switzerland.

As the programs grow and expand, the international affairs office, working with the academic deans, has set international program goals: Stay competitive with other colleges who offer international experiences, provide cultural orientation and personal experience abroad for students who live and work in a global society, and develop enduring relationships with institutions of higher learning overseas for a wide variety of programs, including exchanges of faculty and students, co-op assistance, etc.

Another goal is coordinating marketing efforts. These efforts have resulted in the J&W Study Abroad Fair, at which all colleges are represented. While there, students interested in study abroad programs speak to faculty who are program advisors.

"Another big change now from previous years is that all students process their applications with us instead of the program advisors," Farrell says. "We handle all of the paperwork, from the hotel and flight bookings, immigration issues, and making sure the credits fit into the students’ schedules. This way the program advisors can focus on the academics and the industry visits."

Before committing to a Study Abroad program, students need to consider the appropriateness of the curriculum, if they have enough credits available, and if they meet the minimum standard of a 2.75 GPA (certain programs have an even higher minimum GPA standard). They must also have a clean record with the Dean of Students Office and be approved by the advisor running the program. Some students go abroad even though they don’t need the credits, so they can at least have the experience noted on their transcripts.

In the long run, students get a lot out of the experience: "I’m seeing something I wouldn’t see in Rhode Island or New York. Service is very different; the manners are very different—no matter what, everything is very different. We [in the U.S.] take so much for granted," said Tracey Aquino ’01, after travelling to Eastern Europe in 2001 for her Study Abroad program.

There is something to say about the managing effect of study abroad, especially in the area of acceptance of responsibility," Lavoie notes.

Lavoie elaborates, "Through study abroad, students have broadened horizons and a deeper appreciation for other cultures, even their own. In countries where things don’t work as well as here, it makes you appreciate the conveniences you have when you see others that don’t have as much."

Farrell adds, "Also, when you see how other people perceive Americans, that’s really a learning experience. Sometimes people admire the American business instinct and strategy, and sometimes not."

International perceptions of Americans became a major consideration after Sept. 11, 2001. Because of the terrorist attack, J&W’s International Center expected programs to be cancelled or lose support, but their numbers grew regardless, from 200 students to 267, not including FAM tour—the familiarization tours for which hospitality students plan arrangements. Farrell attributes the increase to a concerted effort to recruit from other campuses and the new College of Culinary Arts Study Abroad program that didn’t exist the previous year.

Still, the participants had to be prepared. "We were immediately confronted with and had to focus on what to do with students and parents," says Farrell. "We had to make them feel secure, but not too secure." To do this, the International Center printed out state department warnings, set stringent University policies, and ran orientation sessions to ensure that students understood the risks of traveling abroad and what was expected of them. The Center also increased communication with parents to let them know about these new policies and to get their consent for students under 22 years of age. They also sent parents program itineraries and student contact information for their students’ time abroad.

"Barring anything unforeseen," Lavoie summarizes, "we’re going to keep on keeping on."

And that’s a good thing, because study abroad has become popular, very popular. In fact, the department has already reached in Vision Point for 2006 of increasing international study and work opportunities. "We didn’t see right away how the summer programs would grow so fast," Farrell explains, "and the term programs have supplemented those numbers. Farrell estimates that the number of students going abroad each year, in all programs, is between 400 and 500. Ashlee Perbach, a senior majoring in marketing, is one of those students. She spent part of last summer on a trip to Australia, studying foreign businesses. While abroad, she said, "This trip is teaching me more than we imagined about business, foreign customs, and an appreciation for what opportunity is out there in the world." Recognizing his own growth upon visiting Poland and the Czech Republic, Phillip Chen ’02 had no doubts about the value of his travels. "To see something outside the United States is to stretch myself. I need to.
Just Plain Horse Sense

Why a business college built an award-winning equine program and where it’s going.

By Jodi Hoatson

In a business college, you might expect a lot of talk about bulls and bears—but horses? How do they come into play?

In a big way, actually. More than seven million Americans are involved in the equine business, according to the American Horse Council, the national lobbyist organization for the horse industry. That’s more people than are employed by the nation’s railroads, more people than are in radio and television broadcasting, more people than are involved with the manufacturing of coal or tobacco products. In fact, the equine industry produces annual goods and services valued at $35.3 billion.

So horses were a natural addition to Johnson & Wales’ studies of bulls and bears. It goes back to 1980 when Colonel John McNulty, former dean of students, described his daughter’s interest in all things equestrian to University Chancellor Morris Gabe over dinner. From that conversation, a program was born. The two decided first to launch a riding program as an extracurricular activity. The response was so overwhelmingly positive, that now, 23 years later their idea has blossomed into an award-winning program located in a barn with a 32-stall barn and indoor riding hall in Rehoboth, Mass.

Equine studies began as a two-year associate degree specializing in equitation or farm management. In 1981, the first class of 35 students trained on 20 horses at Journey’s End, a 100-acre complex in Sutcliffe, R.I. In 1982, current Equine Center director, Beth Beukema, joined Johnson & Wales and equine studies. Beukema took on the task of changing the curriculum, adding a stronger equine science element to the program and adding new courses to broaden the degree. In 1996, the University purchased Britanny Farms, an 11-acre horse farm in Rehoboth. Today, J&W’s Equine Center encompasses 31 acres with a barn, indoor riding ring as well as three outdoor arenas and pastures.

But it’s not the gorgeous facilities that set J&W apart from other equine programs, says Beukema. From the beginning, a strong curriculum made J&W unique. "Johnson & Wales was different, we were the first school to develop a business degree in equine," she says. "Southern schools had riding, but not as part of a business curriculum. We had the major in business that fulfilled many of the needs in the industry. Several schools have now copied our curriculum."

Students pursuing a bachelor’s degree combine riding train—
majors, including travel and tourism, accounting and sports/entertainment/event management. "The equine industry is broad," says Beukema. "Our students can get a job in any kind of management arena or work in communications, insurance or real estate. Anything that has a background of horses or farm management can translate through our degrees. Many of our students do the hands-on teaching or training, but there are many more things open to them if they want to make a change."

Just as other business students prepare to join the global community by traveling, many equine students accept international assignments either as part of an internship before getting their diplomas or after graduation. Lucia Rapalaya '00 traveled to Holland in 2000 for an internship with Bert Rutten, a dressage trainer for the internationally known company Stal Rutten and a former Olympic rider for the Netherlands. After graduation, Rapalaya returned to Holland for eight months and was then offered the head dressage trainer position at Denville Kanani Farms in the San Francisco Bay area. Rapalaya says that her experience abroad and her education at Johnson & Wales was a positive and exciting experience that has helped her greatly in her career.

"Johnson & Wales gave me the skills and confidence that I needed to have a successful career as a professional dressage instructor," she says. "The program and its wonderful professors gave me so many amazing opportunities that I otherwise wouldn't have been able to have."

Confidence is a recurring theme when speaking with equine studies graduates. "The equine program helps students to gain the confidence they need to experience new things," says Carolyn Miller '96, owner and manager of Greenstone Farm in Culpepper, Va. After graduation Miller and her husband bought Greenstone and 125 acres of land to build a horse-breeding farm from scratch—barns, fences, everything. Miller says that her equine studies education gave her a great knowledge to build from. "Johnson & Wales gives students a broad-spectrum knowledge base on which to build," says Miller. "The program is a nice mix between academic and practical learning. The most valuable part of the program for me was the Equine Nutrition courses."

While starting a new business is a rocky proposition in the current market the recent downturn hasn't hurt the equine world. "The economy hasn't hurt business," says Beukema. "People are still riding and buying horses. People are passionate about horses, so it hasn't had as much of an impact."

Beukema points out that the segment of the population that owns horses and stables would give up many other things before they would consider not having their equine addiction fulfilled. It's a lifestyle, not a luxury.

A relationship with J&W is something of a lifestyle, too, for alumni who don't want to leave their alma mater. Stefani Watson now serves as the program's development representative and facilities manager of the equestrian center. Other alumni are returning to the program in the form of mentors or trainers to incoming students. And Beukema says that several students are now coming to Johnson & Wales as a result of graduates talking about their educational experience.

"Many students coming through the doors now are students of alumni in barns around the country," she says. "They've trained them and now their pupils come to Johnson & Wales to continue their education. It's really fun to see them. It's like a second generation."

As the Equine Center educates another generation of equestrians—the "children" of past graduates—Beukema looks to the future with hopes of expanding the center at its current location. She would like a separate classroom on the second floor of the barn and is hoping to raise money for a second indoor ring and more stabling area, for both training and competitions.

She is also hoping to expand into a different location—Florida. Beukema has been talking to administrators at the Florida Campus about their interest in possibly beginning a program there. Citing a "huge Florida equine industry," Beukema believes the program would do well in that region. Besides, she says with confidence, "there's no program in the deep South like ours."
Healing
by Design

Entrepreneur-in-Residence Jeff Mason Creates an Alternative for Long-Term Care
By Cathy Sengel

Jeff Mason's perspective of human needs was indelibly altered as he watched a favorite aunt die six months after being placed in a center for assisted living. Before losing her driver's license and with it her independence, she had been "energetic, vital, gregarious and life-loving." To Mason's mind, "she just died from a loss of spirit." Mason became convinced that there must be a better alternative to long-term care for the elderly and disabled. His graduate work in humanistic psychology gave him a lens for viewing the world through the lives of clients and patients, and the knowledge that home is intrinsic to one's sense of self, security and well being. Today he is poised to offer the world HealingHome—prefabricated, modular units individually retrofitted to meet the physical, environmental, and technological needs of the occupant. Suites are designed to adhere to local building codes and attach to existing structures.

"When people are faced with a major disability, it's very important that they are not disconnected from all they know and value. Institutionization should be a last resort," says Mason, entrepreneur-in-residence at the Larry Friedman International Center for Entrepreneurship at Johnson & Wales' Providence Campus.

For the past two years he has worked tirelessly with a team of architects, designers and technical advisors called iLogi to develop a viable alternative. Their creation, HealingHomes, makes it possible for people with disabilities to remain with their loved ones in the setting in which they are most comfortable and at ease—home suite home. Paying particular attention to studies that have proven that an environment can be built to promote healing, elements of therapeutic value, like bay windows that maximize natural light, have been incorporated.

"Historically, the medical community has always deemed doctors' needs as a highest priority. Our impetus has been to create a patient-centered environment," Mason says.

Structures can be outfitted to include three levels of technology. The first level allows a patient to sit in a bed equipped with an armature with touch-panel control of every function in the room, from heat and light to windows and air filtration systems. The second tier has a teleconferencing component that lets the patient communicate visually and audibly with doctors for virtual house calls, and connect to the most cutting-edge telemedicine. An entertainment center for CD's and DVD viewing adds to the comfort of the environment, closed-circuit TV can fill screens with nature scenes and spectacular vistas. On a third level, built-in technology monitors vital signs and feeds information across distances. Behavioral counselors and psychiatrists can visit via interconnected networks. Biofeedback training can be programmed into the system allowing a patient to recognize and control his own responses to stress.

Two years of anthropological research in Africa on three tribes in the "hinterland of Liberia" and the nature of creativity gave Jeff Mason his sense of "the range of human potential we all have if we're not too shy or too afraid or too inhibited to utilize it." He sees the advantages in offering the informed ways to remain with loved ones and contribute to their own care. Studies done by the American Association of Retired Persons (AARP) show that 90 percent of those polled hope to be able to live out their days at home. "Whether child, adult or senior, anyone can benefit from the safety and familiarity of being with loved ones. We've seen so much press on the negative aspects of nursing homes, HealingHomes offers an alternative. It's not a panacea, but hopefully it will go a long way," Mason says.

It is a way in need of paving, he adds. "We are an aging society. When baby boomers burst into full bloom and enter the senior population their numbers will go from 20 million to 35 million in one decade." Current solutions are inadequate to meet their needs. By the year 2030, one in five Americans will be a senior citizen. The situation will be even more serious in Canada with 34 percent of its population in that category. Need combined with demographics makes an enormously compelling argument for his product.

"Accelerations in the advance of medical care and pharmaceuticals have Americans living to an average of over 77 years. We are at an ever-greater risk of out-living our resources," Mason argues. Current health care systems are built on a "spend-down-until-you-die" model he says can't accommodate the extended life humans are experiencing. "The Federal treasury is not equipped to subsidize care under the current system and that inadequacy will have a direct impact on every tax payer in this country."

By his math, HealingHomes are a safer and saner investment in the future. The average cost of care in a nursing home or assisted living center comes in at $3,500 to $6,000 a month. In comparison, Mason estimates his standard unit will retail at $50,000 or lease for $1,000 or $2,000 a month—a fraction of the cost of institutionalization. The fact that units can be mortgaged with payments of $300 to $400 a month makes them sound financially, in his mind. "You could be using the resources of your loved one while having the positive experience of becoming a care provider, and when it's done meeting its need, the suite becomes part of your real estate."

Mason and his team's work has not gone unnoticed. After meeting with the assistant secretary of policy and research for the Department of Housing and Urban Development (HUD) in Washington, the agency has offered to back a study of the feasibility of Mason's plan, and wants it to be part of the solution for future housing. "It's an expression that on some level they see some viability to the approach and they're willing to make an investment," he says.

While he's secured the support of a long line of federal and state agencies, Mason has yet to find the right financial backers for his endeavors. He half-jokes that he is on-call, around the clock to offer a view of his vision to anyone expressing interest. All who've been introduced to his project agree it's an innovative concept whose time has come. The first prototype could be on display in Rhode Island by summer. Thanks to the challenges, support and enthusiasm his passion-driven enterprise has encountered, he views his efforts with the spirit he mentors for JW's students.

"Entrepreneurship is a contact sport and if you don't embrace it on that level, there will be a rude awakening," Mason says, adding that anyone who is passionate about an idea and wants to see it through will make significant sacrifices. For him, the rewards are intangible, but intrinsic and go well beyond profit margins.

"To see so many become so invested in something so beneficial to a large number of people is something I wouldn't trade for anything," Mason says. "The genuine human experience has been so enormously valuable for me personally and professionally that I will look back on this as two of the best years of my life, regardless of the economics."

For more information about Jeff Mason's company go to www.healinghomes.com.

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Robert McCusker is a restaurant guest curator and manager for the St. Agnes Kingdom Hall. Disney World in Lake Buena Vista, Fl, has hired him and his family live in Lakeland.

Stephen Quick is the vice president of dining room services for Fountain’s Retirement Communities in Tucson, Ariz., where he also lives.

James Wainwright is a test engineer for Thermo Environmental Instruments in Franklin, Mass. He lives in North Attleboro.

Joseph Cadura is a vice president in purchasing and merchandising for USR Products Inc., in Everett, Mass. He lives in Dedham.

David Sood is president of INFINITech Corp. in Shrewsbury, Mass., where he also lives.

Michael Bartolucci is a regional service manager at Philips Medical Systems, in Fall River, Mass. He lives in West Babylon, N.Y., where he also lives.

Todd Seaberg is a programmer with Plase Associates Inc., in New Haven, Conn. He lives in Waterbury.

Barbara (Rosserane) Swain-Palley is president of United Employers, Inc., in Troy, N.Y. She lives in Schodackville.

Dennis Gregoire is a consultant with Gensler & Associates, a technology company in Cambridge, Md. He also lives in Atlanta.

Brian Heiser is a sales manager for the North Dakota County Information Technology Department in Madison, where he also lives.

Peter Delmas is systems support manager for the Milwaukee County Information Technology Department in Madison, where he also lives.

Steven Ulmer, owner of My's Burly Bob's BBQ in Medford, Mass., recently opened a location in Stop & Shop in Framingham, Mass. Ulmer's goal was to bring quality food to the people.

Christopher Nawak is a guidance counselor at St. John's High School in Reading, Mass., where he also lives.

Charlie Byhout is a market analyst for Hillgrove/Brady's Vision Care in West Mifflin, Pa., and he also lives in Slippery Rock.

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Laura Walter '80 and Anthony Miklos are happy to announce their marriage on May 27, 2003, at the City Hall of Buffalo, N.Y. Laura lives in Amherst, N.Y.

Laura Truanston is an attorney for The Janssen Law Firm in Rahway, N.J., where she also lives.

Jane Wagner is a manager and buyer for Gardner Paint Show Gallery in Malver, Pa. She lives in Mills.

Jared Winer is a sales representative for ACI Security Services Inc. in Atlanta, Ga. He lives in Atlanta.

Mary (Rogers) Young is a corporate travel consultant for American Express Corporate Services in Philadelphia, N.J. She lives in Wayne.

Daniel Steiner is a meeting planner for Topper Scott & Associates in New Canaan, Conn. She lives in Stamford.

Rachel Stenmark is the career manager for Envision Suite Hotel in Colorado Springs, Colo., where she also lives.

Debra Reberg is a sales consultant for Risk Control Inc. in West Palm Beach, Fla. She lives in Hollywood.

Heather Bartholomew and Jason Kokrinsk '90 were married Nov. 19, 2000, in Palm Beach Gardens, Fla. Heather is a personal banker at Republic Bank in Palm Beach Gardens and Jason is a sales chief in private industry. The couple lives in Palm Beach Gardens.

Sara Eshen, MBA, is a manager, financial analyst, and finance analyst for the Generali Group in Waltham, Mass. She lives in Providence.

Cathleen Mullins is a sales and event manager for Van Alen Mount Vernon Mountain and Spa at Vail, Colo., where she also lives.


Stephanie Watson recently accepted a position at Architectural Planning Group in New York, N.Y., as administrative assistant. Until recently, she was employed at Industry, Inc., a management consulting firm in New York City.

Sally Cohen is a sales representative for Lincoln MK in Detroit, Mich., where she also lives.

Jenifer Waid is the chief operating officer for Artisan PR in Detroit, Mich., where she also lives.

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Laura Burne is a tax consultant for Deloitte & Touche LLP in New York, where she also lives.

Randall Howell III is an assistant process for Southern Home Mortgages based in Birmingham, Ala. He lives in Hoover.

BetteHanes (Randall) Boyce is a photographer for U.S. News & World Report in Washington, D.C., where she also lives.

Patricia Vincent is the compliance auditor for Thomas Haas US LLP in Washington, where she also lives.

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Jennifer Adams is a dietetic technician for the Kaiser Institute for Rehabilitation in Seattle, Wash., where she lives.

Karin Baranski is an executive assistant to AT&T in Atlanta, Ga., where she lives.

Cathy Ballou is a strategic sourcing analyst/strategic procurement specialist for CVS Pharmacy, Inc. in Woonsocket, R.I., where she also lives.

Lee John is a buyer for Advanced Inc. in Lincoln, R.I. He lives in Providence.

IN MEMORIAM

Harmon Packo '50
May 11, 2002

Augustus Hansen '75
Dec. 21, 2002

Bruce A. Deshong '76
April 20, 2003

Alfred Glotzbach '61
April 30, 2003

John C. Cappito '63
April 13, 2003

Manuel Delgado '53
Oct. 6, 2002

Jill Portier '99
Aug. 2002

Deb DellaVega '75
March 20, 2003

Scott Solomon is a software support analyst for Alpha Physicca Resources in New Jersey, where she lives.

George Wochler is an Information Technology administrator for Comstock, a technology company in Cumberland, Md. He lives in Pleasanton, Calif.
Share Your Good News!

Fill out and return this form to be listed in the Classnotes pages of an upcoming issue of J&W Magazine. We want to hear from you!

Class Note Submission
Be sure to completely the contact information and employment sections, as well as all other applicable news areas. (Due to space limitations we cannot guarantee printing and reserve the right to edit copy for length and clarity.)

Contact Info
A Kenneth name
Address
City
State
Zip
E-mail

Employment
Work title
Company name
Address
city/state/zip
Phone
Fax
E-mail

Business News/Promotion
(Includes details of any recent business news or promotions. Printed articles and press releases can be attached if your news is online, be sure to include the Web address.)

Birth Announcement
Baby's date of birth
Child's full name
Mother's full name (include maiden)
Father's full name

Wedding Announcement
Date of marriage
Helpful's full name (include maiden)
If A J&W grad, class year
Campus attended

Death Notice
Deceased's name
Class year
Last address
city/state/zip
Date of death
Next of kin
Address
city/state/zip

Other

To submit your information to the J&W Alumni Web site, go to http://alumni.jwu.edu.

Stay in Touch
To learn more about alumni programs, services, and events in your area, please contact the representative at the campus closest to you.

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For further information call 1-888-JWU-ALUM or e-mail alumni@jwu.edu.

Visit the Alumni Web site at http://alumni.jwu.edu for information on
- online alumni directory
- job postings
- alumni Yellow Pages
- transcripts
- events calendar
- classnotes

To learn more about the council members and how to contact them, please visit the Alumni Council section of the Alumni Web site.
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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<td>July 20</td>
<td>Taste of the Nation, Denver Campus</td>
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<td>July 25</td>
<td>Summer Pops in the City, Providence Campus</td>
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<td>July 27</td>
<td>Alumni/Industry Reception, ACF Conference, Washington, D.C.</td>
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<tr>
<td>August 10</td>
<td>Alumni Reception, Louisiana Restaurant Show, New Orleans</td>
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</tr>
<tr>
<td>Sept. 5–8</td>
<td>Opening Weekend, registration and orientation, all campuses</td>
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<tr>
<td>Sept. 8–12</td>
<td>Welcome Week, Denver Campus</td>
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<tr>
<td>Sept. 9</td>
<td>Convocation Ceremony for Class of 2007,</td>
<td></td>
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<tr>
<td></td>
<td>Denver Campus</td>
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<tr>
<td>Sept. 9</td>
<td>Annual Community Leadership Day,</td>
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<tr>
<td></td>
<td>Denver Campus</td>
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<tr>
<td>Sept. 20</td>
<td>Alumni Reception, Florida Restaurant Show, Orlando</td>
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<tr>
<td>Sept. 25</td>
<td>Alumni Reception, Charlotte Shout, Charlotte, N.C.</td>
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<tr>
<td>Sept. 25</td>
<td>Job Fair, Denver Campus</td>
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<tr>
<td>Oct. 3–5</td>
<td>Family Weekend, Charleston Campus</td>
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<tr>
<td>Oct. 8–9</td>
<td>Career Conference, Providence Campus</td>
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<tr>
<td>Oct. 11</td>
<td>All Class Alumni Reunion, Providence Campus</td>
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<tr>
<td>Oct. 11–12</td>
<td>Homecoming and Family Weekend, Norfolk and</td>
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<tr>
<td></td>
<td>Providence campuses</td>
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<tr>
<td>Oct. 12–13</td>
<td>Governor’s Symposium—ACF Colorado State</td>
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<tr>
<td></td>
<td>Conference, Denver Campus</td>
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<tr>
<td>Oct. 15</td>
<td>Alumni Reception, Florida Campus</td>
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<tr>
<td>Oct. 16</td>
<td>Career Conference, Florida Campus</td>
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<tr>
<td>Oct. 17–19</td>
<td>Homecoming and Family Weekend, Denver and</td>
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<td></td>
<td>Florida campuses</td>
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<tr>
<td>Oct. 20</td>
<td>Career Conference Alumni Reception,</td>
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<tr>
<td></td>
<td>Charleston Campus</td>
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<tr>
<td>Oct. 21</td>
<td>Career Conference, Charleston Campus</td>
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<tr>
<td>Oct. 31</td>
<td>Alumni Halloween Masquerade, Florida Campus</td>
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<tr>
<td>Nov. 10</td>
<td>Alumni Reception, Waldorf-Astoria, New York, N.Y.</td>
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<tr>
<td>Dec. 1</td>
<td>Alumni Toys for Tots Drive and Reception, Florida Campus</td>
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<tr>
<td>Dec. 8–12</td>
<td>Winter Week, Denver Campus</td>
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<tr>
<td>Dec. 13</td>
<td>Hanging of the Greens, Denver Campus</td>
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</tbody>
</table>

For information on the above events contact the manager of Alumni Relations at the campus nearest you. You can also find these and other alumni related events on the Alumni Web site: http://alumni.jwu.edu