An Intoxicating Adventure
Wining and dining on the world’s finest fare

PLUS:
Fund-raising basics
The business of sustainable agriculture
Reports from the tsunami zone
Dear Alumni and Friends

As we go to press with this issue of J&W Magazine, a new trimester has just begun, and it is only a matter of days before we turn the corner into a long-awaited spring. It is gratifying to know that there are always opportunities in life to begin anew, which allow us to rededicate efforts to advance important priorities within our own lives, as well as the lives of others.

Your alumni council, in collaboration with the Office of Alumni Relations, embraced this spirit in a recent initiative to set forth new and well-focused priorities that will further strengthen the mutually beneficial relationship between the University and its diverse alumni community. This initiative recognizes what a potent resource we represent to one another.

On page 3, you’ll read about how J&W alumni and Food Network food stylist, Andrea Steinberg ’00, took time out to speak with a group of students at the Charlotte Campus about career alternatives. On page 8, you’ll see reference to how Career Day has evolved into a productive networking opportunity allowing both current and former students to engage with employers at all of our campuses. Happily, some of these employers are J&W alumni! And you may be interested to learn that this year marks the beginning of alumni support to our Admission Information Meetings (AIMS) and Open House events. By the end of this year, we anticipate that well over 100 alumni will have stepped up to participate in such sessions in their communities. This has been a rewarding experience for prospective students and participating alumni alike.

I encourage you to review the new alumni program priorities at the end of the magazine on the Alumni Connections page. In coming issues we’ll tell you more about how these programs are unfolding, what difference they are making, and how you can become involved.

Before closing, allow me to introduce our readers to the new president of the Denver Campus—Bene Markowski, who is profiled on page 3. We are simply delighted to have him join the J&W family. In just a few short weeks she has made herself known and accessible to the University community. Her buoyant leadership is already making a positive difference.

To my fellow alumni, I ask you to think of the positive difference you can make by lending your support to one or more of the four program areas which are described at the end of the magazine. And in turn, I ask you to let me know how we can better support you.

Sincerely,

John J. Bowen ’77
University President
I had an amazing time working there and this was the first time they brought someone in from Johnson & Wales. They gave me a great recommendation and will strongly consider hiring another JWU student in the future.

Rachel Brand ‘04

I really enjoyed the Winter 2005 edition of JW Magazine and the presentation of the new issue. It’s a much better layout, more interesting than previous issues. Articles seem to be more varied. Keep up the good work.

Larry Bourassa ’93

Bette Matkowski
Named New Denver President

Bette Matkowski, formerly president of Lamar Community College in Colorado, was recently named president of the Denver University Campus.

Sometimes in life everything comes together—and that’s the dream I’m living right now as the new president of the Denver Campus of the University, enhanced the veteran academic leader in an open letter to the University community.

At Lamar, Matkowski was instrumental in growing enrollment, implementing student and employment diversity programs, restructuring the college foundation and developing the vision to be “the best small college in Colorado.” She replaces former JW/CW Denver Campus President Mark Burke ’97 who stepped down earlier in the year citing personal reasons.

Following a decade as an English teacher in the Ohio public schools, Matkowski moved to the Community College of Vermont where she held various positions including faculty member, advisor, equity officer and director of the Western region. She served as dean of advancement and enrollment for five years before becoming president of Lamar Community College.

“I have always believed that good works speaks for itself,” she continued in her letter. “And I must tell you that the good work of Johnson & Wales is speaking loud and clear in Colorado. The University has made many good friends in five years, and it has earned stature that most colleges and universities years and years to earn.”

A graduate of Lamar, Matkowski earned a bachelor of arts degree in English from Mount Union College in Alliance, Ohio, and a master of arts in English from Ohio State University, Columbus.

“Bette’s innovative approach to academics and to campus leadership is evident in her many successes in the Colorado and the Vermont community college systems,” said University President John Bowser ’77, who named Matkowski to her new position in the closing weeks of 2004. “I am confident that her ability to thread together the multi-tiered elements of a college environment will enhance the Denver Campus, and similarly extend to all of Johnson & Wales University campuses.

It brings competency, experience, abilities and determined strength that will be of tremendous value to our University system.”

“As a lifelong educator, I am excited to continue this journey with you,” Bowser added.

Editor
Cathy Sengel
Art Director
Ed Perino

JW Magazine has published three times a year: February, June and October. You can contact us at or e-mail address: jmagent@gmail.com. Select and publication in an open letter to the University community.

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"It is a privilege for my family and me to be a part of the fabric of Johnson & Wales,” said Matkowski, pledging to "protect and advance the good name of the University...guard its academic integrity and to enhance its commitment to career and leadership development."

—Kimberly Lawrence

Alum Dishes Up Inside Scoop on Network Careers

Working behind the scenes on a television food show is not always the most glamorous job. One food stylist was arrested at an airport because she was carrying her knife kit. Another had to truss all over New York’s China Town and Little Italy looking for unusual ingredients, and then find identical salmon fillets. And then there is the story about the mad scramble to scoop up crab that got frisky, and took off in all directions during a shoot. That’s the life of the people who fill the many and varied jobs with the Food Network.

Food Network food stylist Andrea Steinberg ’80, and executive chef Rob Blifler, in Charlotte, N.C., during the network’s book tour for “Food Network Kitchen: Making It Easy,” talked to a group of Charlotte Campus students in November about career alternatives. Steinberg recalled her first co-op while a JW/CW student was with the network. At the end of the externship, she was advised to get more experience so she took a job at the famous Al Forno in Providence, R.I. During her time there, she gained a wealth of knowledge, she told current students.

From stewards and stylists to tasters and testers, the network is an enormous operation, Steinberg says. Seven shows are taped a day. Prep work is done by a team of seven. An editorial team works on recipes. Challenges include tasks like making 14 batches of croissants for the dozen that will look perfect enough for television.

Bottom line: to make it in food television takes well-rounded talent. A star in the restaurant business isn’t necessarily destined for television stardom. Employees can be building wedding cakes one day and delicate pastries the next. Steinberg cautioned, recalling one desperate search for wild boar after the food stylist backed out during a Hawaii shoot. Fortunately, a line cook’s brother-in-law happened to have gone wild boar hunting and had some in the freezer. (It didn’t hurt to have connections either.)

—Melinda Law Rapp

JW Magazine
Viewing the World Through Conflicting Cultural Lenses

American or Iraqi, Palestinian or Israeli, it is personal experience that shapes the way we make sense of the world, and the events unfolding around us. Examining the psychological factors that trigger confrontation, J. Edelman, executive director of the Solomon R. Guggenheim Museum’s Center for Ethical Political Conflict at the University of Pennsylvania, spoke to students at the Providence Campus in October, courtesy of the John Hazen White School of Arts & Sciences, on “A World of Dangerous Ideas from 9/11 to the War in Iraq.”

Defining core beliefs as the personal lens or mindset through which each of us uniquely and consistently understands the world, Edelman outlined five key perspectives underlying motivation in confrontation: the vulnerability lens, the injustice lens, the distrust lens, the superiority lens and the helplessness lens.

Lenses go beyond the occasional circumstantial perception, reaching the level of an ingrained view. They can reside in the individual or within a group of individuals, often defining an entire culture. “Collective world views have shared lenses or mindsets from which a group or its members make sense of the world,” Edelman told the student gathering. “Whether justified or unjustified, they are the psychological components that play pivotal roles in all conflicts.”

“The past century alone has produced millions of unnecessary deaths, the product of violent conflict between groups divided over issues of religion, ethnicity, nationality, race or language: Afghanistan, Sudan, Rwanda,” said Edelman, naming examples. Citing Sept. 11 as a wake-up call to America, Edelman noted the events heightened the nation’s sense of vulnerability. Polls show significant numbers of Americans believe they or their family could be future victims of terrorism. “This is what terrorism is all about. Terrorists want to create fear and uncertainty for beyond their victims.” Such worries dramatically diminish one’s sense of well being and lead to adverse changes in the way society operates—especially a democracy. The goal is to make us as helpless as we are in live in fear wondering what will happen next,” he said. The fear the American people experience are no different from the sense of threat felt by Iraqis. Noting that more than 10,000 Iraqi civilians were killed during the first two months of the war alone, Edelman outlined the ramifications that lead to further conflict and skewed perspectives.

“Fortunately, few of us know first hand the profound fear brought on by the unpredictable, uncontrollable and deadly thunder of massive bombing raids that illuminate the nighttime sky. Many Iraqis now do. This type of trauma is unalterable by the context. It may be circumstantial, but the trauma from it is present long after the war is over,” Edelman wrote.

America’s saber-rattling has produced a similar sense of vulnerability in countries like Iran and North Korea as well, further altering moderates who might be sympathetic toward America’s plight, and directing them toward more radical terrorist factions by reinforcing the perception of injustice, claims Edelman. “This dueling injustice mindset can lay the groundwork for a destructive cycle of violence,” he said.

Edelman asked students to consider the effects of anti-Muslim and anti-Arab statements aimed at entire ethnic groups. “We should invigorate their countries, kill their leaders and convert them to Christianity,” he urged. Such incendiary comments only serve to provoke the injustice mindset of Muslims and Arabs who might otherwise have aligned themselves with America’s cause, he said. The noted psychologist listed the emotional bondage associated with each of the dominant mindsets. Under the vulnerability lens, an individual or group views the world as a dangerous place filled with constant threats. The distrust lens supports a view of the world as a place where people always have hostile intentions and cannot be trusted. Through the superiority lens, one views oneself as being significantly better than others in all important ways. Through the helplessness lens, an individual or group believes it is not possible to influence or control its path in the world. And the injustice lens supports a belief of being repeatedly the victims of mistreatment by others. Each feeds motivation toward conflict.

“It is critically important, when possible, to seek justice in ways that do not expose others to what they perceive as further injustice,” Edelman concluded. —Cathy Songel

Salute To Excellence Names Honorary Alum

Maria Graegar, a PostStart leader from Athia, Pa., was named the fourth honorary J&W Alumna of a Salute to Excellence Luncheon held at the Florida Restaurant Association Expo in 2010.

Graegar, who graduated from Auburn University with a degree in nutrition and foods, has taught Family and Consumer Science (FACS) for 21 years. As a PostStart instructor at Athia High School, she has helped to place students in restaurants and to administrate the PostStart program. Her knowledge of the field has won her the state level for the Jaclynz Women of the Year award.

Women’s College Tradition Remains Forever Green on Denver Campus

Maintaining a tradition introduced in the Colorado Women’s College (CWC), Denver Campus students gathered in December 2004 for the Hanging of the Greens. The evening began with ceremonies in the Special Events Dining Room located in The Hospitality College. Recounting the history of the ceremony, Bunny Lundberg, a CWC alumna, told of its introduction in 1930 by Helen Shaftow, a member of the college’s music faculty who first saw the ceremony performed in Italy on one of her journeys through Europe, and based festivities on the medieval celebration.

Shelly Peterson ‘04 is credited with rediscovering the ceremony, and making it a Johnson & Wales Denver Campus tradition as well. James Griffin, vice president and dean of the Denver Campus, presided at the 4th Annual Hanging of the Greens.

Before and after the ceremony, the Johnson & Wales choir performed an array of festive musical selections.

A seated dinner began with a hearty toast given by Ron Bachman, dean of students. The University Event Center was draped in silver, white and blue to create the illusion of A Winter Wonderland, this year’s theme. Following dinner, students filled the dance floor and spent hours dancing.

“This was my first Hanging of the Greens and I was chosen as a [green] bear as a privilege and an honor,” said Ashley Martinez, a member of the procession. “I’ll always remember the looks on the faces of the Colorado Women’s College alumnae as I walked through the room to hang the garlands. It really is an unforgettable event.”

The Hanging of the Greens is the only traditional CWC activity that has survived through the years.

Charlotte Mural Merges Myth, Music and Family

It started at a backyard party, with Chef Susan Batten ’04 and Ed Batten holding a grill-off at J&W’s Charthouse Campus. Nearly 50 grillmasters gathered to compete for prizes, among them Kokepelis riles hand made by Susan’s mother, Jane Yelliot. Kokepelis is a Hopi mythical symbol of fertility, replenishment, music, dance, and mischief represented as a bunch-backed flake player. Yelliot had depicted one such figure as a chef wearing the J&W uniform with flames coming out of his hat and a second holding a lobster. The response was so positive, the University kept Yelliot busy for a significant time afterward. For nine months, Yelliot toiled away in her Tennessee home at murals that would represent the rich history of food, and adorn the Charlotte Campus Academic Center. When the task was complete, she packed her artwork into her car, and hand delivered the pieces to the campus. The challenge for the Yelliot: “It was a lot of fun—Challenging, interesting and at times a big pain the neck.” —M.L.R.

A formal procession with garlands of evergreen boughs is a part of the traditional Hanging of the Greens ceremonies at the Denver Campus.

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FTAA Negotiator Talks Free Trade

To anyone immersed in world events, NAFTA, CAFTA, and FTAA are familiar acronyms. In December 2004, Ambassador Rose Wilson, U.S. senior negotiator for the Free Trade Area of the Americas (FTAA), visited J&W to explain the intricacies of world trade and the state of free trade to students at the Florida Campus.

Wilson, who began his duties in June 2003, is charged with helping secure cooperation among the telecommunications, energy, and transportation sectors to move goods, services, capital, information, and technology through the Americas.

Students were intrigued with Wilson’s commentary as he spoke of extending offers to South American and Central American countries in an attempt to eliminating trade barriers, and cutting tariffs and quotas. Such alliances, he believes, would allow all parties to capitalize on one another’s resources with comparative advantage. Yet, surprisingly, all are not quick to jump at the opportunity.

Smaller Caribbean islands fear lost export tariffs and entry fees, and currently too their economies would be hard to replace.

Wilson pointed out. Other nations, like Venezuela, destabilized by attempted coups and inconsistent decision-making, are politically immobile, and ill-equipped to handle change.

The negotiating process is difficult, and free trade a hard sell, he added. Participating countries must proceed carefully, and question all angles of the talks to ensure their best interests are met.

While free-trade backers believe globalization will minimize inequalities and foster world peace, some countries remain on the outer edge. Approaching free trade cautiously, they prefer to build relationships with organizations before entering into a long-standing agreement, and the FTAA is a relatively new association, Wilson said.

Leilani Baumanis, Ph.D., associate professor of the College of Business, arranged for the guest lecture. “My intention was to have a government official come speak to J&W’s students about free trade, since many of them live abroad or have relatives overseas,” Baumanis said. “When the RSVP came back, several students registered to attend, and after the lecture, I nearly fell out of my chair.”

“What Ambassador Wilson showed us was that free trade really is a win-win-win situation for all countries. There is the intent to create unity among country members in order to facilitate trade and make it most efficient for each country,” — Tawna Lake

New Director Revitalizes Culinary Archive & Museum

Distinguished designer Morris Nathanson was recently named the executive director of the Johnson & Wales University Culinary Archive & Museum.

Located on the Providence Campus, the internationally renowned museum has more than a half-million items and is dedicated to preserving the history of the culinary and hospitality trade.

“For me, helping the Culinary Archive & Museum is more like a labor of love than work,” Nathanson said. “It’s part of Johnson & Wales, which I feel very close to. I want to create a strong bond between the museum and the College of Culinary Arts.”

Nathanson, an expert in restaurant and hospitality design, has led numerous projects, including the expansion and design of the museum.

On Roker’s Road

The Johnson & Wales University Culinary Archive & Museum was featured in a special on the Food Network in January. “Al Roker’s Diner Destinations” took viewers on a road trip across America for a look at the history of diners. The half-hour special started where it all began—in Providence, R.I., with the first diner car operated in 1946 by Roker, who can be seen on NBC’s “Today” show and “Roker On The Road” on the Food Network. The museum, which houses over 50,000 items (in photo) and later made a stop at Modern Diner in Pawtucket. While there, Roker shot scenes for the upcoming series of Food Network chefs and host chef-owner Nick Demos ’77.

“His outstanding credentials and vision in design will certainly be a welcome asset to our outstanding museum.” — K.L.

Charlotte DVC Sugar Coats Advice

“Voila! As long as you shout that, whatever you’re creating will sell,” the Charlotte Campus’ first Distinguished Visiting Chef, joked. Chef Jacquy Pfeiffer, founder of The French Pastry School, Chicago, III., faced a packed Hanson Auditorium at J&W in January.

“It’s the beauty of the craft. We’ll never be bored,” Pfeiffer said. “There is always a new product or a new way of doing something.” He then proceeded to prove it.

Using a pump that he purchased at a medical supply store, he blew air into sugar to form creations like a yellow bird and a red apple. “But we’re not inflating a raft here,” he laughed.

Pfeiffer demonstrated the process during a presentation that included pulling and pressing sugar to make confectionary ribbon, fruits and flowers.

“ Impress the customer or chef,” Pfeiffer urged. “You’re only as good as your last produce.”

Always be humble. Be careful when you say you’re the first to create something,” he warned. “There’ll always be somebody who’s done it before.”

The master pastry chef and instructor says he has learned a thing or two even from his students. Pfeiffer recalled one student who suggested he wrinkle punch paper to create bubble-sugared. As the sugar syrup is poured over the paper, it forms a lumpy, bubbly surface. Let it cool and peel off.

“The student claimed it was his idea,” Pfeiffer said with a sly grin. It turns out it was a style created by a French chef many years ago. That anecdote drew a collective chuckle from the audience.

DVC Scholarship winner Sara Shelly was a gracious host as Pfeiffer jokingly threatened to send her home with her parents—in the audience—if she made a mistake. “Make a mistake and always think, ‘Is this something I can work with my mistakes?”’

During the two-hour demo, Pfeiffer showed off a time saving way to make a sugary daisy. Pouring hot sugar onto a silicon mold (picture a grooved Tupperware lid), he covered the gooey mass with a sheet of vinyl and pressed down. The grooves from the lid created the petals. “Voila!” — M.L.R.

Using an air pump. Distinguished Visiting Chef Jacquy Pfeiffer showed students at the Charlotte Campus how to form sugar into a variety of decorative shapes.

Eight remaining first-year scholarships valued at up to $4,000 ($1,000 per year, renewable up to four years) in Johnson & Wales University and a $1,000 gift certificate to Avera’s Mall.

More than 150 high school seniors and seniors from across the country entered the 2004 National Gingerbread House Challenge. Those who missed the action at the competition had the opportunity to see the gingerbread house on display at Avera’s Mall this holiday season. — Jordan Ficker

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Housing Starts Up for Gingerbread Challenge

Housing construction is a hot topic in South Florida, where in November 2004 all eyes were on the top runners of five national gingerbread events at the University’s Fort Lauderdale Campus.

Jacquy Pfeiffer, an alumnus of Stetson High School in Tampa, Fla., was one of 10 finalists chosen from around the country to participate in the 6th Annual Great National Gingerbread House Challenge. For the first time in its history, Avera’s Mall was turned into a gingerbread heaven. For the first time, the winners were announced live. First place was awarded to the Millie’s Gingerbread House with its blue ribbon for best gingerbread house in the country, a scholarship valued at up to $72,000 to Johnson & Wales University under Pfeiffer’s guidance. Second place was awarded to the first-year student winners from Stetson High School in the candlelit city of St Petersburg.

The winners, including Neil Wileman and Jordan Estes, received a $500 gift certificate to Avera’s Mall. Expression of their creativity—artistic or architectural—were judged on the gingerbread house. Eight remaining first-year scholarships valued at up to $4,000 ($1,000 per year, renewable up to four years) in Johnson & Wales University and a $1,000 gift certificate to Avera’s Mall.

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Success Brings Sweet Rewards for Students Sharing Karo Prize

Victory was sweet for the four winners of the Karo Recipe Contest sponsored by ACH Food Companies, Inc., as they beat out fellow students from all six campuses to win a total of $10,000—in cash.

To enter, students had to create an original appetizer, entree and dessert using Karo syrup. That’s three separate, from-scratch recipes.

For the winners, inspiration came from what was on hand. Nic Rodriguez at the Denver Campus collected ingredients from his garden for his first-prize Peppered Pineapple Shrimp Appetizer, which was worth $5,000. He and Chris Mangless—who won second prize and $3,000 for his BBQ-Glazed Salmon with Mustard-Smashed Potatoes—were both born in Providence for the awards ceremony hosted by ACH’s national business director Greg DuPuy.

Juniors Paul Catellier and Ashlyn Smith at the Providence Campus chose to work with apples because Catellier had a bushel of them after the fall harvest. They incorporated the Karo syrup into the filling of their Baked Mincapone—Stuffed Apple, which won the third prize of $2,000.

As one of the judges, along with Steve Shipley, J&W director of culinary relations and J&W’s Chef Valeria Molinelli ’02, Du Puy found that “the quality of the recipes was terrific, each had merits and made judging a challenge.”

All of the winners have long-known that they wanted to go into the food service industry. Rodriguez and Mangless have years of restaurant cooking under their belts. Mangless currently runs his own business called The Traveling Chef. For a per-person price, he prepares and serves (and most importantly, cleanly up) a multicourse dinner. Catellier is a line cook at the Newport Marriott, and Smith is a teaching assistant with the Culinary Events team.

It’s not the first contest where Smith has done well; when she won the dinner category of the 2002 High School Recipe Contest, “The winning recipes will now be offered to food service operators as ideas for extending use of Karo syrup as well as other ACH brands.”—Meredith Moore

Peppered Pineapple Shrimp Appetizer

By Nic Rodriguez

First-place winner in the Karo Syrup Recipe Contest for Johnson & Wales students

Ingredients

5 slices of multi grain bread
1 clove garlic
3 tablespoons Whipped* (butter substitute)
1/4 cup Karo® Light Syrup
4 ounces cream cheese
2 strands of chopped chives
10 shrimp
1/2 cup diced green pepper
1/2 cup diced red pepper
1/2 cup diced scallions
1/2 cup diced pineapple
1/4 cup water
Cayenne pepper to taste

Method

Remove crusts from bread and cut in triangles. Brush with Whipped* and grill in sauté pan with garlic until brown.
Add 1 tablespoon of Karo® and chopped chives to cream cheese. Set aside.
Toas shrimp with remaining Karo® Syrup. Sauté vegetables and shrimp in remaining Whipped*, adding cayenne pepper to taste.
Spread cream cheese mixture on bread triangles and top with vegetables and shrimp.
Garnish with strand of chive and cayenne pepper.

Alumni Plug into Career Day Connections

Career Day has become a regular event at all of Johnson & Wales’ campuses. Now it’s also become part of the process to gather area students to make important contacts in a friendly setting.

The eve of Career Day in October 2004 on the Denver Campus, brought 60 alumni and employers to the Special Events Dining Room in The Hospitality College to be treated to a feast of food provided by students from the College of Culinary Arts, under the direction of Jorge de la Torre, director of culinary operations.

Southern Wine & Spirits Distributing donated beverages for the occasion.

Ameritro CEO Lists Dedication, Courage as Assets in Leadership

A man from Omaha, Neb., stands at the front of the packed auditorium at University Hall on the Providence Campus. He wishes everyone good morning and then tells them about his life, his successes and how his story shaped a career. He shares his story with the students at Johnson & Wales as they sit apart from other college students when they hit the job market.

“Johnson & Wales offers you a great education and a great start in life,” says Joe Moglia, the chief operating officer of Ameritrode Holding Corp. “I respect their philosophy. Classroom experience combined with a real world environment makes a critical difference in your education. You should take advantage of the opportunity that they are giving you. It will help you succeed later.”

Shortly before Moglia’s visit, Ameritrode, an online brokerage service, announced doubled earnings for fiscal year 2004 over the previous year, beating industry estimates. Moglia was on campus in October 2004 as part of the Distinguished Visiting Professor program to speak with students from the College of Business Administration about the financial industry and his interesting career path.

Growing up in New York’s inner-city, Moglia started a career as a football coach while earning an economics degree. After 16 years of coaching, Moglia left his players at Dartmouth College and returned to his economics background, landing a position at Merrill Lynch’s institutional division. Quickly rising through the ranks at Merrill Lynch, he became the company’s top broker in 1988, and was named chief executive officer at Ameritrode in 2001, helping the company emerge from industry leader and complete seven acquisitions.

“Any degree of success that I’ve achieved has been because of understanding what leadership is all about,” Moglia said. “To maximize the potential of your business, you must build leadership into your organization, and install leadership as a core value. You don’t have to be a boss to be a leader in your company.”

Moglia summed up his philosophy on four key assets for successful leadership: spiritual soundness, dedication, courage and love.

Ameritrode CEO Joe Moglia offered sage advice to students of J&W’s College of Business during a recent visit.

“Spiritual soundness is understanding who you truly are...assessing your strengths and weaknesses, which leads to peace of mind,” he explained, defining dedication as the “effort by an individual to be the very, very best he or she can.”

“Keep your enthusiasm about what you do,” he urged. “If you lose it, you can’t give your very best.”

“Courage, he said, is having the "guts to do what you believe is right." And love is "committing yourself to the well-being of another."

Each, Moglia underscored, goes into building a stronger leader and, in turn, a better business.

“I have lived by this philosophy since I started coaching, and it’s served me well,” he added. “These qualities, coupled with understanding who you are, will help you determine what you will have an aptitude for. Once you decide that, then you can become someone you can be passionate about.”

During Moglia’s visit, Kristina Reynolds, a junior majoring in financial services management, was awarded a Distinguished Visiting Professor scholarship. Reynolds has been involved in community service projects as well as Emerging Leaders and Leadership Rhode Island.

“Joe Moglia’s visit to Johnson & Wales is extremely valuable to our students, and his story will inspire them in their future endeavors,” said Paul Trenadel, dean of the College of Business. “We are honored that he took time from his very busy schedule to come to campus and speak to our students.” —Jodi Hasour

Office of Campus Diversity Marks Anniversary

A s recently as 1992, the students and staff of Johnson & Wales were a mostly homogeneous group with a small enrollment. By championing the opening of the Multicultural Center at the Providence Campus in 1993, President David Spahr ushered in efforts that have resulted in the birth of the John Hay White School of Arts & Sciences, was at the forefront of an initiative to create a center of community, and has helped to encourage students that the opportunity to attend college will be available to people. By 1998, the strength of the mission carried significant enough weight to warrant the expansion of the Office of Campus Diversity.

In November 2004, Farrell was on hand, along with Tom Graves, director of the office, and Bernadette Piggott, director of multicultural affairs, to celebrate the fifth anniversary of its establishment.

“Johnson & Wales was a conservative, successful institution that was not thinking about what it could do to impact the world. It was not trying to think about what it could do to impact the world,” said Farrell of the Office’s importance.
J&W SPORTS Roundup

Florida headlines rise to the occasion.

Hoops is hot in Denver. Florida’s golfers continue to be on top of the nation. Providence’s athletic program meanwhile, celebrates in tenth year by working on what could be the best overall season in its first decade.

Wildcat athletic fever knows no geographical bounds, as Johnson & Wales presses its stamp of success with staggering speed. Each program is but a puppy in the world of intercollegiate athletics, but let the record show that it hasn’t taken long for the ‘Cats to flex their muscle.

Pardon Denver basketball coach Bob Campbell for seeing double these days. The head women’s coach has stepped into the fire on the men’s side as well for the rest of the 2005 season. He’s inherited a juggernaut. Denver’s men’s basketball team, ranked number one among NAIA Division II independents, was the number one holding the NAIA national championship in Minneapolis in March. The Wildcats earned their first-ever berth in the NAIA Division II national championships, which were held in Brandon, Mo. Campbell’s Wildcat women’s basketball team, meanwhile, wrapped up its current campaign, just as Denver’s men’s volleyball team kicked off its season in St. Louis.

At the Florida Campus, Dave Graham’s basketball ‘Cats were in the midst of a youth movement. Starring three freshmen, the 2005 USCAA national champs lost six games by five points or less, with a demanding schedule that included three NAIA Division II teams and two NAIA Division I squads. But it’s in North Miami that a perennial power readiness for its spring season. Dave Adams' Wildcat golfers begin the spring ranked fifth nationally among NAIA teams. The first time NAIA Region XIV champions are loaded again, led by junior Adam Scrimanti. A native of Sarasota,

Fla., Scrimanti recently broke a 56-year-old course record held by none other than golf legend Arnold Palmer. Now that’s some rarified air.

Meanwhile, Gabriel, who doubles as Florida’s athletics director, plans to get a women’s basketball coach in place soon for that sport’s inaugural season next winter. Men’s and women’s cross country were also launched in North Miami this past fall.

Competition heated up in Providence as well, as J&W’s wrestlers have lived in the national rankings all year. Ranged as high as number nine during the season, the Wildcats finished second at the New England Collegiate Conference Wrestling Association championships, which were hosted for the first time this year at the Harbourside Recreation Center.

Senior Tim Ruberg of Harrison, Ohio, returned to the NCAA Division III National Championships, and became only the second wildcard wrestler to ever earn All-American honors. Ruberg, who had been ranked as high as second in the country at 174 pounds, finished third in his weight class at the national championships.

Ruberg had some friendly company at the NCAA event in Northfield, Minn. A pair of Wildcat freshmen, Steve Marrell of West Caldwell, N.J., and Brandon McDonough, of Des Moines, Iowa, and junior Anthony Montes of Nutley, N.J., also qualified for the NCAA tournament.

Marrell took the New England title at 157 pounds, and Montes won the 133-pound class at the regionals, to earn their spot in the nationals.

McDonough was the runner-up at 125 pounds, and earned his berth as an at-large selection—quite a distinction for a first-year competitor.

Johnson & Wales’ hockey team certainly dropped jaws in the highly-competitive ECAC Northeast conference. After a 2-2-2 season in 2003-2004, the Wildcats are among the nation’s most improved hockey teams.

J&W won seven of its first nine conference games, on route to a fifth-place finish and a quarterfinal round playoff berth.

Coach Eric Noack was named Co-Coach of the Year in the conference, while freshman forward Matt Gilroy of Rochester, N.Y., was named the league’s Rookie of the Year.

The 2004 Great Northeast Athletic Conference men’s basketball champions, Johnson & Wales, enjoyed another banner year on the hardwood.

New coach Jamie Benton’s team once again ranked among the GNAC’s top teams, and the Wildcats were in the thick of the mix in the battle for both the conference’s title and its automatic berth in the NCAA Division III National Tournament. Johnson & Wales lost its GNAC semifinal match to eventual league champion Norwich, to end its season with a 15-12 record.

Providence’s teams had yet another outstanding fall season. The Wildcat men’s soccer, women’s tennis and women’s volleyball teams all finished second in GNAC competition.

A 1-0 defeat to Western New England ended the men’s soccer team’s two-year stronghold on the conference title, while the perennially powerful Wildcat women’s volleyball team lost a 3-2 heartbreaker at Emmanuel for the 2004 league crown.

And though they lost the GNAC title, the Wildcat men’s soccer team earned a co-championship at the 2004 ECAC Division III post-season tournament. A fake snowstorm which canceled the title game, record 1,800 planted when playing for the crowns, but a stunning and solid 5-0 victory over UMass-Dartmouth propelled the ‘Cats into the finals.

There’s more to come, of course, but it all adds up to this: No matter where the Wildcats call home, it’s a lot of success in short period of time.

—John Parente
Faculty Chefs Achieve Pastry Perfection

When Saddraddullah Abdullah '00, '04 MS first entered Cirihi School in his native Lebanon 27 years ago, who could have known that they would go on to win the first annual National Bread & Pastry Team Championship? The two men, now both chief instructors at the Providence Campus, never even planned to go into the kitchen together.

Hitz originally went to art school; his final project entailed designing dinnerware. He realized he was more interested in “making the stuff to go on the plates,” and went home to Switzerland to complete a two-year pastry apprenticeship.

As for Abdullah, he was running a janitorial business with his wife in Alaska when he saw a pulled-sugar demonstration at a local mall. He told the chef that he’d like to learn the process, to which the chef replied, “That’s what everyone says.”

Deter-dime to let his actions speak louder than words, Abdullah decided to enroll at Johnson & Wales. After graduating, he joined the faculty.

Abdullah and Hitz are no strangers to competition. Hitz was a member of Teams USA 2002 for the World Baking Cup held in Paris. His intricate bread sculpture helped the team garner the silver medal. More recently, Abdullah was a finalist for the 2004 Paris-France competition.

At the championship, these two team members represented all the baking and pastry instructors university-wide, as tryouts for the team were open to faculty at all campuses. Working on the theme “American History,” they created a bread sculptures, a pastry showpiece incorporating sugar and chocolate, two different types of bread, an entremet (a cake), a plaited dessert and three Viennoserie (baked goods made out of "laminated" dough, like croissants). They decided to focus their symphony related to Native American culture, and put in countless hours throughout the summer and early fall practicing.

Abdullah’s pastry showpiece included a galloping pinto horse made of brown sugar, capturing a feeling of freedom. Hitz produced a bread sculpture that included a feather headdress almost suspended in air, and held in place by a delicate system of leverage.

The Food Network will air a special within the year on the event; High Noon Productions visited the Johnson & Wales campus in September 2004 to film Abdullah and Hitz during a practice session and get film of the artists in action.—M.M.

Memorial Marks Passing of R.I. Homeless

To the mournful wail of a lone flute their names were read: Maria, Rio, Henry, Gerry, Daniel, Erin, Anna, John, Jack, Bo, Armand, William, Leo, Eric, Michael—the brief remembrance of a spoken first name all that marked their lives.

With the sadness of promise unfulfilled more than 150 came to pay respect to those who died in the past year, most of the mourners, homeless.

For the past 10 years, stu-
dents of Johnson & Wales have joined the Rhode Island Coalition for the Homeless and similar organizations as they did in November 2004, to mark Rhode Island’s Homeless Memorial Day at the Marthasville Street United Methodist Church auditorium. As part of their community service requirement, culinary arts majors Colleen Brombercher, Jonathan Denatale, Amber Gibson, Mallory Delaney, Martin Hartin and Jonathan Oriani were there to help.

For a few hours there was a warmth on a cold day, a program of prayer, music and words of encouragement and hope for the future. Following the service there was refreshments, sandwiches, coffee, and a take-away bag of fruit, cookies and water.

Newon Shawcross, executive director of the Coalition, noted that those gathered were among a growing population in the Ocean State. Far from disappearing from the world’s wealthiest nation, homelessness is on the rise. In Rhode Island alone the more than 700 beds in the 23 official shelters statewide fill nightly.

"JW is so involved in the homeless issue in so many ways," says Shawcross. Students work at meal sites, the annual State house camp and other projects. "Susan Conney and Nancy [Northrop Wolinski of the Alan Shun Feinstein Community Center] are two of our strongest advocates.

Giving reaps its own rewards. Chef Mike Makuch ‘93 who supervises the partnering practicum says he sees the personal growth of students in the course of their service. "They don’t notice it right away. They do with the attitude of ‘Why can’t I do this (community service?),’ and then start to take pride in what they’re doing." Exposure brings awareness.

“Why we’re scouring around looking for money to go out and party, and whining about being in school,” said Delaney, “it reminds us, we have nothing to complain about.”—C.S.

Rice Featured NextGen Leader in South Florida CEO

Few people can say their faces have graced the cover of a magazine, but Larry Rice ‘90, Ed.D., dean of academic affairs for the Florida Campus can.

He and three other up-and-coming professionals were selected to appear on the cover of November 2004’s South Florida CEO magazine. The magazine, which has a national circulation of 50,000, asked business leaders across the state of Florida to nominate successful professionals who are

CLI IMPACTS Denver Community

The Community Leadership Institute at JW’s Denver Campus, in partnership with the human resource department, is piloting a service-based program that is making a significant contribution to the community. Begun in an effort to bring different staff and faculty departments together for a day of community service and food contact outside the work environment, the program is known as IMPACT — Individuals Making Personal and Community Ties. In its first four months, more than 35 JW staff have contributed to five different projects totaling close to 160 hours of efforts outside of work time.

Projects have included a winter clothing drive for the Denver Rescue Mission, leaf raking, prepping food for Rosi’s Mexican Cafes Thanksgiving Day feast for those in need, a drive for the Food Bank of the Rockies and a visit from St. Nicholas with Metro Volunteers. "Because of our efforts, we believe we have helped the children realize that each of us, no matter our age, can help some

Denver Staff, South Florida CEO, South Florida CEO, NextGen, Larry Rice ’90, Ed.D., dean of academic affairs for the Florida Campus, under the age of 40 for its "NextGen" awards. The magazine narrowed the nominations down to 27 professionals from various industries. "I really didn’t understand the gravity of appearing in the magazine until I started receiving emails from executives and chairmen of powerful companies," Rice said. "It was very flattering to have people respect the business community approach me, and congratulate

Christmas Package for Overseas Troops

Staff Sgt. Michael Hall, brother of Sarah Deckert, a junior at the Denver Campus, is currently serving in Iraq. Realizing that many soldiers, including her brother, would be unable to be with their families and friends over the holidays, Deckert developed a fund-raiser called “Christmas for the Soldiers.” The drive began by compiling a list of more than 50 items including toiletries, snacks, magazines, letters, Christmas cards, and more, the troops might enjoy and need. Ads were placed around campus. With the help of the student staff, decked in Team R. Deckers, friends and family, Smoky Hill High School and other members of the community, Deckert and her family were able to send boxes filled with more than 200 pounds of gifts to the soldiers, and rose enough money to cover postage costs to provide a little piece of home.—C.S.
Students, Faculty Fare Well at Culinary Olympiads

More than a year of preparation paid off in October 2004, when the J&W Student Culinary Olympic Team won a bronze medal for its display at the IKA International Culinary Art Competition—widely known as the Culinary Olympics—in Erfurt, Germany. While the team is comprised of undergraduate students, the group entered as a professional regional team against 52 competitors in the cold food division.

"For the students to have received medals—judged along with professionals, no less—is a testament to their skill and dedication," said Karl Gugenberger, ‘92, ‘02 MBA, university dean of culinary education. Indeed, co-chef Urs Schepers ‘93 estimated that each student spent 1,200 hours of practice time—added up, that’s more than 250 regional competitions throughout the US, and triumphed at the American Culinary Federation national competition in July, taking the Student Team of the Year title.

The students received much guidance from their coaches, who put in countless hours of supervision and advice. They included chefs Joseph Leonardi ‘97, ‘99 MAT, George O’Palenick ‘81, ‘88 MS, Schepers, Mark Soliday, Gill Stansfield ‘94 and Robert Zielenki ‘75. Three of the coaches entered categories on an individual basis as well, and all came home with medals. O’Palenick won a gold in ice carving and a bronze medal in version platter and six individual appetizers and Leonardis, culinary arts department chair, garnered a silver medal in ice carving and a bronze in seafood platter and six individual appetizers, for which Schepers won a silver.

As the team’s first industry sponsor, The Vollrath Company, LLC, provided financial support as well as cookware to the team. Many

Charlotte Professor Sits on Panel Considering WTC Memorial Space

She says she will probably never do anything that matters more. Prof. Jennifer Stanton, Ph.D., feels honored to help fill the hole in the earth left behind post Sept. 11 and at the same time, "fill the hole in people’s hearts." Stanton’s expertise and knowledge of the Twin Towers Campus marketing professor is part of a blue ribbon committee of international experts offering practical recommendations for retail space at the World Trade Center memorial.

Stanton, a retail guru who served on a number of national councils, was chosen by the Urban Land Institute, a non-profit international real estate research forum, to be part of its stellar panel. For four pressure-filled days in October 2004, she worked long hours of the most accomplished and interesting people in the world. I was honored to be among them," Stanton says. "I don’t think of myself that way."

The work was so intense, she and her colleagues considered themselves part of something of a SWAT team. Recommendations were made for a retail plan that will help fill more than one-million square feet of commercial space. With the memorial as the focal point of the World Trade Center site, Stanton says she considered respect for the memorial her highest priority, and the site’s future community second. Her recommendation: "retail that can stand alone and be successful.”

Millions of people currently pass through Lower Manhattan, one of the largest transit hubs in the world, and the Twin Towers’ destruction, the area lost the stores, the services and amenities the Trade Center once supported. Today there is little to look at—no seasonal decorations, no grocery stores, no department stores for the more than 30,000 residents of the Battery Park neighborhood.

Stanton says she volunteered her time wanting to help in any way she could to "restore a good feeling to the people there." It’s personal. She once lived in the area, and worked on Wall Street. She knows the loss and wants to make life better there.

Stanton says now it’s about filling space and hopefully filling space with one-of-a-kind stores unique to New York. Stores that face the memorial, she says, will have to be dignified.

Stanton left New York City understanding that the team’s recommendations might not have any impact, but believing "the memorial is the most important thing right now." —M.B.R.

University Experts Join Industry Insiders at International Show

The Annual International Hotel/Motel & Restaurant Show in New York City is the largest and most attended event for Johnson & Wales faculty, staff, students and alumni. This year, participation was unprecedented. J&W partnered with the show’s management company to offer more than 400 alumni complimentary admission tickets as well as representation in two key discussions relevant to the food service industry.

University President John Bowen ‘77 joined with delegates of the Culinary Institute of America, the French Culinary Institute and numerous associations for “Food Arts Power Circles: Masters of the Futurist, Keepers of the Flame.” The gathering brought together top members of integral groups to discuss the future of the food service industry and food service education.

In addition, representatives of Johnson & Wales and the Twin Towers University Program at Tyson Foods Inc. presented "How Health and Nutritional Trends Can Affect Your Business."

The discussion featured Sueann Vieira, chair of the J&W nutrition department; Graham Kerr ‘73 HDR, president of Kerr Corporation; Leslie Hutter, vice president and account planner at Noel Consulting Group, Nobel & Associates; attorney Todd Whitehead of Adler, Pollock, & Sheehan and Peter Romeo, editorial director for Restaurant Business magazine.

Discussing the latest research and development in health and nutritional trends, panel participants said that 51 percent of consumers surveyed eat whatever they want, indulging in foods driven by ‘fads’. Food-wise consumers make up 4.1 percent of the population. Swayed by more than calories, they look toward “organic, grilled, raw and natural” claims as cues for consumption of “safe” foods.

Kerr said that 80 percent are driven by value and convenience when selecting foods and not necessarily taste and health.

And 28.3 percent are "halo perception consumers" motivated by words like “baked,” “fresh” and “grilled” when choosing foods they perceive as healthy.

Panels concluded that consumers are not static groups. When considering health, they have a range of mindsets and move between them. Food service operators need to understand which consumers are walking through the door when determining menu.

Apart from the forums, a J&W culinary team led by Chef Joseph Leonardi ‘97, ’99 MAT won the Medal of the French Government Grand Prize of the Salon in Cooking at the 136th Salon of Culinary Art, held during the N.Y. hospitality show. His team included chefs Juergen Knier, Steve Scafe ‘32, ’98 MAT, Frank Terranova ‘94, Ken Wellenberg ‘84, ’04 MAT and Bob Zielenki ’75. Students also won individual medals. Between the panel and the University’s award-winning culinarians, J&W’s presence at the prestigious event was overwhelming.

---From staff reports---
Financial Literacy Partnership
Banks on Future
Credit cards don’t come with instruction manuals, but perhaps they should. According to the Young Americans Center for Financial Literacy, 45 percent of college students are in credit card debt, averaging around $3,000. And in 2002, the United States Department of Treasury reported that four in 10 Americans admitted to living beyond their means due to misuse and a misunderstanding of credit.

So what’s the best way to teach Americans how to manage their money? Start early!

In fall 2004, Johnson & Wales’ Feinstein Community Service Center and the College of Business partnered with Federal Reserve Bank of Boston and Operation Hope, a national nonprofit self-help organization whose goal is to bring economic self-sufficiency and a sustained spirit of revitalization to America’s inner-city communities. The groups worked together to bring Operation Hope’s Banking on Our Future program, which exposes youth to future financial possibilities, to Roger Williams Middle School in Providence.

Since Banking on Our Future’s launch in 1996, more than 125,000 youth have received instruction in 250 schools and 25 community-based organizations. While Operation Hope often partners with community agencies, the relationship with Johnson & Wales is the first time they have joined forces with an institute of higher education.

Taught by J&W instructors, workshops were the first HOPE program for schools in Rhode Island. Educators from the College of Business including Timothy Howes, W. Albert Martin ’63 and Susan Cox ’90, along with Cynthia DePalma ’95, a graduate student employed by the Rhode Island Housing Authority, taught nearly 75 seventh graders financial literacy—from the basics of banking, including budgeting and balancing, to understanding the power of credit and investing. Additionally, six J&W students acted as teacher aides in the classroom as a community service-learning opportunity where they assisted seventh graders with in-class activities.

According to Mark Kravats, community service learning coordinator, this interaction was intended to reinforce the math and finance skills J&W students have already learned in preparation for their own financial futures.

“I was amazed at the enthusiasm these seventh graders had for personal finance,” said Howes, an assistant professor. “Not only did students have an interest in personal budgeting, but they also craved information about investing in the stock market.”

Following classroom visits to Roger Williams Middle School, representatives from partnering organizations presented a “Life 101” training session for students who have completed the program. John Bryant, chairman and CEO of Operation Hope, encouraged them to take control of their money and their future.

“There are people here today that believe in you—Johnson & Wales, Federal Reserve and the FDIC,” said Bryant. “A knowledge of finance and math is important in your future,” Providence Campus President Irving Schneider told students. “We want all of our colleges on campus to partner with a school, and go out into the real world with programs like this. This program helps our students just as much as it helps you.”

The Feinstein Center has been coordinating partnerships with Providence schools. Currently, the John Hasen White School of Arts and Sciences is partnering with Mary E. Fogarty Elementary School, The Hospitality College, with Sophia Academy and the Alan Shaw Feinstein Graduate School with Del Sesto Middle School.

INVESTO Field Meeting Place For Area Alumni
The lights were on, the Dallas Cowboys were playing the Seahawks on the big screen, and about 100 alumni and guests John and Walters were partying at the Budweiser Champions Club overlooking INVESTO Field at Mile High in Denver. In December 2004, Denver-area alumni met at the home of Denver Broncos for food, fun, and the opportunity to reconnect with fellow alumni, some who hadn’t seen each other in quite some time.

“It was great, I ran into the people that I did not even know were living out here,” said Catrina Mushlin ’99.

“I’ve never been to INVESTO Field so it was nice to finally see it,” Bob Doran ’79 said. “The tour was pretty cool too. Everything else, as usual was top notch.”

The highlight of the evening was definitely the tours by club accounts. “I worked at Gillette Stadium at Foxboro, but this is much nicer than there,” commented Rob Rosano ’02, who recently moved to the area.

Chef Robert Gitter ’92 and his culinary team at Epicurean Catering did a fantastic job of providing fresh, quality food. Even though he had another event at the same time, he took time to make sure that everything was right. “This is great. I’m glad that we were able to hold it here. This is just great!”

With raffle prizes that included weekend hotel stays, wine baskets, and J&W paraphernalia, the night was complete. “It was great to see everyone here. The atmosphere was wonderful and everyone had a great time,” said Greg Lomnes, Denver director of career development and alumni relations. “We’re starting a great tradition here in Denver.”—A.G.

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Charleston Student Attends Lodging Conference
Charleston Campus senior Melissa Souther was chosen to attend the 58th Annual Lodging Conference in fall 2004. The event, sponsored by The Conference Bureau and held at the Arizona Biltmore Resort & Spa in Phoenix, is the hospitality industry’s premier gathering. More than 85 percent of participants are presidents, CEOs or owners of a company. Johnson & Wales was one of only five American Hotel & Lodging Educational Foundation (AH&LEF) schools asked to recommend a student delegate and Patricia Agnew, hospitality department chair, immediately thought of Souther. “Melissa exhibits maturity, professionalism and the desire and ambition to succeed as a hospitality manager,” Agnew knew the hotel management major would take full advantage of the opportunity, which she did.

Souther says her experience was an exhilarating, rare opportunity to meet some of the most influential industry insiders. “They were eager to learn about how each one of us had gotten interested in the hospitality field and what we wanted to do with our futures,” says Souther.

As an aspiring event planner, it was an exciting peek into her future. Two days of think tank seminars and networking left Souther with a lot to contemplate. “By the end of the conference, I had a brand new, exciting outlook towards the hospitality world,” said Souther. “I feel like I am better equipped to enter the field with confidence and great contacts.”

—Lydia Hudson

J&W Magazine
In the NEWS

The winner stars in her or her own six-episode show to premier in September.

PRIZE FOR CAMPUS HERALD

In November 2005, JWU’s John Otzenzo, Jonathan Arruda, Kate McCullister and Whitney Crichton from Campus Student Publications attended the annual Associated Collegiate Press Conference in Nashville, Tenn., and came home with a fifth place award in Show Award for general excellence for the Campus Herald. “It was an unbelievable feeling to have our names called,” said Otzenzo, editor-in-chief. The student newspaper was selected from among 16 entrants in the four-year non-weekly category judged on criteria that included editorial leadership, content quality, layout, and advertisements for its Oct. 29, 2004 issue detailing the Red Sox versus Yankees phenomenon.

“Those are all volunteers who commit their time, so their award is really something special,” said Otzenzo. The paper has won the award twice since it gained full student control in the early 1990s. In 2001 it garnered fifth place for its issue devoted to Sept. 11.

BRUSHES WITH GREATNESS

JWU marketing major Lilian Suarez and marketing communications major Karlo Sabovi were guests at an invitation-only cocktail party held in January for industry insiders and Miami socialites marking the opening of Oscar de la Renta’s boutique in Bal Harbour. The duo hobnobbed with the likes of former Calvin Klein chairman and CEO Barry Schwartz, photographer Bruce Weber, rocker Lenny Kravitz, actor Jane Holzer, and fashion designer Julian Chang, and publicist Tara Solomon, friends of Sabori’s “Oscar himself was there looking impecable as usual,” says Sabori, thrilled by the opportunity. “It definitely the talk around town with photographers from major magazines and many other celebrities.”

SITES TO THE SIGHTS

The internet has a wealth of handy resources for the traveler. Whether looking for bargain airfares or hotels and tips on how to pack for a cruise, these search engines and sites are recommended by Kathleen Drohan 04 MAT and Chris Desessa, educators in The Hospitality College at Johnson & Wales.

www.cheapticket.com — Search engine for packages, flights, cruises, hotels, last minute deals and car rentals

www.cheapaire.com — Link to airfares, hotel rates, car rentals and other travel packages

www.hotels.com — Large airfare search engine, and link to hotels and car rentals, etc.

www.travelxex.com — Best available fares on flights and hotels

www.sidestep.com — Comparison of prices from other Web sites on flights and hotels

www.travelweb.com — Search engine for flights, hotel rentals and airfares

www.hotelsearch.org — Search engine for discount hotel rates and car rentals

www.travel.com — Worldwide hotel, car rental,

flight, cruise booking search engine

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flight, cruise booking search engine

www.cheapickets.com — Search engine for packages, flights, cruises, hotels, last minute deals and car rentals

www.cheapaire.com — Link to airfares, hotel rates, car rentals and other travel packages

www.hotels.com — Large airfare search engine, and link to hotels and car rentals, etc.

www.travelxex.com — Best available fares on flights and hotels

www.sidestep.com — Comparison of prices from other Web sites on flights and hotels

www.travelweb.com — Search engine for flights, hotel rentals and airfares

www.hotelsearch.org — Search engine for discount hotel rates and car rentals

www.travel.com — Worldwide hotel, car rental,

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ALUMNI ACTIVITIES & EVENTS

N.Y. Reception Marks Memorable Weekend

J&W’s annual Alumni & Industry Reception at New York’s Waldorf-Astoria brought more than 700 alumni and friends together for an evening that included an after-party at midtown’s Metro 53, hosted by owner Greg Roberts ’00. Friendships were rekindled and new relationships formed during the remarkable weekend of friends, food, and fun.

East and West Meet Down Under

In January, alumni in the Florida area convened for the kick-off to the Australian Harvest Festival at the A La Carte Pavilion in Tampa. David Doepel, president of Abel Gower Enterprises Inc., was on hand to announce that this year’s Taste of Down Under Competition, with a grand prize of a two-week trip to Australia, is open to all J&W alumni. Following the reception, guests were welcomed into the Harvest Festival for an introduction to more than 100 Australian wines.

A week later, more than 40 members of the J&W Los Angeles Metro Chapter were invited to a private champagne reception held as part of a week-long G’Day LA, cultural celebration at the Luxe Hotel, sponsored by the Australian Consulate General and Tourism Council. Guests sampled indigenous Australian food, wines and specialty products.

Doepel recently toured four campuses of Johnson & Wales, and Peter Brennan of the Australian Consulate said his office is looking forward to expanding its relationship with chapter alumni.

Charleston Launches Chapter

The J&W Charleston alumni chapter kicked off the New Year with its inaugural event at the historic Wickliffe House. More than 80 alumni, faculty, and student leaders attended the memorable gathering hosted by Jeff Glum ’67 of Mathena Catering, chapter president, and Denise Elliott ’81, director of communications for ARAMARK. “The presence of J&W alumni in Charleston is key to the community and the businesses that are our partners,” said Glum, an active city member. The evening also included Charleston Campus presidents, past and present, Harry Green and Min Hunsuy, as well as legendary staff members Marion Duss ’57 and David Hambrook ’83.

Charlotte Pre Shouts

The Charlotte Alumni Chapter held its first chapter event, the Pre Shout, in September before the official kick-off weekend of Charlotte Shout. The evening was hosted by Donnelly Campion ’98, manager of Omaha Steakhouse and Charlotte Campus representative on the Alumni Council, in Charlotte, N.C., and more than 25 people attended the open reception.

Technology Alumni Gather

In November 2004 the School of Technology and the career development and alumni relations office held its first Technology Alumni Reception, giving alumni an opportunity to come back to campus and see the changes in the labs, classrooms and each department of technology as well as revisit with J&W faculty, staff and fellow alumni.
Reaching Beyond Loss

Professors with a passion for philanthropy help J&W students connect with children in need

By Kimberly Lawrence

F or a child who recently lost a loved one, familiar memories can bring heartache, and familiar friends can seem worlds away. How do they begin creating new memories? And where can they find peers who share their struggles? Joan Solomon, associate professor in the arts and sciences department at the Charleston Campus, started looking for answers to the questions when a student in her son’s third grade class fell through the cracks after her mother died.

“An event like this one; it doesn’t happen that often,” recalls Solomon. Her son’s elementary school teacher took note and founded Each One Reach One (EORO), a nonprofit organization established for children ages six to 16 who have lost loved ones. According to Solomon, who is on the organization’s advisory board, its purpose is real- ly twofold: First, it brings together children who’ve suffered a loss in their lives to create common ground, but “in addition, it’s to have fun.” Through monthly activities the group helps the children to “basically create new memories.”

Originally under the auspices of Hospice International, Each One Reach One is now independent and meeting monthly in the Charleston area. Through Solomon, the organization and the children it serves have become bonded to the students at the Charleston Campus. Solomon recognized the synergy between the students she advised in J&W’s Toastmasters, a club designed to foster communication and presentation skills, and the children in Each One Reach One looking for friendship.

“As founder of J&W’s Toastmasters, I knew one of our requirements as a J&W club is community service,” explains Solomon. “The officers of the club were unanimous in their support of working with the children who had lost parents and other significant family members.” It turned out to be a perfect fit and the group “has helped with each of their activities this past year.” These successful events, held once a month for the duration of the school calendar, included bowling, visits to Chuck E. Cheese and the popular “Game Night,” held on campus.

“We actually hosted the students at our student center,” says Solomon, recalling the one J&W student who “dressed up as a masquer.” The kids from EORO are it up. “They’re just crazy about our kids,” she explains. “It’s very sweet; they ask for our students by name.”

The December event, which last year marked EORO’s launch and this year has become an annual celebration, featured Christmas cookie decorating, a trip to the local Festival of Lights, and a memory book the children made themselves to take home. “I didn’t want to make it like school,” she explains. Inevitably, the “surviving spouse and siblings are so appreciative [of the group’s efforts] it just makes your heart feel good in a very tangible way.”

At the children’s needs develop, so will EORO’s response: “The older students asked if next year we could do a seminar on how to apply to J&W, and how to put together a resume,” notes Solomon. Wherever needs arise, J&W’s Toastmasters rise to meet the challenge. “Our students have been outstanding with the children ages 6 to 16 and continue to ask how they can help on an on-going basis,” insists Solomon. “They come through every term.” By pairing each child with a J&W student, the students enjoy the experience of “getting to know children individually,” at a time when familiar faces mean the most.

Though Each One Reach One is for now an independent organization, the “hope is to have something like this in other sites” down the road, explains Solomon. Since EORO’s founder, Anne Marie Shores, moved to Durham, N.C., there’s hope that city could be home to the first satellite group.

“It’s hands-on learning in a way that you can’t get in the classroom.”

—Joan Solomon, associate professor, Charleston Campus

A certified Hospice volunteer, Joan Solomon is no stranger to volunteering. “Philanthropy’s always been important to me, my whole life,” remarks Solomon, whose childhood endeavors included fund-raising for United Cerebral Palsy. Currently active in a number of religious charities and My Sisters House, a home for battered women and children, Solomon also describes herself as a “head cookout from way back.” She attributes the $7000 received from her three sons, four years apart, and their years in Boys Scouts of America.

Besides founding J&W’s Toastmasters, Solomon has also served as a DECA advisor, and was instrumental in J&W’s involvement in the Low Country Writing Project. “I tried to mesh the best of J&W with what other organizations are doing,” she notes, adding that the University’s assets include its students “incredible optimism and enthusiasm.”

“Our students are bright and enthusiastic,” she continues. “They really want to make a difference, which is why it think’s so important to get students involved with the community. It’s such a great way for our students to develop leadership and communication skills,” says Solomon. “It’s hands-on learning in a way that you can’t get in the classroom. I consider that to be an important part of my job.”

Joan Solomon and students enjoy Each One Reach One’s Holiday Cookie Party. Founded to help children who’ve lost loved ones create new memories, the group celebrated its one year anniversary over the holidays at this festival hosted by J&W’s Charleston Campus.
An Intoxicating Adventure

Wining and dining on the world’s finest fare

By Will Gilson ’05

Photos by Tyler Vaughan

In the fall of 2004, Will Gilson, a senior in The Hospitality College majoring in restaurant management, was chosen as one of six recipients of the 2004 Kopf Scholarship, awarded through the top hospitality and culinary schools in the nation. Winners spend seven weeks touring the best wine-producing regions of California, Italy and France. Along with students from the Culinary Institute of America, Cornell and Boston University, Gilson traveled, dined and studied winemaking, and sent back regular accounts of his adventures.

Sept. 20
On Sept. 7, I left my home in Groton, Mass. to partake in quite possibly the most amazing journey I will ever go on. People don’t believe you when you say that it is hard traveling around the country, and eventually the world, eating and drinking, but it actually is. We have appointments that start early in the day, tastings that wear out your palate, and dinners that run late into the evening. We live out of suitcases and are traveling everyday. Though we receive red carpet treatment wherever we go, we still have a hard time taking it all in. My level of education on winemaking and viticulture has exploded since this trip began. My palate begins to notice even subtle differences in different wines and styles. And I am slowly feeling like a food snob as I am traveling from one amazing restaurant to another.

In Napa, we stayed in Yountville, Calif., at a winemaker’s home. Our first night there we ate at a “Napaized” Italian restaurant called Tra Vigne. This was the first night that the group really clicked. It may have been the beautiful al fresco surroundings of the Napa Valley, it may have been the unpretentious good food, or it may have been the wine. I don’t know, nor do I care, because it was fantastic. The following day we cooked brunch together, and left our home for the next six days to travel to the famed Opus One winery. Opus One is not just famous for its quality of wine and brand image. The architecture is compelling and breathtaking. We dropped the name of our corporate sponsor and the next thing we knew, we were allowed to taste free glasses of the $25-per-two-ounce wine. Then we were taken on a private tour of the museum-like winery. The experience was surreal, but will be with me forever.

That night we ate at La Toque and the cuisine was French, but very unpretentious. The service was so perfect, we didn’t even realize that the waiters were there. We took away great
Left: A stone barn in Tuscany, Italy at Siena Nobile vineyards. Right: A winemaker testing red wine in Tavel, France. Below: Ebba Lilja and winemaker Alex Philips tasting California Pinot Noir in the Santa Ynez Valley in California. The valley was the setting for the Academy Award-nominated film, "Sideways.

Marathon: That is the marathon that I am running on this trip.

I have days where I wake up and have a light breakfast because I know that I have two prearranged meals that day. I taste about 10 different wines before the sun reaches high noon, and then I eat what the winemakers have dubbed a "light lunch.

A light lunch is a winemaker in Italy is much different than that of one in California. In Italy, we have 10 courses with five wines, espresso and grappa. By the time you’re done you feel like you’ve just been beaten, physically and emotionally. You ache, but it tasted so good. You’re never drunk, but you only want to taste more. You couldn’t possibly eat another fresh truffle or pour on some mushroom, but... actually you can. This has been my life while in Italy, and also primarily while in California. I feel lucky to have only gained 10 pounds so far. I try to exercise, but somehow gelato shops and bakeries seem so much more entertaining. Espresso helps you lose weight right! Another espresso,所谓的 I wish I was building anything, this is the whole truth, and I love every minute of it.

Oct. 8.

Remember Dr. Jekyll and Mr. Hyde? Mr. Hyde was just a curious doctor. Jekyll was a savage beast that came from the darkest regions of his soul. Hyde had no control over Jekyll once created. When I eat in France as a chef, I feel like the pair. As a rational human being (Hyde) I understand the dangers of eating many of the foods that are part of the daily diet here—there are some things that one should not eat in large quantities, and especially not more than one, rich meal a day. But as a chef—a scientist of cuisine—my curiosity gets the best of me. I can’t hold back.

The trip tests my will power... I... I am Jekyll. Another croissant for breakfast? Ah yes. Foie gras for lunch with horseradish! Num num num. Gimme moore! Thrice Michelin stars for dinner! HOOOOOWWW- EEEELIIII! And as in the story, I ravage the streets of Paris, pillaging the restaurants on an insatiable quest for more. Recall that in the story, Hyde wakes up the next day, again himself, with just the remnants of what his alter ego had wrought the night before. His torn clothes and worn body are my butter hangover and increased rummy size. Somehow I want it to end, but something in me wants to go on. I... I must have more cream and butter sauce! At the end of the story, villagers chase Hyde away with flaming torches and pitchforks.

Dr. Jekyll and Mr. Stedman differ. I keep looking for the angry chefs and restaurateurs to chase me away and end my tubercular dieting, but it is quite the opposite: They tend to give me more, to make me do it again and again and again! Until I eat again, Will and me.

Nov. 9

The group traveled from Paris to Burgundy where we staked out our claim in a tiny bistro in Beaune for eight nights. We worked at the cellars of Louis Jadot for a number of years before opening part of the firm, and the program organizers dubbed it as "an enriching experience into the inner-workings of a large winery." Touring the Cote d’Or and Beauplis was worth all of it. Jadot even organized a restaurant "stage" for us while we were there. So I spent my twenty-second birthday seconding a small restaurant in Beaune, getting grilled in France for the first time, and even getting to know my hand. I couldn’t have spent that Birthday any better.

After Burgundy we traveled to Avignon for a few days in the Rhone Valley and Chateauneuf-du-Pape area. We concluded our trip in the beautiful city of Montpellier in the South of France. As the trip grew to an end, I started to realize how much I had missed and the way the trip had actually taught me. Apart from now realizing that I may be allergic to oysters (a whole other story) I began to realize that my opinions on so many things had changed. While we worked and dined in a Michelin-three-star joint in Montpellier, I realized that as beautiful as all the plates were, the flavors didn’t work. The silver and china cost more than my car, but nothing felt right about it when you sat down in the chair. A staff of 40 people for 100 guests and still they performed like ballerinas with clubbed feet. The love of a three-Michelin-star chef was no substitute.

If my perception of wine has changed while on this trip, you would all be a little bewildered. Though it would take me awhile to explain the magnitude of it; put simply; fruity wines are out and wines with funk and complexity are in. And by the way, I don’t know what all those over-paid celebrities are blabbing about, but Cristal champagne is NOT THAT GOOD. But what is so great is that someone paid for me to be able to have that opinion without feeling like I had to enjoy it because I paid for it. To me, it is kind of sums up the whole trip.
Fund-raising: Making the Connection and Making the Ask

While emotion may dictate the impulse to give to a needy cause, the motivation is in the ask.

By Vincent F. Saelke

They come from all countries, represent all races and religions, and complete the spectrum of income and age. Who are they? Donors. Contributing wealth, time, and talent, they are individuals, small businesses and large corporations as well as associations and foundations. They donate a few dollars and they donate billions.

From a simple gift to help an individual in need to the largest campaign to raise thousands, philanthropy plays a vital role in providing for others and sustaining many of our most vital quality-of-life institutions and services. Unquestionably, the United States leads the world in financial giving. Now approaching $250 billion annually, donations represent more than 2.5 percent of the U.S. GDP. It is estimated that more than 85 percent of Americans donate. Why? Because someone asked.

Those who've enjoyed the privilege of raising funds for a church, synagogue, school, orchestra, university, museum, medical hospital, sport team, health care, library, community service, environment, mental health, civic clubs, association, TV or radio station, disaster victims, research, project, or other favorite charity, know the satisfactions as well as the peril. Soliciting donations is seldom “a piece of cake,” always challenging and, at times, embarrassing. For most, raising funds is an experience to remember.

But whether through involvement with school activities, religious commitments, or civic responsibilities, when the occasion arises, the experience can be positive. The fund-raising principles practiced by the eight-year-old youngster, standing outside the supermarket inviting us to “buy” candy to subsidize trips, uniforms or musical instruments, are identical to the most sophisticated techniques ever devised, namely: making the connection and making the ask. For those involved in charitable ventures, there are methods to maximize success.

Making the Connection

Remember, before asking another to give, you must make your own commitment by genuinely believing in the cause or institution. There should be no embarrassment about asking for a contribution. It is a rule to follow and common sense.

With the exception of gifts from corporations and foundations, emotion and rationalization are at the heart of giving. A decision to contribute a personal gift is made emotionally followed by its rationalization. There is no quick-pro-quo, no expected return, with personal giving. It is done, in most cases, because of a belief or connection to the cause or institution. A personal donor's reward is a feeling of good will, a sense of having made a difference, or in the case of some exceptionally large gifts, the glow of public adulation.

Whether in a passive, impersonal solicitation (direct mail/telephone-marketing/solicitation) or a focused, face-to-face request, an articulate presentation is vital to success. Clear communication is the key. This applies to written materials as well as to the briefing of the person soliciting the funds.

Peer solicitation also has its advantages. There is little threat when speaking to another individual who enjoys a similar business, social or financial position. Your pro-active example only helps the prospect to make a positive contribution.

Making the Ask

There are certain rules in fund-raising on which all professionals will concur. When in the position to be personally asking another for a gift on behalf of the cause or institution, keep these points in mind:

The Giving Process

- Giving begins giving. Your example will prompt another to give.
- Giving is primarily responsive. Most of us will not give unless asked.
- Giving by individuals is prompted first by emotion and then rationalized. Think TV images from telethons and appeals from the pulpit.
- Giving tends to favor the round numbers. It’s not often you see a $97.50 gift.
- Givers tend to follow old patterns. “We wrote our checks at year end.”
- Tax talk facilitates giving but is seldom a prime mover. Planned gifts are sometimes an exception.
- Giving tends to grow commensurately with challenge. There is nothing better than a “challenge gift” to generate a response.
- Good givers follow variable interests. Most donors tend to support a variety of causes at different levels.
- Giving is fueled by optimism and universality. “We will achieve our goal!”

Fund-Raising Methods

Indoors or usually channel their efforts into one of four categories, collecting money, raising funds, cause-related marketing or planned giving.

Collecting money is the most impersonal and universal type of solicitation. It can target broad and diverse prospects whether through direct mail, a telemarketing, advertising, radio, street corner requests or a knock on a door.

Raising funds for specific prospects involves building a more personal relationship with donors. It involves generally more providing special opportunities donors can subsidize. They call for more face-to-face solicitation with specific proposals and special opportunities for the donor, including supporting a specific project, larger gifts and donor recognition.

Cause-related marketing usually involves media. It sells space, time or association with a nonprofit that provides a direct (advertising) benefit to the donor—anything from a logo panel at the Little League ball field to a national advertising campaign.

Planned giving builds on a long-term commitment. Bequests, living trust, life insurance insurance and life income gifts and other gifts can provide income or capital gifts and establish trusts and lead trusts are all avenues for donors to make special contributions and in many cases, reap immediate benefits. Such is the case with charitable remainder annuities, charitable remainder unitrusts and gift annuities, all providing income for the donor to enjoy.

- Know your subject; know your prospect.
- Recommend an element of the case (elements to support) for the prospect to fund.
- Always suggest a gift amount; if large (five to six figures) suggest a three to five-year pledge.
- Remember, the focus should always be on the “opportunity to make a difference” in the life of another, through the campaign. The suggested gift amount is secondary and always follows, never leads.

All donors feel good about giving. Some more than others, but the feelings are similar. There is a sense of worth, a sense of gratification, a sense of humanity when we give. Though, at times, the recipient may be unknown to the donor, the satisfaction is the same.

Today we face philanthropic challenges in America at both ends of the economic spectrum. At one end is a growing body of individuals and organizations with legitimacy and, many times, fundamental needs, as well as exciting opportunities within the 750,000 nonprofit organizations nationwide which merit support. At the other end of the spectrum, are individuals of financial affluence—sometimes referred to as those having “wealth accumulation”—with enormous amounts to contribute.

Fund-raising brings the best in all of us. Raising funds for the benefit of others brings us greater fulfillment as human beings. Remember, with every request, there is an opportunity to make a difference in the life of another. There’s nothing more rewarding.

Vincent Saelke is senior vice president of alliances and philanthropy for Johnson & Wales. His more than 35 years of professional fund-raising in the U.S. and Canada include 16 years with the Public Broadcasting System and 12 years as a vice president and partner with one of the world’s largest fund-raising consulting firms.

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Growing Businesses With a Conscience

Je&W alumni make a mark and a market in sustainable agriculture

By Cathy Sengel

CHAD PAWLAK ’94 left Johnson & Wales armed with a degree in marketing and went to work for a food marketing brokerage in Appleton, Wis. representing more than 60 Fortune 500 companies. He was part of teams that launched the blue M&M, the first Gillette sensor razor, and the smoker’s “patch.” But when the cheese plant in Thorpe, where his father worked was bought out by a multinational, it touched a deep chord. “Literally 10 percent of the population became unemployed overnight. It opened up a reality to me that I needed to do something. It was kind of the white knight feeling of ‘I want to save something here.’”

At a Value Added Conference sponsored by the Wisconsin Extension Service he learned about the organic farming movement. For Pawlak it was a “eureka” moment: “This is something that cannot only save the family farm, but it can save the family cheese plans.”

Today, as president of Wisconsin Organics, the former Garbe Entrepreneurial Scholar is reaping a rapid return on his investment. In October 2003 he took charge with 23 retail stores and 70,000 pounds of milk a month going to market. Today, just 18 months into the enterprise—the first six months dealing with the inherited problems—300 stores are buying his products. Pawlak is on the swelling side of a wave.

According to the U.S. Department of Agriculture (USDA), the market for organic products, particularly certified organic products, has increased by more than 20 percent annually for the last decade, making it one of the fastest growing segments of the U.S. food industry. “In the expanding U.S. market, suppliers and retailers are facing up to the challenge of adjusting to domestic and international market growth, and with the market value set to break the $20 billion barrier within the next five years, the future looks bright,” says the 2005 USDA Report on Organic Consumption.

From whatever the imperus, and with an eye on the bottom line, Pawlak is among scores of other Je&W alumni tapping the conscience of a growing movement championing organic products and sustainable agriculture for the good of business and the good of the planet. It is a movement whose time has come.

Back to Basics

Since the advent of the cotton gin, farming has burgeoned in scope and size. With the end of World War II, agriculture changed dramatically. Mechanization pushed government policies toward greater productivity. Chemicals and biological breakthroughs developed for conflict were introduced to the market. “Companies that created chemicals to win the war had to figure out new ways to stay in business,” says Pawlak. “Agriculture has been here since the beginning of time, but in last the 50 years chemical companies have taken over our food system, and we’ve lost the organic foods that were part of past generations.”

Not only have pesticides, fertilizers and growth hormones introduced potentially harmful chemicals into the food chain, and genetically engineered foods posed what some believe is a potential threat to both environment and health, but the push of agribusiness and the factory farm has laid claims to hundreds of thousands of acres of small family operations nationwide, Pawlak says. From 1959 to 1997 Wisconsin lost 78 percent of its dairy farms. “Between there and five family farms are lost every day in the state of Wisconsin. It’s a real negative, not only for the state, but to all of us as consumers,” adds Pawlak.

“Growing up in Wisconsin you had two choices: you either made cheese or you milked the cows for that cheese, and you had this really nice circle of economics,” he explains. Consolidation short-circuited the chain. While local plants closed, milk production actually increased. “If we’ve got the raw ingredients and the supply, why aren’t we using that to make cheese?” That was the question that started it all,” says Pawlak.

Today Wisconsin Organics works with 12 area family farms under a locally-owned organic brand, marketing chemical-free, pesticide-free dairy products from grass-grazed animals fed on organic grains, and free of growth hormones. Under the Farm Act of 2002, the USDA sanctioned a National Organic Program establishing guidelines and certifying agents to ensure growth, handling and sales of all products labeled organic meet rigorous standards. Everything from organic corn chips and frozen foods to produce tagged organic, falls into one of four categories. Anything designated 100 percent organic is entirely organically sourced. To be classified as simply “organic” means 70 percent of ingredients have to be organic. “Made with organic ingredients” classifies items like salsa, made with organic tomatoes. Fourth is “made with some organic ingredients.”

Wisconsin Organics chooses to exceed standards by adhering to grazing conditions still undefined by the government, as well as shunning ultrapasteurization that processes milk at high temperatures, destroying flavor and nutritional content. Pawlak marks his cheeses, butter, cottage cheese and whipping cream nationally, and will be adding yogurt and drinkable yogurt to the inventory. Fresh
Organics: A Market Growing Globally
By Jenny Nephi

Demand for organic products around the world is at an all-time high. According to the International Trade Centre, a part of the United Nations Conference on Trade and Development and the World Trade Organization, the total value of organic food sold in 2015 by major consumers—the United States, Europe and Japan—totalled $10.5 billion in 1997. Based on a projected annual growth rate worldwide of 20 percent, retail sales this year are forecast to reach $31.5 billion and according to MarketWatch.com, $35 billion by 2027, making organic farming one of the fastest growing segments in United States agriculture.

With organic products available at nearly 20,000 natural food stores and 72 percent of grocery stores in the U.S., organic products constitute a niche market moving into mainstream markets faster than any other sector of agriculture, and food retailing, farmers, processors, manufacturers and retailers are fighting for their share of that market. Behind the rapid growth is a host of consumer preferences toward a healthier lifestyle. Typical organic consumers live in urban and rural areas, and tend to the whole, organic and production methods. In general, they are well-educated and belong to the middle-class.
A Wave of Sadness

Counting losses and blessings in the wake of a devastating earthquake

By Cathy Sengel

It was a day to remember, a day that would forever be etched in the hearts and minds of those who were fortunate enough to survive. The earthquake, one of the most powerful in recent memory, struck the region with devastating force. Buildings collapsed, lives were lost, and the landscape was transformed.

The city was in chaos, with rescue workers frantically searching for survivors. The streets were filled with cries for help, as people struggled to find their loved ones. The atmosphere was one of utter despair, as the full extent of the damage became apparent.

As the days turned into weeks, the outpouring of support from around the world was overwhelming. Countries from every corner of the globe sent aid, supplies, and volunteers to help in the rebuilding effort. The spirit of resilience and human kindness was evident in every act of compassion.

In the months following the disaster, the city began to rebuild. New buildings rose from the rubble, and the community came together to heal. The memory of those who were lost would never be forgotten, but the spirit of hope and renewal would keep them alive.

As the anniversary of the earthquake approached, the city was once again filled with a sense of somberness. But there was also a renewed sense of purpose, as people came together to honor those who had lost their lives and to rebuild the city they loved.

The earthquake was a reminder of the fragility of life and the importance of cherishing every moment. It was a call to action, to work towards a better future, and to never take for granted the blessings that life offers.

As the sun set over the city, the sky was painted with hues of orange and pink, a symbol of hope and renewal. The earthquake may have taken away much, but it could never take away the strength of the people who lived through it. It was a testament to the human spirit, a reminder that even in the darkest of times, there is always hope.

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Douglas Stockel is executive chef at Spertus Institute of Chicago. R.I. He lives in West Warwick.
Lisa Winstein is a manager at Tresi Corp. in Bridgeport, Conn. She lives in Toronto.
Nicole Curtis is a senior change agent at Bank of America in Henderson, Nev. She lives in Philadelphia.
Travis Faust is banquet manager at the Shiloh Christian Center Hotel & Suites in St. Louis, where she lives.
George Hel "33, MS is general manager for MidContinental Hotels Group in Lincoln, Neb. He and his family live in Lincoln.
Nicholas Jiras "95 and wife, Elizabeth (Westmore), "announce the birth of Jalicia Niall on Oct. 30, 2004. The family resides in Duxbury, South Dakota.
Terhan Hemsinrho "92 is a commercial loan officer at City Bank in philanthropy, St. Petersburg, where she lives.
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Arshelyn Trevino is an environmental services supervisor at Mission Hospitals in Wilmington, N.C. She is in North Carolina.

William Timper is an executive chef at Mustard Seed in Danville, S.C., where he lives. Tamsa Tolethorpe is a guest service manager at the Seaport Hotel in Boston, where he lives.

Pierre Torres is an assistant and kitchen manager at Avila's Restaurant in Lake Cowichan, B.C., where he lives. 2004

Rafeal Allen is a manager at Clayton County Park and Recreation in Jonesboro, Ga. He lives in Riviera Beach.

Juliette Balzano is a culinary instructor at the Royal SOMAteal Hotel in Corkellan Cottage, Mass. She lives in Wilt, N.H.

Brian Baker is a senior program coordinator at Resource to Empower Hospitals and Dementia Caregivers in Boston, Mass. She lives in Arlington.

Gregg Belden is a food fit specialist at Northwest Hospital and Medical Center in Everett, Wash. She lives in Everett.

William Bohs is chef de cuisine at Maggiano's restaurant in Charlotte, S.C., where he lives. Seen Bojanic works in network sales for the American Broadcasting Company Television Network in New York, N.Y.

Sharon (McMichael) Bowen is a secondary business education teacher at Beaver Charter High School in Waynesboro, R.I. She lives in Providence.

Kenady Brys is senior director of market planning at Hasbro, Inc. in Providence, R.I. He lives in Cranston.

Shauwna Brown is a career counselor in the office of the State of Florida Department of Corrections in Fort Lauderdale, Fla. She lives in North Miami.

Kristina A. Bruce is a chef at the Fresh Market International School Center in Framingham, Mass. She lives in Dedham.

Alison Brown is an internal auditor at Trump Plaza Hotel and Casino in Atlantic City, N.J. She lives in Lawnfield.

Jennifer Burns is a training consultant at MetLife Auto & Home in West Virginia, R.I. She lives in Cranston.

Mauro Cabrera and Jennie (Sweel) Cabrera were married on Oct. 26, 2004. Mauro is an assistant pastry chef at Highlands Falls Country Club in Highlands, N.C. They reside in Saugus, Mass.

Shawn Carnes is banquet chef at the Kim Creek Golf Club & Resort in Newport News, Va. He lives in Hampton.

Adrianne Cottrell is the owner of Callie's Accounting & Tax Services in Amarillo, Texas. She lives in Amarillo.

Russell Carter is the principal of Carter Global LLC in Ranton, Wash., where he lives. 2005

Heather Christopher is assistant production manager at Management Care in Warwick, Mass. She lives in Boston, N.Y.

David Coit and Cindy Movina were married on June 12, 2004, and are employed at Atlanta's Brave Breed in Smithfield, R.I. and East Providence Orthodontic Lab. They make their home in Lincoln.

Karla Czepczak is an accountant at Renton Monarchi LLP in Renton, Wash. She lives in North Adams, Mass.

Thomas Crawford Jr. is a Jr. tech technician at Farnsworth Inc. in Providence, R.I. He lives in Middletown, N.Y.

Christine Crevento MIWA is a business analyst at Citizens Financial Group in Cranston, R.I. She lives in Johnston.

John Cousin is a web designer for Allspar Networking in Warwick, R.I. He lives in Woonsocket, Mass.

Edward De Maio Jr. is vice president of East Providence High School in East Providence, R.I. He lives in East Providence.

Allan Dana is banquet sous chef at the Crowne Plaza in Miami Beach, Fla. She lives in Coral Springs.

Nina Delacruz is a publisher for Dining Out magazine in Castle Rock, Colo., where she lives.

Richard Dimarco is an engineer at RM Global Research Camps in West Gloucester, R.I. He lives in Greenville.

Kryong Elling is a management development program coordinator at The Plaza hotel in New York, where she lives.

Tara Eugan is a market researcher for Spectrum Health Care Communications in Branford, N.J. She lives in Cranbridge.

Craig Eves is a Plastics at the Southampton School District in Northampton, R.I. He lives in Boston.

Mary Fulkerson is owner of Caterin Catering LLC in Danville, where she lives.

Angelina Ferrara is owner and executive chef of Sweet Creations in North Fall River, Mass. She lives in Mass.

Woody Fincham is owner of RM & Associates West Inc. She lives in Chippewa, Va.

Joseph Fliss is a culinary instructor at Colonial Heights High School in Poughkeepsie, N.Y. He lives in Colonial Heights.

Warren Fondo is food and beverage manager at the Aldermaston Hotel in New York. He lives in Aldermaston.

Jared Higbie is general manager and sous chef at the Original Carrib Grille in Providence, R.I. He lives in Johnston.

Gwendolyn (Carr) Graham MAT is a career management and educational coach at Johnson & Wales University in Providence, R.I. She lives in Johnston.

Jonathan Green is a manager for the Bottling Group of Citizens Group Inc. in Groton, N.C. He lives in Pinehurst.

Patrick Hanley MAT is a teacher for the North Providence School Department in North Providence, R.I. He lives in Riverside.

2007

David Jackson is chef de cuisine at Big Fish in Providence, R.I.

Neil Kelly is a regulatory affairs specialist at Brown & Oxford University, Providence, R.I. He lives in Charlestown.

Dominique Kramer is food service supervisor for Emerit Dining Services in St. Alphonsus Medical Center in Saint Alphonsus, N.Y. She lives in Snellville, Ga.

Wesley Kolpa is an UNIX administrator at Proven Financial Corporation in Providence, R.I. He lives in Pawtucket.

Nelson Lam is a quality assurance technician at Poly-Flow Circuits Inc. in Cranston, R.I. He lives in Cranston, Mass.

Sara Leydon is a financial services representative for First Investors Corp. in Narragansett, N.Y. She lives in Coventry.

Kenneth Lynch EDD III is director of admissions at Deans College in Franklin, Mass., where she lives.

Luther Martinson is president of Lotus Products in Virginia Beach, Va., where he lives.

Christopher Mear is a financial planner for the American Funds Group in North York, Va. He lives in Charlotte.

Heather Mathews is assistant food and beverage manager at Hyatt Regency O'Hare in Rosemont, Ill. She lives in Aurora.

Lester McCay is an event producer for the Boys & Girls Club of America in Tampa, Fla., where he lives.

Kelly McCready is manager at the Plumsteadville Inn in Plumsteadville, Pa. She lives in Hatfield.

Ian McIlhag is a real estate appraiser for Borgo & Borgo Real Estate Inc. in Kenney, N.J. He lives in Kenney.

Timothy McWilliams is a business developer for the City of New Bedford Department in Fall River. He lives in New Bedford.

Jes Mercado is a human resource coordinator at American Eagle Inc. in New York. He lives in Watertown, Conn.

Francisco Monteiro MIWA is an enduser terminal manager for New England Motor Freight, Inc. in Providence, R.I. He lives in Pawtucket.

Brian Olson is food service manager for Chartwells Food Services in Waukesha, Wis. He lives in Seattle.

Phillip Dorem is food and beverage director at the Boston Marriott Courtyard Place Hotel in Boston. He lives in Central Falls, R.I.

Linda Pech is a logistician for the United States Government Civil Service in Las Vegas, Nev. She lives in Henderson.

Anhania Ponce is owner of Norma's Catering in North Miami, Fl., where she lives.
The Interview Process: Prepare and Perform

By Elizabeth Roberson

It's another tough job market this year. Looking for a competitive edge or new resources to help you prepare and perform at your best? Here are some insights into the interviewing process.

A first-round interview typically has four phases:

1. Breaking the ice. Start with a firm handshake and a smile that convey your enthusiasm and energy. Then, either wait to see what the interviewer says and follow his or her lead, or start by saying something that connects you quickly.

Of course, if you can think quickly on your feet, you can try something bold. Maybe you've choose something on the recruiter's desk—a magazine you subscribe to or a high-tech gadget that you also have. Break the ice by mentioning some clever fact about the item, or a written piece in the magazine.

2. Asking questions of the candidate. Know your resume cold. Anything on it, including additional information or hobbies and interests are fair game. Also, make no mistake. You need to have a thorough knowledge of how your career goals and aspirations relate to your background in advance of your interviews. This means clarifying for yourself what your values, purpose in life, and job and career goals and objectives are.

Make every effort to actively engage the interviewer by using facial expressions and nodding your head in understanding or agreement. This is a surefire way to communicate your positive energy to the interviewer. Ask for clarification about a question when you really need it. You can sometimes buy some time to frame your thoughts and compose yourself before you respond with an answer.

3. Directing questions to the recruiter. This is your chance to shine—to show how much you've researched the company and prepared for the interview. Here's a sample of questions to ask the recruiter:

- What are your three main goals for this year?
- How do you measure your success in your organization?
- What's the management style? How do you make decisions? Do you like to communicate? Lead people?
- What do you see as the top three goals and objectives for my job?
- How will my job performance be measured?
- What are your ideas for how my role could evolve? What other opportunities would be logical or career next moves?

4. Follow-up and going over next steps—the close. A good recruiter will thank you and then let you know about next steps such as when he or she will get back to you. If the recruiter doesn't tell you about next steps, it's your responsibility to inquire. Simply asking, "Could you tell me about timing and next steps?" is effective.

Being evaluated. To make it above the rest, you need to have done your research on your chosen company and industry, and be prepared to talk about yourself and the content of your resume as well as why you want and are qualified for the job. Display humor in your responses; make your comments as insightful as possible; show confidence (but not overconfidence); peace, the right amount of energy and enthusiasm, and genuine interest in the interviewer, company, and job. These are all personal qualities or intangibles that are key to interviewing effectively.

Council Helps Set Focus

A goal of the Johnson & Wales Alumni Council is to be the voice of alumni—a link between more than 62,000 alumni and the University. In an effort to continue that role, council President George Gouise '76, '00 HDR and Vice President Michael Grossi '95, '99 MBA, '01 would like to make alumni aware of strategic goals the Office of Alumni Relations has developed, in conjunction with the council.

The new priorities focus on four areas in which to develop programming, initiatives, and services: admissions, academics, alumni career services and advancement. Within each area, there are many ways for alumni to continue their involvement.

Admissions Alumni already assist in recruitment efforts around the country, speaking at Admissions Information Meetings (AIMS) and attending Open House events on campus. By sharing experiences, alumni help guide students and parents in the decision to choose Johnson & Wales, giving insight into what they can expect to achieve after graduation.

Academics The talents and knowledge of JWU alumni are an endless resource for faculty in every college. Alumni may return as a Distinguished Visiting Chef (DVC), Distinguished Visiting Professor (DVP) or speak to entrepreneurship students on the real world challenges of owning a business. Faculty often seeks alumni to come back and share their wisdom with current students.

Alumni Career Services The alumni career services office strives to not only provide resources to alumni who are searching in their own career, but connect with alumni who are in a position to hire other graduates and students. Whether coming back to interview students during career recruiting, or representing your company at Career Day, this is your opportunity to tap into the best resource JWU has to offer—its graduates.

Change at the Helm

As JWU Alumni Council elections near conclusion, a transition in leadership is on the horizon. On July 1, President George Gouise '76, '00 HDR will become past president, with more than 30 years of service to the association. At the same time, Vice President Mike Grossi '95, '99 MBA, '01 will become president, and forward.

Alumni Career Services

Your relationship at JWU family does not end upon graduation. Programs and services offered by the career development and alumni relations office can be a benefit throughout your professional life. The goal of Alumni Career Services is to continuously provide you with resources to drive your own employment or career search. To access our global career network, go to the alumni Web site, http://alumni.jwu.edu, created specifically with you in mind. In order to take advantage of the resources, you must be a registered user. Membership is free and exclusive to alumni. The site offers information on housing, job postings, events, career notes and more. For more information, contact Alumni Career Services at (401) 598-1870 or e-mail alumnicareer@jwu.edu.

Attention MBA Graduates

An online survey to assess experiences of MBA graduates of the Alan Shown Feinstein Graduate School was sent out via e-mail in mid-February. If you have not received this request to complete the survey, please contact Judi Mazzarello '93 MS, in the University Career Development & Alumni Relations Office, at Judi.Mazzarello@jwu.edu.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>April 18</td>
<td>DVC, Daniel Scannell '98, Providence Campus</td>
<td>May 21 Commencement Ceremonies, Florida Campus</td>
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<tr>
<td>April 20</td>
<td>Legal Studies Career Night, Providence Campus</td>
<td>May 21 Commencement Ceremonies, Norfolk Campus</td>
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<tr>
<td>April 26</td>
<td>Technology Career Night, Providence Campus</td>
<td>May 21 Commencement Ceremonies, Providence Campus</td>
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<tr>
<td>April 27</td>
<td>Accounting Career Night, Providence Campus</td>
<td>May 21–24 National Restaurant Hotel/Motel Show, McCormick Place, Chicago.</td>
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<tr>
<td>April 29</td>
<td>DVC, Mark Ehler, Florida Campus</td>
<td>May 23 Alumni &amp; Industry Reception, Sheraton Chicago Hotel &amp; Towers, Chicago.</td>
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<tr>
<td>April 29</td>
<td>NSO Oscars, Crown Plaza, Warwick, R.I., Providence Campus</td>
<td>June 1 Wildcat Wednesday, Several locations (in conjunction with local alumni chapters)</td>
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<tr>
<td>April 30</td>
<td>Taste of Down Under, Florida Campus</td>
<td>June 26–28 Southwest Foodservice Expo, Dallas Convention Center, Dallas</td>
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<tr>
<td>May 4</td>
<td>Wildcat Wednesday, Several locations (in conjunction with local alumni chapters)</td>
<td>June 27 15th Annual Golf Classic, Metacomet Country Club, East Providence, R.I.</td>
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<tr>
<td>May 5</td>
<td>Alumni Day, Florida Campus</td>
<td>July 6 Wildcat Wednesday, Several locations (in conjunction with local alumni chapters)</td>
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<td>May 6</td>
<td>Annual Bash at the Beach, Florida Campus (in conjunction with student activities)</td>
<td>July 29 Summer Pops in the City, Providence Campus</td>
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<tr>
<td>May 6–8</td>
<td>Alumni Weekend, Providence Campus</td>
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<tr>
<td>May 6–8</td>
<td>Spring Fling, Denver Campus</td>
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<tr>
<td>May 19</td>
<td>Alan Shaw Feinstein Graduate School Commencement, Providence Campus</td>
<td>July 30–Aug. 3 American Culinary Federation (ACF) National Convention, Marriott Rivercenter, San Antonio, Texas</td>
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<td>May 20</td>
<td>Baccalaureate, Denver Campus</td>
<td>Aug. 3 Wildcat Wednesday, Several locations (in conjunction with local alumni chapters)</td>
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<td>May 21</td>
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<td>Aug. 8 3rd Annual Emeril Lagasse Golf Classic, Tournament Players Club (TPC), Boston</td>
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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