FORMING AMAZING MEMORIES

Hospitality’s Familiarization Tours take students beyond geographic borders

PLUS: Guiding hospitality ethics • Fighting obesity • Tabbing The Green Monster
Reflections

Johnson & Wales University is a citizen of the world. As part of Our Commitment to Excellence, J&W is an international university: our students, faculty and alumni experience and influence the global community.

I'm sure you noticed the striking cover of this season’s issue. The students pictured were on more than a sightseeing trip; they were learning the ins and outs of the international tourism industry first hand. Learn about their working trip to Peru and the entire series of The Hospitality College’s Familiarization Tours offered in this issue’s cover story, “Forming Amazing Memories.” No less impressive are Study Abroad students from the College of Business featured in Around the Globe—the first undergraduates from any American university to be allowed to visit Samsung headquarters in South Korea.

A little closer to home but perhaps no less exotic is the story of Dan Booth, director of athletic communications at the Providence Campus and his experience moonlighting behind the scenes at Fenway Park. As the university president, I applaud Dan’s accomplishment. As a die-hard Yankee fan, I would have preferred he worked behind the scenes at a different franchise. Read about the pleasures and perils of keeping score for the Boston Red Sox in “Score One for the Home Team.”

Our campuses regularly attract international luminaries, a few of whom grace the pages of this issue. Charlotte played host to the winners of Europe’s prestigious Nestlé Toqué d’Or (golden toque) competition, the Canadian Ambassador to the United States helped raise scholarship dollars at a fund-raiser held at the J&W Culinary Archives & Museum, and the author of “Memoirs of a Geisha,” spoke to our John Hazen White School of Arts & Sciences—all events you can read about in this issue’s Around Campus section.

Our faculty also continues to distinguish itself. In “Opening the Door to Ethics,” get to know Karen Liberman, chair of The Hospitality College at our Florida Campus, and author of a groundbreaking text on ethics in the hospitality industry, and alumni in the industry putting theory to practice.

But the J&W community is more than a part of its expertise; it is known for our compassion. Learn how Hurricane Katrina affected our alumni in the Gulf Coast region, and find out about the myriad of ways our students, faculty and staff raised funds for relief effort across our campuses.

From students learning career skills in the mountains of Peru to J&W alumni battling the obesity epidemic across America, the J&W family makes a difference in the community at large every day. Please enjoy this issue of J&W Magazine, and allow yourself to do a little arm chair traveling as you read about Johnson & Wales’ many endeavors across the country and around the globe.

Sincerely,

John J. Bowen ’77
University President

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**Pros Weigh In on Moving Up in Event Management**

If Theo Epstein can do it, so can you. That was the message to Filippelli, founder of TeamWork, an executive search firm for the sports and event management industry, shared with nearly 400 students in The Hospitality College at the Providence Campus during a panel discussion titled “Inside Edition: Experts Talk It Like It Is.”

Filippelli used Epstein’s accomplishments of becoming the youngest general manager in baseball when he joined the Red Sox at age 28, as a testament to the fact that the field is open for young talent. “I think this tells you that this is a young person’s business,” said Filippelli, whose firm’s more than 120 clients have included NASCAR, PGA TOUR, almost all the major leagues—NBA, NFL, NHL, Indianapolis Motor Speedway, major league soccer, Olympic governing bodies, corporate sponsors, and sports marketing agencies.

She encouraged students to try hard at the beginning of their careers to make their mark. “I’m always astonished that people don’t want to put out their best work right away,” said Filippelli. “It’s like running a race by walking, or not fielding the ball so the other team gets a run.” The way to get noticed is to come in early, leave late and work hard.

Filippelli, along with Frank E. Russo Jr., senior vice president of Global Spectrum, and Adonis “Sporty” Jerald, manager of the Charlotte Coliseum, shared the stories of their rise in the sports, entertainment, and event management industries, and gave the next generation some helpful advice. The panel was part of the university’s annual Career Conference during which nearly 9,000 students networked with more than 150 employers.

Russo began his career as a city manager in Hartford, Conn. He fell into the position of executive director of the Hartford Civic Center in 1974, and stayed for nine years. He stressed the importance of getting as much hands-on experience possible. “If you submit a resume with two master’s degrees, you might not get noticed,” he said. He encouraged students to target a market and “get your foot in the door—get in, get noticed.”

Jerald said the key to his success was setting goals. He told of writing down at age 24 that he wanted to be manager of a coliseum by the time he was 30. “It wasn’t a realistic goal, but I wrote it down anyway.” Two months after his 30th birthday, he became manager of the Charlotte Coliseum. “When you write goals down, you plant the seed in your subconscious.”

Today Jerald is one of only 180 certified facilities executives in the world. As manager of the Charlotte Coliseum, he’s responsible for day-to-day operations, which include overseeing a $12 million budget and a staff of more than 60 full-time and 600 part-time employees.

In his 20-year career, he has coordinated internationally recognized events that include the Men’s and Women’s Final Four, the NBA All-Star Game, and visits from Mother Teresa and the Rolling Stones.

Nearly 800 students in The Hospitality College at JWU are training to work behind the scenes in the sports, entertainment or event industries.

—Stacie Domenais

**Letters to the Editor**

I’m reluctant to let you know my son, Jonathan Banta’s ‘90 change of address, because that will mean that I will no longer be able to read your amazing articles about Johnson & Wales graduates. I’m particularly drawn to the ones about your former students’ quests to help the world through their knowledge of food.

While in Charleston, S.C., Jonathan, his musician friends and the food community have staged benefits for the tsunami victims, for villages in Africa to build libraries, for Habitat for Humanity and, now, for Katrina. He’s presently... the sous chef at Rue de Jean in Charleston.

Thanks so much for training my son, and thanks for promoting the idea of community stewardship through food. You’ve done a great job!

Margie Banta
Elmer, N.J.

P.S. Jonathan just called me from Mississippi. He and his friend drove all night to deliver the money raised at the benefit concert. He said that the shelter had enough food and water, but that the people needed money to buy building supplies. He was on his way out to purchase gift certificates from Lowe’s and then to help rebuild a roothi. Something, huh?

Editor’s response: We agree. Johnson & Wales graduates like your son are something special. Many, like Mike Morrison ’91, on page 15, and others in our report on Hurricane Katrina, on page 37, go out of their way on a daily basis to give back to their community and our world.

**Correction**

A photograph on page five of the Summer 2005 issue of JW Magazine was misidentified as Olga Novak, ’05. The photo at left is Novak, Taste Down Under recipe winner.

In the Summer 2005 issue of JW Magazine, Kristin (Klint) Dosseter ‘03 was incorrectly noted as working for McGraw Hill Publishers. She is a teacher in Aurora, Ill.

**Letters to the Editor**

To the Editor: This is in response to the June 15 JW Magazine.

Jeffrey Giese, A.A., and Jamie LaFleur, B.B.A., both actual JWU students, both are against the policy of “Annual Career Conference.”

We believe that we are too young to make such a choice to attend. We believe that the JWU Career Services is not able to prepare us for such a career conference. We believe that the JWU Career Services is not able to prepare us for such a career conference.

JWU Magazine welcomes letters to the editor. Letters may be e-mailed for length and clarity. Please send letters to the editor at JW Magazine, Johnson & Wales University, 650 Abbott Park Place, Providence, Rhode Island 02903; or e-mail us at jwmagazine@jwu.edu.

**Cover photo by Cathy Sengel**
Charlotte Hosts Winners of Top European Catering Competition

A trip to Johnson & Wales University was part of the prize package for a coach and six students from Washington King's College in London as winners of the Nestlé Toqué d’Or Competition 2005.

During their time in August 2005 at the Charlotte Campus, which played host to the team, the group learned about ice carving, decorative dough and cake decorating. They also prepared their winning menu for invited guests. “The Nestlé Toqué d’Or competition, run for 18 years, is the most prestigious student caterers’ competition in Europe. The students who win are considered the best in Europe so it was only being fitting that they should come one of the best culinary facilities in the world as their prize,” said Charlotte instructor, chef Mark Allison.

Allison is quite familiar with the Toqué d’Or. Prior to moving to the United States, he taught at Neath Port Talbot College in West Glamorgan, Wales. While there, he led student teams to two consecutive wins at the Toqué d’Or competition—the first time in the competition’s history that a school won two years in a row.

More than 300 colleges pick student teams to develop a restaurant concept and a three-course menu. Thirty-four are selected to compete in a first round of competition, and the top four teams then compete at The Daily Telegraph House and Garden Fare in London. Before the winners are named, the four teams are told to pack their bags. If they win, they get $1,000 each in cash, $20,000 for college, a trip to London and a week in America. The Westminster King's way team created a restaurant concept based on London's bid for the Olympic Games in 2012.

In the past, winning teams have spent time at the Providence Campus. ‘Marlin Webster, the organizer, thought it would be a good idea to change the venue from London to Charlotte because I was working there and because of the connection with me winning the competition in 2001 and 2002, and because I have judged the last two final competitions in 2004-5 on behalf of JWU in London, Allison said.

“The students spent seven days here in Charlotte and had a blast from beginning to end,” he added. “I’m sure the memories that they have taken home will last a lifetime.”

The arrangement was such a success, Allison will return with the winning team of 2006. Finalists at the Nestlé Toqué are partnered with an industry mentor. In a happy coincidence, the Westminster King's way team was backed by the Compass Group, a fact revealed at their welcoming reception. Compass NAF corporate executive chef Chris Evans-Brown was present, and when he learned of this, immediately arranged for the students to tour Compass NAF headquarters in Charlotte. They also took in their first baseball game (which they declared “brilliant”), visited a local brewery and the Lowe’s Motor Speedway.

Florida Campus Takes Aim at ‘Learning Killer’

Florida Campus hospitality instructor Alan Seidman has coined a term, and even published an article about a predicament that is affecting the way students at Johnson & Wales University, and in classrooms across the country, learn. He calls it the “Learning Killer” because that’s exactly what happens when disruptive students interfere with the education of other students.

Seidman exposed this phenomenon about two years ago when he received some surprising results from a Teaching and Learning Society survey. The intent of the survey was to find out what alumni considered to be the most valuable and useful components of their education. But when the results came back, Seidman wasn’t so much interested in what alumni considered to be positive qualities, but rather what alumni said inhibited their learning.

“The significant number of responses to the question really called attention to a learning inhibitor that needed to be examined more heavily,” Seidman says.

More than half of the respondents complained about disruptive students in their classes, that they would constantly talk, act immature or not take their education seriously. “All you need is one person who really does not care about receiving a full return on their investment from their investment to ruin a class,” said Florida Campus Dean of Academic Affairs Larry Rice.

This new information is helping enhance the quality of education delivered. Rice said that faculty are aware of the issue, and now know that they have full administrative support when handling students who do not value their education.

Seidman’s research may also help faculty at other colleges and universities as his findings were published in an article entitled “The Learning Killer: Disruptive Student Behavior in the Classroom” in the Journal of Reading Improvements.

J&W’s Beverage Institute Gets Insiders’ Buzz on Trends

If executives from Cheers magazine are any gauge, job options in food service have never been more lucrative or varied. In a pair of September 2005 Providence forums, made up of members of the Cheers editorial advisory board, for students of the Beverage Education Institute, heavy hitters from one of the nation’s top trade publications offered perspectives on both the supply and service sides of the industry.

The food service business is the cornerstone of the economy. The only larger employer is the federal government,” Lawrence “Laddie” Weiss, president of Wein Foodservice Vision, Inc., told the gathering. Johnson & Wales students are ahead of the pack. A management foundation is necessary for anyone coming into the restaurant business, students were told.

With megachains such as Wal-Mart and Costco going into the liquor business, a refined knowledge of spirits is key to competitive advantage in retail management.

“Companies want someone who can do more than just one job,” said Michael Battaglia, director of training and vice president, Mythic Restaurant Group.

A strong culinary background will be a straight line to a position in management and an expectation of salaries approaching six figures within 10 years, he said. Big corporations are looking for consultants with knowledge of food service. Career options include areas as diverse as product research and development, information technology, food writing, finance, marketing, human resources and sales, especially on the suppliers’ side with beverage and restaurant equipment manufacturers.

“Vendor relationships are extremely important,” underscored Tony Bongiovanni, national sales director for Cheers. When seeking employment, “take every opportunity to learn as much as possible about a company of interest,” said Scott Ericson, director of executive strategic accounts for Brown Forman. “Reach out. They [companies] want to hear from you. Making that first call is easy to do, and a lot of people use it. Use any opportunity to get a foot in the door.” Internships, and summer jobs can be smart first steps. Flexibility and a willingness to move around and give total effort in the first five years can be a recipe for success.

Among the advice and prognostications professed on the service side: casual dining in chain restaurants will supplant fine dining, and in either environment specialization will be key to backing up the bottom line. Savvy restaurateurs and bartenders should be safety-conscious, “moderation” approach to selling alcohol.

“If you’re socially responsible and a proponent of every movement to make transit booths that comes up in the community,” advised Jim Grace, vice-president of corporate accounts for Glass Distributors. Make up for bar sales profit margins by offering an imaginative mix of fruity and flavorful specialty drinks.

In the days ahead, restaurant patrons can look for tanning alcohol-free cocktails, A Brussels to replace name brand soft drinks and more potent beverages. Energy or heat drinks, fruited lemonades and designer waters are the formula for the future. Exotic teas—priced from $10 to $18 a pot—can go a long way toward building profit margins. “A strawberry lemonade for $3.49 is more profitable than soda or tap water,” said Joel Brown, beverage manager for O’Charley’s.

“Any restaurant that doesn’t have a bottled water is missing a great opportunity,” said Doug Jackson, director of beverage for Rare Hospitality.

“Accounts that seem to be most successful do a good job of pairing food and beverages,” said Weiss.

Following the forums, JWU/JW students prepared assorted mocktails for a networking reception with the Cheers board at the JWU Culinary Archives and Museum—Cathy Sengel
Award-Winning Author Revisits "Memoirs of a Geisha"


In a soft-spoken way, Golden talked about the freedom to create offered by writing fiction. "It doesn’t have to be true. You can leave things out. You don’t have to be a geisha to write as a geisha. There are no limitations," he explained, using examples of fabrication from Arthur Conan Doyle’s "Sherlock Holmes."

It took Golden more than 10 years to write "Memoirs of a Geisha." After extensive research and a multitude of interviews, he was able to place himself in the role, and tell the story in a very personal way. "People actually ask me if I am the geisha that is pictured on the cover of the book," he laughed. Readers were especially interested in how a man could write such a big role in the first person, he said.

His inspiration came from having lived in Japan and befriended a man who was the illegitimate son of a geisha and a wealthy businessman. When years researching the culture and traditions of the exotic world of geisha. Told his first 750-page draft was "very dry," he set about to rewrite. On return to Japan, he interviewed geishas about day-to-day life in the 1930s and 1940s. It was then he decided to rewrite the book in the first person.

A geisha was essentially a slave to her patron, Golden observed, trained to play instruments, sing, dance, converse, and entertain men. A young geisha—about age 14—had the most expensive of kimonos and spent years in debt repaying expenses for purchase, petticoats, and lessons and clothes. At first Golden wrote as an adult geisha, but rephrased the story when a young girl is purchased to be a geisha (sometimes as young as seven years old). Although the starker story, it made richer reading: Golden tried to set the stage for his book by avoiding the words "by Arthur Golden" on the cover to keep from distracting the reader from the tale.

"You have to put yourself inside the person you’re writing about," he told his audience. Golden explained how the “transplant’s zone” is a complete fabrication. He spoke of the need for establishing a sense of place and a sense of voice. Placing the translator at the beginning of the book helped readers understand the story better and gave it a sense of authenticity.

Hurricane Rita kept some of the businesses away, including The Breakers, Walt Disney World and The Ritz Carlton Grande Lakes. However, Bennett, along with more than 2,000 of her fellow students, had the potential to make career altering decisions at the job forum.—M.L.R.

Grad School Alumni Offer Perspective on Career Growth

“What can I do to jumpstart my career while pursuing my MBA?”

“Most of the good jobs out there are not entrylevel, how can I tap into the hidden job market?”

“Is an international graduate student and don’t have personal contacts here in the U.S. How can I position myself and get a shot at the prime jobs and internships?”

These were just some of the questions posed at the MBA Career Forum held at the Alan Shaw Graduate Student Center at the Providence Campus in October 2005. Anat Feniger Ben-Porat ’04 MBA, Sarah Fenn ’09 MBA, Matthew Kenney ’02 MBA and Elizabeth Handler spoke with current students about their own jobs, and offered suggestions on how students can launch and change careers while pursuing higher degrees.

Panelists drew from the well of their collective memory:

Do your research: An executive team leader for Target in Warwick, R.I., and a native of Israel, Ben-Porat encouraged students to research companies where they want to work, but hone in on industry trends. Find out where the job market is for a particular industry or company you’re interested in growing, and what experience in parallel industries would complement your resume,” she advised. “The more you find about the industry, and where it is headed, the better you can prepare for the job.”

Get involved and volunteer: Kenney recently founded the Entrepreneurship Academy to provide entrepreneurial coaching for students online, stressed the importance of volunteering. “I volunteered at the Johnson & Wales Entrepreneurship Center while the job didn’t pay, it was a great way to test-drive my career in entrepreneurship and education.”

Kenney also suggested that students take advantage of opportunities to serve the community through the university and local nonprofits that are always looking for qualified assistance, pet services, and clothes.

"I was told to find my own classmates, your professors and the staff in the career development office, join professional associations...Tell people what you’re interested in, follow through with them...You never know who will be able to help you with an informational interview, as internship, a job or just good insight and advice.”

"Be focused yet flexible: "The more you know yourself, the better equipped you are to zero in on your potential and what you can bring to the table,” said Nardowicz, general manager of Panera Bread in North Attleboro, Mass.

"Other panel advice? Become a brand and learn how to market yourself. Take advantage of career development services. And remember that changing employment or careers is a full-time job. What you have realistic expectations for yourself and others working with you.”

Involved and volunteer: Kenney who recently founded

"At the end of the day, the only thing that matters is your personal reputation. The standard of ethics and morality in what you do demonstrates leadership,” said Rhode Island Gov. Donald Carcieri told students at the Providence Campus as a Distinguished Visiting Professor at J&W’s John Hazen White School of Arts & Sciences in October 2005.

Speaking on integrity in government and leadership, the governor took a global perspective on the power of morality in charting the vitality of a nation, city or state. "The biggest thing holding everyone back from development is the corruption,” said the former CEO of Coors America and joint managing director of Coors Kohn Worldwide.

He compared the U.S. to an "A" student not living up to its potential, and warned that declining standards of education, poor test results for schools and the dilemma posed by outsourcing call for a need to reform the system and push technology to higher levels. The challenge will demand the skills of strong and ethical leaders, he said.

—C.S.

Charlotte Draws Major Employers to First Career Conference

It was meet and greet with managers, owners and employees from more than 60 national and local companies assembled in the Charlotte Conference Center for the First Career Experience at the Providence Campus. The students showed up in droves, impressed by the array of companies interested in their skills. Hospitality student Katie Bennett was thrilled with Career Conference. "There are 50 to 60 prestigious companies at your disposal. When you come here, they want you,” said Bennett. “I’ve had three people ask me for resumes and interviews.” This is awesome,” Nick Raucci ’95, with Ted’s Montana Grill, a chain of restaurants owned by billionaire Ted Turner, was at the Convention Center with talk of expansion into Charlotte. "We are building 15 to 20 restaurants a year. I am trying to set up co-ops and internships, and our restaurants are all over the country,” Raucci said. J&W was the place to come for eager, high-skilled workers, he added. "There is plenty of room for growth and opportunity.”

Hurricane Rita kept some of the businesses away, including The Breakers, Walt Disney World and The Ritz Carlton Grande Lakes. However, Bennett, along with more than 2,000 of her fellow students, had the potential to make career altering decisions at the job forum.—M.L.R.

R.I. Governor Speaks on Ethics

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—C.S.
School of Education Announces New Program Directors

Robert Gable Ph.D. was named director of the doctoral program in Educational Leadership at Johnson & Wales and Denise DeMagistris Ed.D. ’93, director of teacher education, in September 2005. Headquarted in the Alan Shown Feinstein Graduate School at the Providence Campus, the programs prepare educators to lead in affecting all aspects of the discipline.

Gable is an associate professor from the University of Connecticut Naug School of Education, where he served 30 years teaching courses in research methodology, statistics, computer applications, program evaluation and survey development. During that time, he chaired evaluation and measurement of the doctoral program. For the last two years, Gable has taught research courses at Johnson & Wales, and served as an external reader of doctoral dissertation proposals.

Before receiving her doctorate in educational leadership from Johnson & Wales, DeMagistris worked in the Gloucester School District, in capacities that included standard instruction teacher, district test coordinator and licensed trainer for kindergarten through grade 12. Her experience includes extensive work with standards-based curriculum development and special education. DeMagistris was instrumental in the creation of a dual certification masters program (MAT) in general and special education, as well as securing accreditation for that program.

This year our primary activities will be evaluation of our curriculum, hiring one or two new faculty, increasing our dissertation completion rate and developing an active alumni board and mentorship," says Gable.

Currently, 85 students are enrolled in either elementary- secondary or higher education cohorts. Commencing in 1996, the program has more than 90 alumni who earned doctor of education degrees. The group recently formed a 15-member alumni board chaired by Larry Filippelli Ed.D. ’02.

The master’s degree in teaching is an 18-month program specifically designed for “career changers” who would like to pursue a new career in elementary or secondary education. —From staff report

Canadian Ambassador Presides Over Scholarship Fund-raiser

Hands across the border were holding a sampling of Canadian gourmet delectables and spirits at Taste of Canada at J&W in November 2005. Hosted by Frank McKenna, Canadian ambassador to the U.S., the fund-raiser was co-sponsored by the American Institute of Wine & Food, Rhode Island chapter (AIWRF), and the Canadian Consulate General, Boston.

Set against a safari backdrop at the Culinary Archive & Museum at the HarborSide Campus in Providence, guests dined on a full dinner buffet of Canadian cheeses, smoked seafood, beef tenderloin, pastries and wines of Inniiskillin and Jackson-Triggs and the vintners of Toasted Head, Hogue, and Kim Crawford.

Fishery Products International, Ltd., and Vinco International contributed foods and wines for the event.

“I am always amazed at the infusion of Canada in the United States, and Rhode Island is no exception,” said McKenna. “It was a pleasure to meet these talented students and I hope more Americans will be exposed to Canada’s fine foods and wines.”

As part of the day’s events, Brian Halloran, corporate executive chef and Mike Sinios, vice president of technical services for Ocean Cuisine International spoke to 200 culinary students about aquaculture, fishing practices and sustaining marine life.

DVPs Offer Tips on Making it in Any and All Markets

Students in the College of Business on the Charlotte Campus learned about everything from marketing terminology or marketing a mall to understanding the financial markets, from Distinguished Visiting Professors in classrooms in late September. The group included Dr. Howard, a financial consultant with Smith Barney Citigroup Global Markets; Denise Brownlee, director of leasing with Divaris Real Estate, and David Garly, a financial consultant with Merrill Lynch.

Howie urged students to start “branding” themselves immediately and not wait for graduation. Networking is the direct route to hiring, he told them. Maintain and build a network, because connections trump knowledge on the path to success, he advised. Most executive-level jobs are not found in the want ads, but through channels to higher levels created by the individual.

Embrace any opportunity to further knowledge and skills, even while on the job. Brownlee, broke-in-charges for North and South Carolina at Divaris Real Estate explained. “Branding” yourself is one of the secrets to success in real estate including in the retail mall market, told her audience to remain open to circumstances and information that may prove useful to furthering possibilities. Abstain any lessons available “you step for a living,” Brownlee said. “But it’s also an opportunity to stay connected with fashion and selling strategy, and translate that into different opportunities.”

David Garly spoke about everything financial—from stocks and bonds to rates of return and stock performance. Garly used real life examples to explain borrowing money. Using the New Charlotte area for the NBA Bobcats as an example, Garly explained the mechanism that covers costs. “Who pays for this?” he asked. “Did you know there is a higher tax on hotel rooms and rental cars now?” He encouraged the students to seek the lift from a financial perspective, and understand that money does not materialize out of nowhere. —M.L. R.

Proceeds from the event were donated to the Patricia Tillinghast Memorial Scholarship Fund. Since 1997, AIWRF has been awarding Johnson & Wales students scholarships. Su Xiong and Danielle Saico, both sophomores in the baking and pastry arts program, each recently received a $5,000 scholarship for the academic year.

Founded by Julia Child, Robert Mondavi and Richard Clark, among others, AIWRF is a nonprofit organization devoted to educating palates, and making fine foods accessible and appreciated. There are currently 29 chapters throughout the U.S. with nearly 6,000 dedicated food enthusiasts.

It was an honor to host our friends and neighbors from the North,” said Edward Korry, chair of the beverage and dining services department in the College of Culinary Arts. “To have the ambassador himself host the event was a pleasure.

Equally as pleasant for the University is the intent of sponsors to bring similar events in collaboration with Canadian government and business to J&W campuses across the country. —From staff reports

Fashion Students Score High Marks For Olympic Show

Olympic gold medalist Rowdy Gaines was ename at a major fashion event showcasing the Turino 2006 "Look of the Team" USA collection. Hosted and organized by students in the fashion merchandising program of the College of Business at J&W’s Denver Campus, the show included members of the J&W family, including Denver President Bette Markowski, as models, deeming sportswear from the 2006 Winter games in Turin, Italy.

A fashion merchandising students, under the direction of professors Kathy Lautensol and Stephanie Stewart, were instrumental in all facets of organizing, planning, and executing the show. The group received invaluable hands-on training, handling all the necessary details involved in hosting a first-time event. Details coordinated for the event included press releases, promotional posters, V.I.P. invitations and packets, marketing communications, planning meetings, coordination of logistics from displays to decoration, lighting, music and video footage. Preparation included organizing models and dress rehearsal and post-event evaluation. Students and faculty from the Denver campus program provided a thematic ice sculpture as well.

Gaines, Olympic record holder in swimming, was an engaging emcee for the show which attracted local media, including the Denver NBC affiliate. Merchandised featured during the event is available at the online store for the U.S. Olympic Committee, or via the U.S. Olympic retail stores located at various training centers throughout the U.S.A. —Mark Brand
Summer Pops in the City

The annual Summer Pops in the City on Garbe Commons was cloaked in the excitement of rededication of The Yena Center on the Providence Campus in July 2005. University Hall, the building which houses the university library, career development, and Providence Campus executive offices, was officially renamed for the university’s past president and Chairman of the Board John “Jack” Yena. Yena came to J&WW in 1962 as a part-time instructor in economics and accounting. His drive and mix of practical ingenuity and intelligence ensured his rise to leadership within Johnson & Wales. From director of student activities and athletics, to dean of men, dean and later vice president of the college and university president, Yena’s leadership shaped J&WW for more than four decades. A devoted basketball coach, Yena supported students in all facets of their college experience. His primary concern has always been for the young people we teach, and his steadfast goal has remained to assist them in becoming leaders in their professions and in their lives,” said University President John Bowen ’77. “His actions and innovations created the J&WW we know today.”

University Hall was renamed in appreciation of Yena’s dedication, leadership and unfailing support, in ceremonies and a reception at Snowden Hall and later in the evening with the unveiling of the center’s new sign. Under warm, starry skies, the Rhode Island Philharmonic Orchestra entertained more than 1,000 with selections including a rendition of J&WW’s alma mater, written by Audrey Garbe, wife of Chancellor Morris Garbe. More than $50,000 was raised at the annual scholarship fund-raiser.—From staff reports

Charlotte Shouts Praise

Nearly 90,000 people strolled through this year’s Charlotte Shout under perfect Carolina blue skies. The late September 2005 annual event’s Culinary Arts Experience included three days of celebrity chefs, food, wine and world-class BBQ. Thousands jammed Gateway Village promenade, directly across from J&WW’s Charlotte Campus, to watch live cooking demos on the main stage by superstars of the culinary world, including Johnson & Wales’ own Scott Leibfried ’93 and Michelle Bernstein ’94. J&WW chef instructors manned more intimate “cooking schools” where fans got to sample their specialties. Nearly 100 students worked the three-day event, helping make batter, dough and chocolate for more than 10,000 desserts.

“Charlotte Shout is an awesome, fun and well-organized experience that I hope to take part in every year,” said Bernstein. “From last year to this year, it’s so unbelievable to see the changes made so quickly. It just keeps getting better.”

Students were equally enthusiastic about their responsibilities. “It’s always good to participate,” said baking and pastry major, Megan Roes, now prepared to make key lime and raspberry ganache tarts in her sleep. “[Practice] makes you faster, even if it’s a simple dessert you’ve done before.”

“Everyone was nice to see our teachers outside the classroom...”[it]makes them seem very real and shows off their talents and skills outside the class,” agreed classmate Jessica Davis, who helped make more than 800 pretzels.

“I felt like I was in my element,” said Kimberly Mitchell, a sports, entertainment, and event management major. “I love seeing people have a good time.”

Pros from Tyson Offer Leadership Advice for Food Service

She started her food service career making waffles. Today, she is in charge of feeding the U.S. Olympic teams and overseeing production of upwards of 400,000 meals a year.

Teri Morelman’s success story was just one of many from food service professionals who sat on a Tyson Leadership Network blue-ribbon panel at the Charlotte Campus in October 2005 discussing emerging trends and the future of food service professionals.

The topic at hand: Preparing for the future of food service. Chef Marc Cohen ’92, owner of five restaurants in the Laguna Beach area of California, told students to buckle down. “Never turn down an opportunity to grow or advance yourself in this business. It’s time to stop going out every weekend,” Cohen said. “Have a work ethic. You have to want it, and go get it. It’s about getting the work done, being on time and in proper dress. Know how to relate to your team.”

The students also heard from food service experts who work for campuses, restaurants, trade magazines and health care.

“You need flexibility,” said Mary Kayest, director of food and nutrition services for Maine Medical Center in Portland, Maine. “Learn about opportunities in health care. It’s a great schedule. You get home on time—8 p.m. or 9 p.m. at night. Think about that.”

Not so in the restaurant industry where a 70- to 80-hour week can be typical. Larry Shibly, owner of Youn’s Truly Restaurants in Chagrin Falls, Ohio, touched on his own “hot button” issue. “There is an academic component,” he advised.

because everything sold out.

“As an alumus, I take great pleasure and esteem in knowing I came from such a great institution that can put on an event as well done as this was,” Bernstein observed.—M.I.R.

“[You] need to be able to communicate with the media or read a financial statement to help grow a business.”

Asked to choose between graduates with two or four-year degrees, experts said, hands-down, four-year grads will get the job. “You are not prepared to lead after two years,” Cohen said. “In four years, you’re more well-rounded.”

“If you are an elite athlete, it’s very rewarding. But you need fire in your belly to help this business,” said Morelman. “I got up the next day and regimented.”

Ann Marie Weldon, director of The Hospitality College in Charlotte, says it is important to have people from industry talk with their students face to face, sharing challenges and successes. “This was very valuable to the students. It shows the importance of education in the workplace...It also emphasizes that what we teach is really what is needed in the workplace.”—M.I.R.
Seafood Recipes Net Scholarships For Charleston Students

Ingredients:
- 4 fillets of summer flounder
- 1 pound lump crabmeat
- 2 cups fresh grated Reggiano parmesan cheese
- 1 cup white wine
- 3 ounces capers
- 1 pint cherry tomatoes, quartered
- 8 eggs

Preparation:
- Heat a sauté pan with 2 tablespoons of olive oil over medium heat.
- Add the capers and sauté until they are crispy.
- In a large mixing bowl, combine the crabmeat, capers, and cherry tomatoes.
- Place the flounder filets in a large nonstick baking dish and pour the wine over them.
- Bake in a preheated oven at 350 degrees for 10 minutes or until the fish is cooked through.
- Garnish with the sautéed capers and cherry tomatoes and serve immediately.

Sarah Stedman, left, from Wando High School in Mt. Pleasant, S.C., won a renewable scholarship to Johnson & Wales and congratulations from Megan Whitmeyer, program coordinator for the South Carolina Aquarium, sponsor with the Sustainable Seafood Initiative of the Sustainable Seafood Challenge in October 2005.

Contest Winner Takes Talents to New York City

She says she was not nervous — until all eyes were on her.

Michelle Novak, the 2005 winner of the JW&N National High School Recipe Contest, wrapped up her trip in Manhattan on November 5, 2005.

Novak was interviewed for a piece in Justine magazine earlier in the year and was asked to do a cooking demo at Macy's.

"New York was awesome," Novak said. "I had a great time meeting everyone and just experiencing the city itself."

Nearby 50 people watched her make her winning recipe: seared salmon with beet ravioli, sautéed spinach, wild mushrooms and a beet and carrot micro-green salad with carrot vinaigrette. "A mother and daughter came up to me after the demo and said they saw me on TV, and they came to New York to watch me cook. I thought that was pretty cool."—M.L.R

Walking Heart to Heart

In September 2005, more than 100 Charlotte Campus faculty, staff and students participated in the annual American Heart Association Heart Walk. The event provided an opportunity to see the immensely diverse Charlotte community, and mingle with individuals who all had the same goal and purpose: to raise awareness of heart disease. The event benefited the benefits of physical activity, community involvement and personal giving. The campus raised more than $1,000 for the American Heart Association. Everyone who participated received a blue JW&N shirt providing an impressive "sea of blue" of participants. —M.L.R
'Sweet Dreams' Premieres
With Help of Technology Students

A touch of Hollywood came to Providence, R.I., in October 2005 as Johnson & Wales University students, alumni and faculty celebrated the release of a feature-length documentary film, “Sweet Dreams.” The project, undertaken by School of Technology instructor Eric Latke, boasted the technical support of computer graphics and new media majors Tabitha Ross and Michael Murphy, Web and e-commerce major John Diamantakos, and Prof. Eugene Santos, instructor in the computer graphics department.

“Sweet Dreams” follows the story of Gary ‘Tiger’ Balton, a Rhode Island native who rose to championship heights in the world of professional weight-throwing. The Johnson & Wales students assisted film-maker Latke on every facet of the three-year project. Rossi, Murphy and Diamantakos all took turns performing a variety of functions for the film, including camera operations, editing, digital photography and computer graphics design.

The premiere of “Sweet Dreams” was not only a time of celebration for J&W alumni and faculty, it was also a classroom for several students from Santos’ New Media Lab course. Students from the class had their hands full covering the event to document the evening digitally. Computer graphics and new media undergraduates working the premiere included Eric Benson, Sean Jameson, Abidraman Abidraman, Josh Graf and Sean Buck.

According to Santos, “The goal of the assignment was to illustrate that our students are ‘team ready’ and ‘project ready’ for industry. They had to organize themselves for the on-location shoot and perform the roles of location manager, project manager, equipment manager, videographer, interviewer and digital editor. Students changed roles through the pre-production, production and post-production process.

“Sweet Dreams” is currently in the pipeline to be shown at film festivals around the country. While filmmaker Latke continues his work as a digital media consultant in Rhode Island, “Sweet Dreams” was entered for competition at the prestigious Sundance Film Festival in Utah. In the meantime, students and faculty at the School of Technology were honored to be such an integral part of the filmmaking process. —Stephen Andrade

Students Share $38,000 in Recipe Contest Prize Money

While “cabbage” can be slang for money, “eggplant” worked just as well for Robert Lybrand. A senior from the Charlotte Campus, he won the grand prize of $15,000 in the J&JW Recipe Contest sponsored by Sid Wainer & Son Specialty Produce, Specialty Foods. His recipe for warm terrace of eggplant, red pepper and goat cheese, included vegetables he picked that morning at the Janais Valley Farm in Westport, Mass.

While the contest was the brainchild of Henry Wainer, ’90 HDR, president of Sid Wainer & Son and a supporter of the university through cooperative education opportunities and scholarships, “We wanted to remind students of the importance of not losing touch with the farm, where a chef’s raw materials come from,” Wainer said. “By sponsoring a vegetable recipe contest, focusing on fresh produce, Sid Wainer & Son encourages our potential future customers to think about quality and creativity.”

Five finalists—chosen from entrants at all campuses—had two hours at the Sid Wainer kitchens to transform fresh produce into their original recipes. Local culinary experts, including dean of the College of Culinary Arts Kevin Duffy, food writer, Brian Lowrey, and radio personality and host of “Dining Out,” Bruce Newbury, had the difficult choice of deciding which plate offered the most in terms of presentation, creativity of use, product, taste, and ease of preparation.

Newbury said, “I could be vegetarian if I ate like this all the time.” And Lowrey declared that a dish he had eaten in a restaurant the night before “paled in comparison” to Lybrand’s recipe.

—Meredith Moore

ChefRelief Brings Food to Disaster Victims

Michael Morrison ’91, along with a team of other chefs and food lovers have been traveling the country together as ChefRelief.org since the night of Sept. 11, 2001 when Morrison assembled a group of New Jersey chefs to supply hot food for crews at Ground Zero. Morrison, a senior executive chef with Kraft Food Ingredients Inc., says he found his calling in the relief community. "There is a great need for good quality food and who better to supply this than a chef-based organization like ChefRelief.org," Morrison says. "Last year in Florida we supplied more than 50,000 hot meals to the Salvation Army, and Chef Relief supplied more than 50,000 meals in 2004 in Florida and made connections with FEMA and The Red Cross."

At Hurricane Katrina cut a path toward the Gulf Coast, Morrison, who lives in Palm Beach Gardens, Fla., put the word out to the food companies that ChefRelief.org would be there to supply meals to shelters and other relief workers. "Track loads of donated food have been rolling in weekly but we feel that will end soon," he said in October 2005. The group has positioned themselves at a staging area at Kajun Kettle, a food manufacturing plant located in New Orleans. Pierre Hilaire, the owner, allowed the teams of chefs to work side by side with his staff and supplied more than 65,000 meals. "We are rotating chefs and food items in and out every week or so. Our dedication keeps us going, and seeing first hand how all of those people have lost everything, we need to be here for a long time," he concluded.

—from staff reports

Sawasdi Students Opened to J&W Business Students

A group of 30 Johnson & Wales students from the Denver, North Miami and Providence campuses became the first undergraduate business students from any nation to visit the Samsung Electronics offices in Seoul, South Korea. The June 2005 visit was arranged by Chulka Kim Ph.D., former president of Sejong University, host to the students.

Kim’s past posts as director general of the World Trade Organization and Korean minister of commerce and industry were instrumental in arranging the tour, according to Mark Neckes, marketing professor at the Florida Campus. Neckes, along with Mark Brand, business department chair and professor at the Denver Campus, led the J&W students to cultural, historic, retail and industrial sites in the country as part of a summer, three-week Study Abroad program.

“South Korea was the most exotic place I’ve ever been. I didn’t think I was going to be as excited,” said Daniel Bologn, a senior majoring in international business who lives in Spain and Sweden while studying at Johnson & Wales. “The people were happy and cheerful, and there was no hostility toward us as Americans,” Bologn said. “We went the first undergraduate students ever allowed in Samsung head- quarters. We saw products that won’t be coming out in South Korea until 2009 or 2010.”

Neckes said that according to Samsung public relations officials, visits to this facility are restricted to foreign product buyers or foreign graduate students majoring in computer technology. “We are deeply thankful to Dr. Kim and Samsung for extending this invitation to us. This is an honor for Johnson & Wales Colleges of Business,” said Neckes.

The group was impressed by the scope of Samsung operations, said Brand. “The products we saw will not be available in the U.S. market for at least three years. While there, students also attended lectures by graduate school faculty from Sejong University and Tami Oesch, president of the American Chamber of Commerce Korea office. —from staff reports

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Charlotte Students in the PGA Swing at Wachovia Tournament

In a special section of the May 4, 2005 Charlotte Observer, Johnson & Wales was prominently mentioned under "What it takes," to stage the high profile event like the PGA Tour’s Wachovia Championship: "115,000 bottles of water, 73,000 cans of beer, 36,000 hot dogs, 6,100 pork sandwiches, 650 watermelons, 3,400 salads and 60 JW&W students," according to the Observer. In fact, more than 130 JW&W students worked as the golf tournament in kitchen, as well as in the hospitality end of the event. For James Henderson, a sports, entertainment, event management major, the Wachovia Championship was a first PGA experience. "To be able to say that I spent that experience behind-the-scenes is truly an honor and a great privilege," says Henderson. The scale of work was immense. The stockholders of that event really put forth a huge effort just to make every guest reach the peak of their sporting experience. It was an experience made possible by Compass Group and Nosco Resources in cooperation with Johnson & Wales—M.L.R.

ProStart Teacher Honored with Alumnus Status

With elbows deep in suds and bubbles, Chef Erik Youngs began working in his industry at age 14. He was the dishwasher at a local Italian restaurant, a position which laid a lasting foundation for Youngs’ future. He worked for 14 years pursuing a career the “hard way” to gain recognition throughout the field. In September 2005, Youngs was named a Johnson & Wales Honorary Alumnus at the annual Salute to Excellence luncheon at the Florida Restaurant Association EXPO in Orlando. Driven by a desire to make the process easier for students, Youngs decided to take his culinary passion from the kitchen to the classroom. He began his culinary teaching career nine years ago at Florida’s Hillsborough High School. After being asked to jump start another culinary arts program, Youngs transferred to Chamberlain High School.

Youngs has won countless awards and was named Florida Restaurant Association’s ProStart Teacher of the Year. He was the National Restaurant Association’s James Maynard Award recipient and was a top-10 finalist for Hillsborough County’s Teacher of the Year. Youngs has spent the past four years developing Chamberlain’s Culinary Operations Academy and inspiring students to pursue their dreams.

—From staff reports

Taking A Cokie Break

Cookie Roberts, political commentator and analyst for both NPR and ABC News, recently visited Providence, R.I., greeting students from Johnson & Wales University and the staff of the Providence Warwick Convention & Visitors Bureau (PWCVB), where the students work as part of their travel-tourism practicum. Roberts spoke at the 18th Annual New England Mortgage Banking Conference, held at the Rhode Island Convention Center. From left, PWCVB vice president of sales, Nap Schiereich; JW&W students Iuka Nakano, Jerick Vieira, Kate Purcell and Mo Chada; Roberts; JW&W students Rosmary Camillo, Stefan Marques and Mandy DeMaria; and PWCVB Director of Services Erin Depue.

Denver Community Summons Courage to Care

In September, JW&W’s Denver Campus held its 1st Annual Courage to Care Day bringing out 240 students, faculty, alumni, community members, and friends for a day of service and celebration. Formally an exercise for sophomores to take part in service projects on their first day of class, this year everyone was invited to participate and the response was overwhelming, both from campus and community.


In one day the campus was able to contribute more than 960 hours of service. Calculating volunteer hours at a value of $17.56 per hour, the group contributed the equivalent of close to $17,000 in volunteer-hours.

“Community service is something that I really enjoy, and helping that one day is never enough,” said one student. “There are so many more things that our community can do to help out.”

Students learned that their impact is crucial. “I never realized how much one person contributes. It was a lot of hard work and the amount of hard work and effort that volunteers do impresses me. It gave me a better perspective on what goes on at a food bank and what they do is vital to our society,” said another student.

—Kellie Moremet

Denver Grad Kroenen Events Manager

The second largest program at the Denver Campus is currently celebrating the accomplishments of its first graduates in the Class of 2005. Sports, entertainment, event management majors are scoring big in the specialized field. Scott Beckhuizen ’05 is one of four event managers for Kroenen Sports Enterprises (KSE) in Denver, owner of three facilities and five professional sports teams in the area.

As an event manager, Beckhuizen oversees every ticked-out public event run by KSE, and is the main line of communication among parties. Beckhuizen, like many people in this industry, did not get to his position without traveling a long and sometimes bumpy road. As a “nontraditional” student, he came to Johnson & Wales with years of real-world experience that benefited him in college, and began a seven-month-long internship with KSE that led to his current career.

“I would have to say the education I received at JW&W was monumental in the success I have had post graduation,” Beckhuizen says. “I do realize I was not a traditional student, and I did have lots of real-world experience prior to entering JW&W but I could not have made it where I am if I had not attended JW&W. I can’t even tell you how many times I have fallen back on the information I learned at JW&W to do my job.”

—Audrey Orrell

Art for Tots

Miami Beach’s Britto Central Gallery, owned by world renowned artist Romero Britto, left, hosted “A Familia” along with JW&W Alumni Relations in December 2005 to benefit the Children’s Home Society of Florida through Toys for Tots. Coordinated by Miguel Spencer ’01, right, president of Spectrum Communications International, the event showcased a collection of original works by Britto and family—Lourdes Santos and Antonio Britto. More than 3,000 and 200 toys were collected. Britto’s vibrant, hard-edged compositions are shown in galleries nationwide and hang in collections owned by Michael Jordan, Arnold Schwarzenegger, Andre Agassi, the Guggenheims, Rothschilds and Kennedys. The annual Toy for Tots drive helps 2,500 underprivileged children in the Miami area. —Karen McElroy ’03
In the News

BRINGING HOME THE GOLD
While Turino 2006 may have captured the world stage in February, Gerald Lehr ‘86, a correctional food service employee at the Connecticut Department of Corrections, competed at Quebec 2005, the 11th World Police and Fire Games, in Quebec City, Canada. Lehr, from Hamden, Conn., won a gold medal in individual skeet shooting, a silver medal in the skeet doubles shooting, and a bronze medal in the five-man international team, of which he was elected captain. The annual international competition is second only to the summer Olympics in sporting events with competitors representing four professions in public safety. Lehr, who also owns Lehr & Associates, an investment firm, is looking forward to the Australian games in 2007 where he hopes to become a two-time gold medalist. “Your dreams can still come true,” Lehr says.

FISH AND CUT BAIT
At Dave Pasternak ‘85 was a fish he’d be half tuna, half striped bass as “king of the fish inshore.” That and other personal revelations surfaced in an in-depth profile (10 pages) in a September 2005 issue of the New Yorker. At Esca (boat in Italian), the Manhattan restaurant he co-created, Pasternak’s crudo (the Italian equivalent of sashimi) are much-imitated specialties of the house. A fisherman since age five, the New York-born-and-bred chef brings a sixth sense and passion for his product to what he knows best. On any given day Pasternak deals with at least 50 suppliers, from brokers and wholesalers to gill-netters and hook-and-line anglers around the world landing nothing but the freshest and the best.

REIGNING TEENS
Ashley Martinez, a sophomore at the Denver Campus, represented Colorado at the Miss United States and Miss United States Teen Competitions in October 2005. The competition, held annually in Charlotte, N.C., showed state representatives from across the nation, and offered each titholder a glimpse of life as a Johnson & Wales student during a visit to the Charlotte Campus. As Ashley continues her reign as Miss Colorado United States, she hopes to do more work with the nonprofit organizations close to her heart. “I never would have made it to this competition if it wasn’t for Johnson & Wales University. My move to Colorado was specifically to attend this great university; my stay in Colorado will be because of the generosity and love I’ve received from it.”

PROMISES, PROMISES
For the last five consecutive years, J&W students have been among the American Advertising Federation’s Most Promising Minority Students. In February, Greg Lewis ’86 was inducted into the ranks at Building Bridges for Our Future Avarra luncheon at the New York Athletics Club.

SIDE NOTES...
In September 2005 members of the editorial board of Cheers magazine sat on a panel at J&W considering trends in the beverage industry. “Develop drinks that are more interesting and compelling,” said Tracy Finklang, beverage manager for Rock Bottom. All agree, we’ll be seeing more imaginative non-alcoholic specialty drinks on menus as an alternative to cocktails or soda. “Mocktails” are frequently based on the flavors and presentations of cocktails and smoothies made with flavored syrups, coolers, rickies, punches, or spritzers. Classics are Virgin Marys and Shirley Temples, but here are updates courtesy of The Beverage Institute at Johnson & Wales.

Cool Cow: Milk, honey, dash of almond extract. Blend.
Black Cow: Place ice and vanilla ice cream in a glass. Add root beer to scoops slowly. Garnish with whipped cream and cherry.
San Francisco: Pineapple juice, orange juice, dash of sour mix, grenadine and splash of soda. Speed shake and add soda.
Grenadine Rickey: 1.5 ounces grenadine, lime juice and soda over shaved ice. Shake.
Sonoma Nouveau: Alcohol-free white wine, soda, cranberry float. Place ice in glass and add ingredients.
Unfussy Navel: Orange Juice, fresh peach and dash of grenadine. Blend.
Fejito: Speed shake crushed fresh mint leaves and green tea. Add Sprite.
A.S. MacPherson: Dash of bitters, sour mix, orange juice and club soda. Speed shake and add soda.—Ed Kerry

J&W Postcard

Peru

Dining
Fallen Angel Restaurant: A maze of fantastically-themed dining rooms as much for the senses as the palate. Claw-footed bathtubs turned into glass-naped aquariums double as tables in one, dozens of vases of fresh flowers adorn another. Gourmet fare in a décor spiced with whimsy and art.
La Retama: Coy bar and buffet housed above Plaza de Armas across from cathedral. Andean musicians and folk dancers who entertain nightly entice all to join in their dance.
La Cueva De San Rafael: Elegant and intimate with traditional Andean cuisine. Colonial architecture with open-hearth warmth and spirited Andean music. Plaza de Armas Santa Carolina Archa

Hotel Casita Andina Plaza: A medium range, cozy, rustic Andean hotel just blocks from the central Plaza de Armas; Portal Espinar (51) 44 22 1733 ventanas@casita-andina.com
Liberador Palacio Del Inka: A traditional mansion in preserved colonial style with sauna, jacuzzi and fitness center and Old World elegance. Plaza Las Delicias (51) 44 23 1951 cusco@liberator.com.pe
Monasterio Hotel Calle: Five-star hotel in colonial San Antonio Seminary, built more than 300 years ago. No two rooms are alike and most have original Spanish elements.

High in the Peruvian Andes, the ancient capital of Cusco is in a perfect spring starting point for exploring the Sacred Valley of the Inca. Breathtaking mountains ring the city Incan believed was the naval. In the heart of South America’s third largest country, Cusco temperatures average between 55 to 60°F with warm days and cool nights. The rainy season is from December to March. Let Prof. Kathleen D’ESCOFFIER’S CHOICE
J&W President John Bowen ’77 joined the company of Julia Child, James Beard and Joseph Donan as recipient of the 2005 Les Amis D’Escoffier Society Chair Award. In ceremonies held at the Castle Restaurant in Leicester, Mass. in October, Stanley Nicolas ’79, national chapter president since 1997, presented Bowen with the award made to honor an individual who has done much to upgrade education and skills of the food service industry, and shows total commitment to the cooking profession and continuing efforts to teaching young professionals to become better culinarians.

University President John Bowen ’77 is flanked by students at the annual Les Amis D’Escoffier Society Dinner in October 2005. The organization, founded in 1902 to honor the culinary master, has chapters all over the world.

From left, Mike Passuquerella, Denver President Bette Markowski, Lindsay Morgan Tracey and Bob Utchich.

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Charlotte Shout! Alumni Reception

More than 100 alumni and friends of the university attended a reception sponsored by Tysons in September 2005 in conjunction with the annual Charlotte Shout Culinary Weekend. This year honored alumna included Michelle Bernomin '94, '03 HDR, Scott Leifried '93 and Dennis "Cakeman" Raven '87.

New York City Alumni Reception

J&W hosted its annual alumni reception at the Waldorf-Astoria in November 2005. More than 400 enjoyed the elegant ambiance, great food, and fine wine.

L.A. Chapter an Active Presence

Jim Ingelhart and Scott Brown '91 opened the J&W booth at the California Restaurant Show at the Los Angeles Convention Center in 2005, and showed off the new Los Angeles Metro Chapter Banner.

B. Vincent Ferguson Jr. ’89 and his mother, Miriam Ferguson

Central Florida Networking Reception

In September 2005, the Central Florida Networking Reception was held in conjunction with the Florida Restaurant Association Show.

Providence Alumni Reception

More than 70 alumni and industry friends gathered at the Westin Hotel in Providence, R.I. in October 2005 for the annual Homecoming Weekend. The alumni council honored Gail Gogis with the Mary F. Carmody Honorary Alumni Award presented by Mary "Murph" Carmody ’04 (hon.), for her dedication and significant impact on the alumni community.


L. c. John Miller ’79 and his wife, Ann and Charlotte Campus President Arthur E. Gallagher, John represented the oldest class at the alumni reception. The Miller’s live in Wilmingtnon, N.C.

L. c. Student Jerleky Story, Tatiana Herrera ’08 and student, Joshua Lee, assist at the Florida Restaurant Association Show.

Alumni networked at a Wildcat


L. c. James Fisher ’86, David Goldwater ’96, Bob Young and Robert Young ’80

L. c. James Edward’s ’92, Mitchell Edwards and Irma Mayskov ‘90
Holding ’Em for High Stakes

Denver Math Professor Draws on Inside Knack
by Lindsay Morgan Tracey and Ann Moan

Don’t tell Johnson & Wales University professor Tom Fitzpatrick that math is a subject that has no use in the real world. That may be the common argument made by students who don’t appreciate arithmetic’s finer points. But Fitzpatrick, a math instructor at the University’s Denver Campus, uses his math abilities to win himself a seat in the 2005 World Series of Poker (WSOP) Main Event in Las Vegas last summer.

Never mind that poker is the hottest thing going these days, that it’s all over television and has become America’s favorite new recreational sport. As Fitzpatrick learned, it can be very lucrative. The first prise at the WSOP event was $7 million, and he learned that if he was one of the last individuals at the final table, he could walk away with over $1 million in cash.

Fitzpatrick has been playing Texas Hold ’Em poker, the most popular version of the card game, for a few years. It was a natural hobby for a man with a mind trained in statistics and mathematics. (In Denver, he teaches survey, math lab and statistics.) Fitzpatrick uses cards in class when discussing probabilities—a big part of poker playing. The class watches previous World Series of Poker tournaments, and discusses the probability that a given hand will win the pot. Whether watching a tournament or playing in it, these probabilities are important in figuring out who’s most likely to win a hand. Fitzpatrick’s abilities paid off. He bought into a $30 satellite game in the spring, won that, and earned himself a $10,000 spot in the WSOP event in July in Las Vegas.

Fitzpatrick arrived at the Rio Hotel the night before the tournament started. “I was blown away by the scene,” he says. “There were hundreds of poker tables, a separate poker merchandise convention, thousands of fans, and they were all in Vegas to participate in the WSOP.” When he walked into one of the poker rooms, he recognized, much to his delight, several of the pros he always saw play on TV. He made it a point to get close enough to overhear the table chatter. “I couldn’t believe how star-struck I was. But there were legends like Johnny Chan, Doyle Brunson, Phil Hellmuth, Gus Hansen and Annie Duke,” he says. “And I was there to play against them! It was a hard concept to grasp.”

In fact, there were so many players that they had to break the first day of tournament play into three days. Fitzpatrick randomly drew to start play on the first day. “I was very nervous to play against the other, more experienced players,” he said, and nerves are never a good thing. All players started with $10,000 in chips, and after the first hour of playing, he was down to about $8,500 in chips. “Still, I had delusional thoughts of besting almost 6,000 players over a grueling seven-day marathon tournament!” Then, his luck turned, and Fitzpatrick went on a nice run and brought his chip stack up to roughly $20,000. By dinner break, he was the chip leader at the table and feeling good. “Most important, I was having fun,” he says.

Unfortunately, Fitzpatrick says his lucky run was short-lived, as he went card-cold for a few hours and got down to about $6,000. Around midnight, the tournament directors decided that they were to play until the initial 1,000 players from day one were reduced to 650. By 2:30 a.m., he was barely hanging on when they announced that—finally—they’d reached the 650 mark. Fitzpatrick made it to the next round with $8,450 in chips.

Fitzpatrick had two days off while the others battled it out. He had the opportunity to watch other players swear it out knowing that he was already at the next level. But he also knew he had his work cut out for him—the average chip stack was around $30,000 entering day two.

When the day arrived, Fitzpatrick had to move quickly. He was looking for an “all-in” hand. Fifteen minutes into play, he got it. He was dealt a pair of threes and was called by a player with a pair of queens—a better hand, depending on how the other cards turned. In the background, Fitzpatrick heard three JWU colleagues who traveled with him cheering him on. Still, he figured his time in the WSOP was done. But he drew a three, won the hand and doubled his money. He doubled up again just a few minutes later and by afternoon, he was up to $50,000 in chips. “But just as quickly, I lost half of it,” he says.

After the dinner break, the pressure was really on. Seven-million dollars was at stake. Fitzpatrick knew it was time to double up if he wanted to make it to day three. He had a pair of tens and were all in. He was called by a pair of jacks, and this time his luck buckled. His time was up at the WSOP. He played a total of about 24 hours, and went out in approximately 800th place. The WSOP started the pay-outs at $800th place, which meant he missed the money by only a couple of hours. An amateur from Australia won the jackpot, and walked home with $7.5 million. Still, it was a phenomenal experience for him. “I played with some of the best players in the world,” he says, “and even outlasted a few of them.”

Of course, Fitzpatrick was disappointed. His passion for the game comes from the love of competition… and the thrill of the win, of course. “But overall I was pretty happy with my play and really floored by the whole experience,” he says. “After all, that $30 buy-in went a long way.” Any way it’s cut, that’s smart math.
It’s 8 a.m. on a November morning in Cusco, Peru and student Yumi Shinohama is standing outfitted in traditional native costume in the lobby of the Casa Andina hotel. As one of three tour guides for the day, she and teammates Britelys Mariscal and Dwight Moffett are passing our program, bottled water and a map of the journey to come. A bus is waiting to carry 21 Johnson & Wales students through the Sacred Valley of the Incas.

In the last 22 years more than 1,600 students in The Hospitality College of Johnson & Wales have traveled to places like Thailand, Morocco, France, Hungary, Spain and South Africa—every continent but Antarctica. All were planning careers in the hospitality industry, and through the labor-intensive travel-tourism practicums, many experience their first journey to a foreign land. While immersed in a different culture, each planned activities, arranged travel, gave talks on the history, arts and architecture of the region, and gained insight into the trade of hosting travelers.

Beyond the intern training students get as guides at airports and vis-itors bureaus closer to home, the required week-long FAMILiarization or “FAM” Tour shows them the wider world, opens their eyes to people and possibilities, and for many, alters their perspective of life.

“My travel practicum for the fall trimester of 2005 would probably have to be the most interesting, most time-consuming, most work I have ever seen in my life, but also the most rewarding, and overall, the best experience for me in college thus far,” wrote Stefan Marquis on return.

“I knew going into this trip that Peru was a relatively poor country, financially speaking. But while I was there, I learned about their culture,” said Ashley McGlinn, “They are [as many ways] a far richer country than the U.S. is right now. They take such pride in their ancestors and their history. It defines who they are today. I also learned about innocence. The difference..."
between (citizens of) the U.S. and the Peruvians is their innocence does not diminish as they age.

The adventure is meant as a total immersion experience. "The idea of the Familiarization tour is to become familiar with a destination, and to see and learn as much about that destination as possible," says Prof. Michael Sabitoni, chairman of the International Center for Travel Tourism Studies in Providence.

"It’s putting together all the theory that they’ve learned in the classroom into the real life experience," seconds Prof. Kathy Drohan ’95, practicum director.

No matter what, the excursion is a marathon. It’s where instruction meets the road. "You think for one second that this is going to be a vacation," Sabitoni used to tell students. From the predawn departure from Warwick, (guided by Jenese Guzman and Christina Bobay), the week abroad is mentally and physically challenging.

While Drohan, a veteran of 16 tours, arranges flights, hotels, and local guides, student groups are responsible from daily wake-up call through dinner and beyond for activities and scheduling. Fam is an indoctrination.

"Aside from the cultural aspects, we want to give them a complete picture of what it’s like to travel as a group," says

Drohan. Airport security, customer service, types of hotels and affiliations, locations, cleanliness, amenities, rating systems—students need to be familiar with the myriad of details involved in trafficking the masses internationally—the documentation, the visas, the inculcable variables.

"A first-class hotel in Europe might not be the same as a first-class hotel in the U.S.," Drohan notes. "No matter what part of the industry they’re involved in, they all need to know something about travel. Even if they’re behind a desk, they still might be sending people to other destinations.

As travel experts their responsibilities will be huge, she adds. "Some people save their whole lives to go on a trip and it’s up to that tour guide to make that trip a memorable experience." Attention to details, and group and individual needs is stressed and essential. Traveling with classmates for a week tests tolerance. "We emphasize that everybody’s important. If the driver doesn’t show up on time then the tour can be a bust."

To be tour guides, they will need to know their audience, adapt to the group and devise from programmed routine if necessary. Students are reminded to watch and interact with the professional guides in their presence as examples of what does and doesn’t work.

On a golden Peruvian morning, Shirahama is quietly vigilant, lending a ready hand to assist her charges stepping up into the bus, watching baggage and casting an acknowledging smile to baggage handlers. The day’s tour covers more than 150 miles exploring lush, mountain-ringed valleys and fertile farmlands stretched across high Andean plains. Students hike and explore Inca ruins at Ollantaytambo; they shop in the old market village of Pisac, making a wide sweep through breathtaking landscapes before returning to Cusco for dinner. Reservations and menus for 23 are negotiated in advance by the group in charge of the day. One night it’s a gourmet cuisine at the fantastical Fallen Angel, another vicuna steaks and seated lamb at La Cava De San Rafael. On this evening, rustic fare and Andean performers at La Retama enliven all in the party to join in the dance. Following dinner, the entire group critiques the day’s guides, and students make entries in journals they’re asked to keep.

Native-made pins are distributed as gifts to each participant, courtesy of the guides. Talk turns to plans for the next day’s excursion to Machu Picchu, where as Sabitoni jokes "the vicious cycle will start all over again."

Past groups have toured Quebec on horse-drawn sleigh, climbed a volcano in Brazil, snorkeled in Costa Rica, trekked on elephant through the jungles of Thailand, traveled comeback in Turkey and danced at Carnival in Brazil. From the Waterford factory in Ireland to the Charles Bridge in Prague, joined by common destinations, alumni reconvene over the years with one question. "Where was your Fam trip?"

Part of the Package

Though Fam origins date back 15 years, J&W’s practicum program predates the trips by at least a decade. In earlier days, Prof. Chris Deloss and Sabitoni shared a split classroom switching between theory for half the day and training on American Airlines Sabre computer system, the industry standard, for the other half. Students back then put in time at J&W’s Hearthstone Travel service as the J&W lien. Later a "hoods"—consisting of a folding desk with blue skirt—was set up at R.L.’s T.F. Green Airport to offer assistance to travelers. Then Collette Tours, now a long-time partner, signed on to pay $10,000 per teaching assistant to subsidize those who worked in their departments from tickering to accounting to tour management. Rotations have since been added at the Rhode Island State House, the Providence-Warwick Convention and Visitors Bureau and on cruise lines through J&W’s North Miami Campus. The program’s base of operation at T.F. Green has grown to a permanent and professional presence.

"When we started, everyone thought about our program as a travel agency program, but now we’ve broadened out," Deless says.

Back two decades, travel was an arranged luxury. Today it is a commodity, as nuanced as the world’s cultures. Travelers’ interests are more diverse, reflecting the increasing need for broad expertise.

In response to industry trends, The Hospitality College offers degrees in global tourism management, international hotel and tourism management, and hospitality management. Eleven focused concentrations, with instruction in everything from media relations to nutrition, provide added study in areas as diverse as entertainment management, tour management operations, entrepreneurship, hospitality sales and meeting management, cruise line management, casino and gambling operations, adventure, sport and nature-based tourism. "[Specialties] speak to how industry is changing," says Sabitoni.

"No longer do people just want to sit on a cruise ship and be pointed out things to view. They want to be part of it. We’re trying to give students a feel for the whole travel industry—from hotel management to cruise lines and tour operations," says Sabitoni.

All in, the adds, are geared to providing
the road assuming the role doesn’t deter students from going into travel, it helps them define where they want to be. After a day’s expedition white water rafting down the Urumia River, Jesse Betts decides that running a similar operation in some aspect of adventure tourism might be his focus upon graduation in 2008. Kimberly Lombard knew before, she wants to work as an airline stewardess. Shiraamala, unlike most, already a seasoned world traveler with passport wallpapered with stamps from Spain to Mongolia and beyond, will work as a guide before returning to do the same in her native Japan.

Regardless of career goals, however, FAM tours, for many, are life altering experiences. Sabitoni talks about a 1992 trip to Russia where students, gathered for a photo in front of St. Basil’s Cathedral in Red Square, were encircled by a group of youth four deep. “I watched how in an instant the students went from fear to curiosity to friendship as they realized Soviet youths were hungry for interaction with young Americans. By the end of the exchange our students were giving away the blue jeans they’d worn the day before.”

Drohan points to a 2004 trip to South Africa where students were overwhelmed to tears by the scars of apartheid, and the sights and depth of the experience. She’s noticed similar reactions to Peru.

“To experience life, you can’t just look at pictures,” says Betts of the experience. “You have to touch, feel and see these places.”

FAM tours, like hospitality, breed interaction that goes to the heart of human bonds and beyond national boundaries. Students’ perceptions are altered by new perspective.

Vieira admits he came to Peru with long-held misconceptions about poverty fueled by lack of education or motivation. “It became apparent that my preconceived judgments were unfounded or worthless. Peru is a wonderful nation that is open and loving to visitors, with a great tradition and pride in who they are... In Peru, unlike the U.S., there is no stress people take their time and enjoy life as it is.”

“They [Peruvians] seemed very content with their lives, regardless of their economic status,” wrote Sarah Ouellette.

“One Peruvian told me, ‘It is what we human beings do; we help each other when we are in need,’ after I used the restroom in his cafe and he refused to take my tip.”

“You don’t need materialistic things in life. Your family, friends and comfort from others will give you the strength you need to get by and get by being happy,” observed Moffet of Peruvian lifestyle.

Marquis is sure his journey to Peru is one of the greatest learning experiences of his life. “No words can describe the genuine camaraderie that we had on this trip and throughout our practicum. It was a glimpse into what makes this industry so great. Learning how to plan, coordinate, direct, research, and to be of service, truly makes us better students and overall better people.”

“A

Fenway Park, Boston. To the average baseball fan, it’s one of the last vestiges of a bygone era. To a New England baseball fan, it’s a cherished shrine, a regional treasure, dripping with the history of America’s Pastime in every nook and cranny of the venerable ballpark.

By John Parente

Photo by Butch Adams, Panucket Times

A

and there, inside Fenway’s left field wall, the renowned Green Monster, sits one of Johnston & Wales’ men, moonlighting as the caretaker of one of the most famous and unique sites in all of sport.

Dan Booth, director of athletic communications at the Providence Campus by day, spent the 2005 baseball season as one of only three people who work behind Fenway’s manually-operated scoreboard by night for all 81 Boston Red Sox home games. Within a few months, his story has reached a coast-to-coast audience and he’s been featured in everything from national publications like the Sporting News to dozens of more-local media outlets.

It all began with a phone call to the Providence Campus athletics office, from the dean of ‘The Wall’ trio, Chris Elias, the former
sports information director of Boston's Emerson College, and a longtime friend of the Johnson & Wales Department of Athletics. Ellen was looking for someone who could basically devote six months to make Fenway Park a second home. Generally considered one of the dream jobs among New England's sports-oriented fans, the right guy at the right place at the right time just happened to be Booth. It took Booth about 26 seconds to decide that he was the ideal guy for the job.

A couple of interviews with Red Sox brass, a short training session just days before the season opener, and, presto, Booth became a full-fledged member of a very elite society. He was a Fenway scoreboard op. Amid all of the pomp of a very special Opening Day, when the team celebrated its 100th anniversary and its no 88-year-old championship curse, Booth began his scoreboard operating career.

"Opening Day was the best day on the job," Booth reflects. "The electricity of the celebration, the raising of the banner, the ring ceremony, everything. We had [Celtics legend] Bill Russell and [Bruins Hall of Famer] Bobby Orr talking with us inside the wall before they were introduced. [Patriots star] Richard Seymour and Tedy Bruschi came in to see us and to see how to operate the scoreboard. It was great."

For all of the notoriety, admiration, and attention that Booth has received since the first week of April 2000, however, the job is definitely not one that provided much income. Once the umpire yelled, "Play ball!" and the game begins, Booth has nowhere to roam until the final out is made. He and his two partners are crammed inside the dusty old belly of the Monster. Two-foot by three-foot green-painted metal plates with white numbers painted upon them hang on rusty rods almost directly behind the workers—no more than eight feet from the small slats where Booth and the others watch the game from inside The Wall. Aside from an occasional visit from left fielder Manny Ramirez, there's little attention paid to the trio, unless a mistake is made when the numbers go up for public review following each run, hit, or error, or until each score of another game is updated. Have to heed the call of Mother Nature? Best of luck. No one's going anywhere until the game is over.

Along with the tight and dusty working conditions, the hours are long. Booth must be on the job for setup two hours before game time. (That's usually at about five o'clock for a 7:05 p.m. start.) Following each game, there's a cleanup process that generally takes between an hour and 90 minutes. Tack on the hour drive from Booth's home in Seekonk, Mass., or his office at the HarborSide Campus to Fenway, and we're talking an eight-hour chunk of a summer day. For Booth, that's only part of his daily routine. He must also take care of his Johnson & Wales duties, which include Booth's passion for baseball and his love for the OF Towne Team, however, far outweigh the pitfalls of the position. To be able to say you've worked inside The Wall is a badge of honor that only a handful among the masses of Red Sox Nation have ever earned. Around his Johnson & Wales office, and within his community, he's become just a few strikes short of a legend. Requests for tours of the scoreboard or for tickets, leftover batting practice balls, or a piece of turf or a bottle of dirt from the warning track became routine. Though it was tough to say "no," Booth had to ferret out what he wanted to do from what he could do for his circle of buddies. Sadly, that didn't amount to much.

For all of the anonymity that the position should really deserve, Booth has had more than his 15 minutes of fame. In August, an impromptu visit by the off-controversial Ramirez into the wall—as the game was being played and, in fact, just as a pitch was being thrown—prompted the scoreboard operators inside the wall to wonder how many fans would be let in. Ramirez certainly fit the definition of glove. In August, an impromptu visit by the off-controversial Ramirez into the wall—as the game was being played and, in fact, just as a pitch was being thrown—prompted the scoreboard operators inside the wall to wonder how many fans would be let in. Ramirez certainly fit the definition of glove. Ramirez was an all-smiles friendly type who was happy to briefly stop and talk to the operators. He was friendly and approachable. Ramirez was an all-smiles friendly type who was happy to briefly stop and talk to the operators. He was friendly and approachable.

There's pressure too, especially in the late stages of the season, during a pennant race with over 36,000 fans watching other scores. "Everybody looks at the scoreboard," he says, recalling one missed assignment. "The control room would call to give us a Yankee update, and ask us to stage the placement between at-bats. We inadvertently changed that score between pitchers to Manny [Ramirez], and we completely messed him up."

And you certainly don't want to hang up an "8" when two-plus-three-plus-two equals seven. Remember, there's safety in anonymity, and everyone is watching.
depending on source, range from a conservative 112,000 to upwards of 365,000 according to the Center for Disease Control (CDC). The percentage of obesity among Americans has then from 13 percent in 1962 to 23 percent in 1994 and by the year 2000, reached an unprecedented 31 percent. CDC claims obesity rates have doubled in the last 25 years for adults and children and tripled among teenagers. Some fear this trend, if it continues, could bankrupt the country's healthcare system.

As one of nation's top culinary institutes, in 1999 Johnson & Wales launched its culinary nutrition program, the only program of its kind accredited by the American Dietetic Association. In April 2005, the U.S. Department of Agriculture (USDA) selected Johnson & Wales to help introduce its new MyPyramid nutritional guidelines—the program offered the perfect backdrop to the messages of healthy eating and physical activity. USDA Deputy Under Secretary Kate Coler told the 120 students in attendance, "You are ambassadors for healthy eating, proper nutrition, and helping Americans to eat nutritionally balanced diets." Many J&W grad had already met the challenge. Today through programs, startups and innovative solutions, J&W faculty and alumni are making gains toward tackling the seemingly intractable epidemic.

Too Much of a Good Thing

So why are Americans eating more? Suzanne Vieira M.A., R.D.N., a regulatory dietician at JWU, pinpoints the two most powerful factors: increasing portions and decreasing prices. At the same time the American diet was beginning to shift from one staved to too little from too much, the combination of free trade policies and corn subsidies under Gerald Ford created a marketplace flooded with inexpensive ingredients for high-caloric, low-nutrient foods. Restaurant portions have ballooned to two to three times larger than a standard serving size.

To the recipe for faster, just add marketing. With annual revenue of $500 billion per year, the candy industry can impose any federally-funded program, no matter how well-intentioned. Additionally, junk foods receive the majority of advertising dollars. The more highly processed the food product, the higher the potential profit margin, the higher the profit, the more advertising is money available.

Dorothy Braley ’50, chair of Rhode Island Healthy Schools Coalition and executive director of nutritional education nonprofit Kids First, a R.I.-based initiative dedicated to incorporating hands-on dietary education into elementary curricula, has noticed the effects of marketing on the youngest consumers. Where a vacuum in nutrition information exists, she says, the food industry happily fills the void. “The whole reason I got into this,” explains the former career and JWU culinary instructor, “is that when my children were in elementary school, and I was doing the chef demonstration, I found that fourth graders couldn’t identify a grapefruit. And it just blew me away.”

While woefully unfamiliar with whole foods, grade schoolers show a detailed knowledge of processed foods. “At two years old they could say ‘French fry,’” I think I held up a strawberry passion fruit Roll Up and they could identify that flavor from the package color. That was an awakening for me that our kids were becoming more and more removed from [whole] food,” she recalls.

The experience drove her to found Kids First eight years ago. “Kids know what’s marketed to them. Families are becoming more dependant on fast food; people are more on the run; our poor fresh fruit and vegetable industry doesn’t have the same kind of marketing dollars that our processing companies do, so we’re clearly at a serious disadvantage with our children knowing what fresh fruits and vegetables are. That’s part of the problem.”

Innovations intended to drive sales have affected lifestyle, encouraging eating in more places and eating away from home, adds Vieira. “Twenty years ago, were there cup holders in the car?” she asks. “It’s lifestyle; it’s our American way that you always have something to eat with you on the go in the car. Now the food companies are vying for that spot...[Car time] is a primary eating opportunity...The results are an environment that predisposes Americans towards obesity.” Unfortunately, what may be intended as time management invariably results in “unconscious eating” or eating to feed without focus on content. Coupled with over-reliance on convenience foods, the result is Americans eating a larger quantity of lower quality, higher calorie foods.

Vieira blames lack of family time, lack of cooking skills and the demise of family meal time. “It’s a heat-and-eat generation, and now we have multiple generations of heat-and-eat. No one knows how to do anything unless it comes out of a box.”

Braley also blames a lack of basic knowledge among adult consumers. “We’re blown away when we educate parents as to the mixed messages they receive regarding nutrition from the media.”

Consumers, inundated with trend-related nutritional advice in the media—which Vieira calls information overload—are clamoring for clear cut guidance. “I think they’ve been bombarded with information, the good, the bad and the ugly with food,” Vieira says. “It’s the flavor of the month as far as what food is in and what food is not. It can be very confusing.”

But it’s not all about nutrition, she emphasizes. It will take more than a new logo on the back of the cereal box to overhaul America’s eating habits and sedentary behavior.

Scott Smith and Laura Bisser-Smith, M.P.H., R.D., C.H.P.R.I., instructors at JWU’s Denver Campus, offer their culinary expertise in a partnership with the Colorado-based Program ENERGY, a youth diabetes prevention program, trying to bridge that gap. “The primary focus is on providing kids with cooking skills for healthy foods they can prepare, and helping them to expand their food preferences,” explains Bisser-Smith.

Supported by the National Center for Research Resources, National Institutes of Health (NCRR/NIH) Science Education Partnership Award, the outreach effort partners scientists and chefs with elementary school classes to teach hands-on lessons on nutrition and biology. Child-to-parent communication is used to increase parents’ physical activity, healthy diet and knowledge about diabetes.

Their work addresses a growing need. As consumers cook less and lose, the result is a disconnect, even in the consumer’s mind between food and nutrition,” Vieira explains. “When they think of nutrition, they think of vitamins, minerals, pills, the magic bullet, and then they think about food. But they don’t think of food as having nutritional value.”

The psychological barrier has led to the rise in “functional foods,” the ubiquitous shakes, bars and pills, whose use, in turn, perpetuates this divide.

“They think you need to take supplements... that they have to have this faux food, the bars and all solu that’s going to do is eating-versus eating just great food.” The result is a slew of products being marketed to the consumer by pharmaceutical companies. Formerly hospital supplements used exclusively “when someone was dying and couldn’t eat at all,” these meals in a can now line grocery store aisles.

Instead of drinking their meals or eating a bar for lunch, consumers should be connecting more with wholesome foods. “Without food, there is no nutrition,” she emphasizes. “Our students can bring that back and reconnected, because they can combine their knowledge with their knowledge of food and put it in very concrete terms for consumers.”

Tamar Golds ’02 uses the skills she gained through the JWU culinary nutrition program as the “nutrition mentor” for the nonprofit Center for Science in the Public Interest. Through the Center’s Nutrition News newsletter, Golds helps educate consumers.

“Every day I deal with the intimate details of food labels, trying to catch the mistakes that many large companies make with their labels so that we can show our subscribers the correct information regarding the food they buy.”

Her job centers around compiling huge amounts of nutrition information from a wide sampling of products and companies, and finding those that stand out, nutritionwise, by category. “My nutrition and culinary background from JWU has really helped in being able to pinpoint products that will be high in fat, or salt, based on reading the ingredient list,” Golds says.

The Great Divide

Kerr, now president of eatouldehealth.com, a system of eating that emphasizes social responsibility, also identifies a psychological rift in the mind of the American consumer, between nutrition and sensuality. Until obesity experts close that divide, Kerr warns, the problem will remain unsolvable.

“The human brain in very simplistic terms is split left hand-right-hand brain: right-hand measures what a cheeseburger feels like and the sultriness of the French fries and the cold of the gulp and it knows all about that. The left-hand side of the brain is logic applied to that, and it knows you can get one of those for $1.99. And that’s about its extent of its logic: ‘I’m hungry, I want this, I know what it’s like and it’s going to cost me $1.99.’

Too often, the small amount of information well-meaning educators and operators impart, evokes reactionary response. The response, a thought bubble, explains Kerr will respond. “Get that bloody number out of my sight! I’m going to have a burger and don’t you try and tell me!” The result is antagonism and rumour.

That reality puts food service operators in a difficult bind—do they give consumers what they say they want—healthier options—or what they order most—indulgences?

Whose responsibility is it to set the consumer straight? Kerr turns to the food service industry itself. “I think so often in our world today, we are creatively exploited, not creatively served. The food industry...has to make a decision whether they are going to become exploitive or truly serve the public.”

A CEO has one criteria basically—to make a profit. “What I’m asking people to do, is, by all means make a profit. Altruism in and of itself, doesn’t work,” Kerr says.

“But to have an altruistic edge to what you do, do work, I think.”

Inroads to industry are being paved. Through a partnership with the Compass Group, culinary instructor Todd Seyfarth ’01, has been traveling to Compass’ training centers, using the skills he gained in the culinary nutrition program to educate its corporate trainees. The trainees, in turn, educate their chefs, and the skills—specialized menu building, cooking low fat, high flavor foods—paid off in recognition by Company’s employees. “We’re trying to make steps in the right direction,” promises Seyfarth.
Florida educator writes the book on wrongs in hospitality

By Marie Cirelli

Karen Lieberman can recall exactly where she was when she got the idea for her first textbook on a subject that has received little attention from researchers across the nation. She sort of laughs and frowns recalling it, because although it was a good idea, she wasn’t in a very good situation when it happened.

Lieberman, chair of The Hospitality College at the Florida Campus, was teaching a study-abroad class in the Alps with her husband Bruce Nissen, director of research at the Center for Labor Research at Florida International University. Nissen had come along to teach the hospitality ethics portion of the class. He has a background in philosophy, and the pair had been giving seminars together for years.

However, what would be a normal study-abroad trip turned into something tragic when Nissen’s lung collapsed. He had to be transported to a hospital in the village.

Without Nissen to help her teach, Lieberman would visit him every day to check on his health and also talk about the course. The two were spending so much time together discussing course material that one day in the hospital, they decided to combine their knowledge into a textbook.

"Over the years, my husband and I have given many hospitality ethics seminars together, merging our different areas of expertise, one of his being in ethics and one of mine being in hospitality," Lieberman says. "We often bemoaned the fact that little text existed specific to hospitality ethics, so we finally decided to write our own."

And that’s exactly what they did. Lieberman and Nissen sat down to write “Ethics in the Hospitality and Tourism Industry,” a textbook to cater to hospitality students studying ethics. The 12-chapter book discusses issues specifically related to the hospitality industry such as bribery, whistle blowing and racial discrimination—all situations that hospitality students will face in their careers.

The first section of the book highlights major age-old ethical theories such as utilitarianism and Kantian and Aristotelian ethics. In the second half, theories are applied to hypothetical and real life cases. The objective behind the book is to stimulate students to apply ethical reasoning to situations that they may encounter in the field.

Last time she counted, there were only six colleges and universities in the nation that taught hospitality courses. So it’s no surprise that little research has been published on hospitality ethics.

But it appears that one is needed. The Journal of Hospitality & Tourism Education reported that out of 37 differ-
J&W REPORT

Reports from the Hurricane Zone

Lagasse 789, 90 HDR, a major sponsor whose ownership in New Orleans suffered significant damage, auctioned off his services to cook two dinners for 12, netting $220. Many alumni reported they’d fled the ravaged area for other parts of the country and would be looking for new jobs. “I am currently looking to get relocated to the Boston area,” wrote Christina M. Federici ’90.

Greg DeMers, a front office supervisor for a hotel and casino in Biloxi, Miss, wrote, “My home is still standing, minus some of the roof... TVs really don’t do any justice. It is much worse than anyone can imagine.” DeMers was heading to family in New York where he would look for new employment.

“Reports of what aid they could,” wrote Fred. High winds took the roof off Lance Kelly’s 70 home in Houma, La. “I’m not complaining,” he wrote. “I worked in the local shelter and the stories were horrifying.” Yvette Bonannino’s 96 family in New Orleans had a week in the hotel before the roof fell and Miss, were safe but lost homes and jobs. Bonannino, who owns a catering company and two cafes in the Baton Rouge area, helped set up a breakfast kitchen to serve hot meals to more than 2,000 relief workers, physicians, volunteers and some refugees.

John T. Mikanian Jr., 99, CDMP/CPPP runs the food service department at Gulfport Memorial Hospital. “I am okay,” he reported. “My family evacuated to Hattiesburg and we are checking into the hotel for nine days supplying food and water to patients, staff, and homeless citizens. My house took tremendous damage, but I made out better than many people in this area.”

Wendy Payne’s 90 community of Hunsville rallied to provide free shelter, clothing, food and job offers for those survivors who have decided to call Hunsville home. It’s been a life-changing experience to be a part of this emotional display of humanity and I feel blessed to be a part of it,” she wrote.

And while some people evicted, leaving others were committed to returning to the region with hope for the future.

Gregory Giangrose ’98 wrote that he, wife and daughter were staying with parents 50 miles from New Orleans and he was unemployed. Henry Bundow 90 was in Chalmette, La. where St. Bernard Parish was under 10 to 15 feet of water. “Unfortunately we lost everything,” he wrote. Caldera was living in Dallas and moving to Houston, Texas to continue her studies with Loyola Law School. “Hopefully over time people from Louisiana and Mississippi will overcome this and rebuilid,” Caldera added. “I love Louisiana too much to ever consider living elsewhere, and hopefully there are many other people who feel the same way I do.”

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This is because decision making is the key in dealing with delicate situations.

Case in point, while Pretelt-Kiesswetter was working in the guest relations department of the six-star ship, he was faced with an issue that called his ethics into action. A purser, in charge of finances and guest relations on cruise ships, approached him with suspicions about something he found in one of his roommate’s drawers. Pretelt-Kiesswetter says that exactly two weeks after the purser approached him, a guest called looking for a digital camera.

Not realizing that the item the purs- er found was the camera the guest was looking for, Pretelt-Kiesswetter reported back that the search for the camera was negative.

However, Pretelt-Kiesswetter then noticed the purser’s roommate had a new digital camera. That’s when he called security to handle the delicate sit- uation that ended up with the room- mate confessing to taking the camera.

Helena Diaz ’02, sales assistant at Intercontinental Hotel in Miami, is also aware of questionable scenarios that commonly take place in area hotels. Working in the industry, she has learned that hotels tend to show favoritism toward guests they expect to bring in heavy revenue. It’s a common practice that some in the industry don’t see as unethical.

“Luxury hotels will sometimes offer complimentary room nights and ameni- ties for large clients because of the ten- dency for them to return and keep bringing back business,” Diaz says.

According to Eugene Silverstien ’83, general manager at the Hilton Myrtle Beach Resort, other questionable prac- tices include granting complimentary rooms in return for favors, and accept- ing gifts from vendors trying to solicit the hotel’s business.

“In years past, sales people would encourage you to buy their product line, not so much because of service and qual- ity, but because of the perks they would give back to you,” Silverstien says.

She adds that it is important now more than ever to make sure that indus- try professionals perform ethically because of standards that came with the passage of the Sarbanes-Oxley legisla- tion, placing strict rules on accounting practices.

“As we’ve seen with all the Enron and the Worldcoms and the evo- lution of Sarbanes-Oxley, we’re all under a big spotlight now more than ever before,” Silverstien said. Strict accounting procedures trickle down to the hospitality industry, forcing hotels to account for everything, he adds. If a hotel doesn’t have the food the roomie bought and other goods, it’s going to show up in the books.

Alumnus James LoBasso ’87, general manager at Loews Philadelphia Hotel, says that ethical questions arise con- stantly, and can be as small as a door- man receiving a kickback from a cab dri- ver or a purchasing director receiving a kickback from a distributor in the value of rebates.

“Ethics is a fundamental component to our organization or to any organiza- tion for that matter, and really needs to be one of the most treasured core values for the organization,” LoBasso says.

Ultimately, strong ethics are a foun- dation for a successful business in today’s economy. Listeners to the book will help prepare students for that success. While good ethics cannot be taught, her book provides ways to help bridge the divide.

“If people look at those theories, and work on the problems presented in the case studies, they would begin to internal- ize a new form of decision making as opposed to just making a decision based on their gut,” Lieberman says. “It will get them on the right path.”

“Ethics in the Hospitality and Tourism Industry” was published by the Educational Institute of the American Hotel and Lodging Association. For more information, visit the website, www.eia-ahla.org.
Anthony Lyne is the owner of Anthony’s Bakery in Mount Laurel, NJ, where he resides.

Erin Morgan is a chef instructor at Texas Culinary Academy in Austin, TX, where she resides.

Suzanne Rattarizz is an independent meeting planner at SLS Event Planning, LLC in Easton, PA, where she resides.

Zhongwen (Jason) Pifer is a court reporter at Global Reporting and Video in Boca Raton, Fl, where she resides.

Steven Snipes is the owner of Murals and Decorative Painting in Southport, N.C. He lives in West Hampton Beach.

Lynette (Heigés) Vallé and Pedro Vallé announce the birth of their baby girl, Rebekah, on April 12, 2003, in St. Petersburg, Fl.

Thomas Barnett is the director of finance at Merriott International Inc. in Myrtle Beach, S.C., where he resides.

Jolene Beck-Nicholson is in director of catering at the Wyndham Norwalk Airport in Easton, N.J. She was formerly senior catering sales manager at the Wyndham Garden Hotel at LaGuardia. She lives in New York, N.Y.

Allan Cohen is the president of Bellen’s Furniture in Coral Gables, Fl. He resides in Hollywood.

Joseph Coen is a culinary arts program director at Syrians High School inLogyville, Ga. He lives in Chattaroy.

Olga de Le Mas is the owner of Sue de Asoc in Paramus, N.J., where she resides.

Byron Kreus and Laura Stoddard were married in San Diego, on Jan. 25, 2003. Ryan is a sous chef for ARA- MArk, where he lives.

Colonel Lucas is an account manager at The Westexent Co. in Columbia, S.C. He lives in Beaufort.

Neil Matthews is an account manager at Market Dimension Group in Albany, N.Y. He resides in Saratoga Springs, N.Y.

Maryan Oberst is a chef instructor at Gloucester County Vocational School in Sewell, N.J. She lives in Pennsauken.

Timothy Ostrog is a food service manager at SodexoSchool Service in Fairfield, Conn. He lives in New Milford.

Jennifer Pittos is a sales manager at Verizon Wireless in Boston Branch.

Daniel Rodriguez is the co-owner of Chef De Cuisine in Smyrna, Tenn. He lives in La Vergne.

Eric Samoensky is a vice president at Samaritain Group in Old Bethpage, N.Y., where he resides.

1994

John Brown is a captain at Captain John Brown Charters in East Falmouth, Mass. He lives in Falmouth.

Debbie (Kendall) Buck and her husband, Sean, just received the parents of a baby boy, Jacob Lindon, born on June 3, 2003. The family resides in Raleigh, N.C.

Kristen (Lemmo) DePazella is the director of wholesale marketing for Craftsman Fruit Co. in Miami, Fl. She lives in Greenacres.

John Garth is a marketing manager at York Goddess Mill in York, Pa. He lives in Norristown.

Tracey (Flaygi) Gehra is a horse broker at Six Oxen Acres in Canaan, Ga., where she resides.

Sandra Herrold is the director of special events at Home Builders Assn. of Greater Dallas in Plano, Texas. She resides in The Colony.

Kwakchon Kwon is the director of room sales at Motel York on the Turnpike. He lives in Norristown.

Joseph Masi was recently promoted to general manager at San Antonio Marriott Fisher’s Wharf in San Francisco.

Katherine (Wilk) Middletown is the development director at Pastural Consulting, Inc. in Nashville, Tenn., where she lives.

Darrell Moul is chief operating officer at Planet Zolot in Phoenix, Ariz. He resides in Norristown.

Shawn Penzala is a managing partner at Trip’s in Hickory, N.C. He lives in Taylorsville.

Scott Robinson is a mortgage consultant at Ence Finance in Haydenville, Ma. He lives in Grafton.

Victoria Smith is the owner of Victoria’s Pastery in Danville, Pa. She resides in Deposit.

Alexis (Geleta) Strubin is a senior catering sales manager at Wyndham International Inc. in Orlando, Fl. She lives in Kissimmee.

Denise Sturrock is a member at St. Luke’s Episcopal Church in Virginia Beach, Va. He lives in Chesapeake.

April (Harriss) Takah is a programmer at United Parcel Service in New Castle, Del. She lives in New Castle.

Kevin Tarnavsky is chief architect at Johnson & Wales in Providence, R.I., and he’s the chef de choux for “Cooking With Class.” Frank cricanes in Cranston.

James Textor is the owner of 1863 Restaurant, Milestone in Iron Hen in Mount Airy, Md., where he lives.

Michael Wilkus is an executive director at Ward’s Yacht and Country Club in Hampton, Va., where he lives.

Marcio (Chapelo) Zeballos and husband, John, are the parents of a baby girl, Natalie Lyne, born on July 22, 2003 in Alpington, Pa.

1995

Lela (Morris) Andrade is a human resources manager at Miller/Chance Corp. in Miami Beach, Fl. She lives in Sunny Isles Beach.

Thomas Atkinson is a sales manager at R.T. Products in Pinellas Park, Tampa, where he resides.

Richard Bohnes is the owner of Lile Mae’s Catered Affairs in Dallas, Ga., where he resides.

Robert Belinski is a food service director at ARAMARK Correctional Services in Bowring, Fla. He lives in Vail, Ariz.

Callie Dennis is a garden-manger chef at Lakehouse Ranch and Golf Club in Lakehouse Ranch, Fl. She lives in Bradenton, Fl.

John Dice is a department chair in the College of Culinary Arts at Johnson & Wales University in Providence, R.I. He lives in Coventry.

Chad Essen is the owner of Ace Cantor Piano in Charleston, N.C., where he resides.

Donald Farrell is the owner of Innovative Building and Design Conf. and RDI Homes in Atlanta. He lives in Covington, Ga.

John Furnace is a chef at Cosmopolitan Bistro in Philadelphia, where he resides.

Sean Haire is the president of More Than Just Windows in De Andreis, Iowa, where he resides.

Paul Jameson was recently promoted to managing partner at Castaways Italian Grill in Surprise, Ariz. He resides with his wife Rachel (Kirschen) ‘97 MBA and their two children, Matthew and Elisabeth.

Timothy Larson is the director of nutrition services at Sacred Heart in Minneapolis, Minn. He lives in Wisconsin.

Jason Mock is a guest service manager at Sheraton Montclair Conference Center in Montclair, N.J. He lives in New York.

Anthony Muscatiello is executive chef at Village Restaurant in Pleasant Valley, N.Y. He lives in Westchester.

Christopher Nugent is executive chef at Bistro Restaurant in Chicago, where he resides.

Scott Phiblin is executive chef at Chef Forge Tavern and Public House in Eauclaire, Wis. He lives in North Providence, R.I.

Gerald quick is the owner of Beto’s Bakery in Boise, Id. He lives in Gulfport.

Chris Rasor is the owner of Reynold’s Italian Restaurant in Matthews, N.C., where he resides.

Michael Ruot and Shari (Malet) Ruot are proud to announce the birth of a baby boy, Nathaniel Ruot, on March 1, 2003, in Portmouth, Va. They reside in Suffolk.

Melissa Bailey is a personal chef at Personal Chef Services in Charlotte, N.C., where she resides.

Michael Biolo E ’98 Provides Wish Fulfillment

Michael Biolo is the executive chef at Miami Beach’s Wish, rated one of the 50 best new restaurants in the world by Conde Nast Traveler and one of the top 20 restaurants in America by Esquire Magazine. With his family in attendance December 2003, Wish has maintained its coveted Mobil Travel Guide Four-Star Award and the AAA Four-Diamond Award.

But it hasn’t been all glitz for the chef recently named one of Restaurant Hospitality magazine’s Rising Star chefs. Growing up in Tampa, Michael worked his first job at 14 in a bakery, and then held various restaurant jobs to discover firsthand all aspects of the business. His humility earned him popularity in front- and back-of-the-house.

After graduating from the North Miami Campus, he worked at Wish as executive sous chef to former executive chef E. Michael Reisd. After one year, Michael moved on to work with Chef Frank Randazzo as executive sous chef at The Gaucho Room, the restaurant formerly located in Miami Beach’s South Beach. When Reid left Wish, Michael was tapped to return to Wish in Reid’s place.

Michael’s typical day calls upon all the business and culinary skills he obtained at JW&WIN writing menus, meeting with his daytime and nighttime kitchen staff, and preparing the specials for the evening. When Wish is open, he’s in the kitchen between the front- and back-of-the-house to supervise the kitchen and talk to guests for feedback.

Michael has no desire to open his own restaurant, although he’s become more open to the idea. “I don’t want to be famous,” he admits, sounding very unlike his contemporaries. “If I’m doing this, I’ll be happy.” —Jennifer Bourlard

Brendaette (Farrar) Barrie is a pastry chef at Laurel Meadow Independent Living Facility in Providence. She resides in New Bedford, Mass.

Joan Barino is sous chef at Hathaway Manor Extended Care Facility in New Bedford, Mass., where she resides.

Carrie Ueickein Beacham is a foods and nutrition teacher at Danbury Public Schools in Danbury, Conn. She lives in Boston.

Adam Brown is president and executive chef at Tri-County Property Maintenance LLC in Paramus, N.J. He lives in Fair Lawn.

Amy Burns is the owner of AKA Specialty Group, LLC in Marlboro, N.J. She lives in Marlboro.

Orlando Caravejil is the owner of Blackburn Properties at OPI in Orlando, Fla., where he resides.

Christopher Gerber is the general manager at Henry’s Addison in Addison, Texas, where he resides.

Gerrod Churman is an executive sous chef at The Ritz-Carlton in Washington, D.C., where he resides.

Roytzel Cardel is a real estate agent at Palm Properties of OI in Orlando, Fl., where he resides.
Jennifer Dillion

Kathleen Vespa

1999

Aryna (Kloek) Doll is operations director at Sodexo in Dallas, TX. She resides in Fredericksburg, VA.

Myungjeon Jeon is revenue, RT and transit sales representative for Ramada Inn Boston.

Lynda Lewis is a business operations specialist at International Pictures Group in Atlanta, where she resides.

Ernest Pendergrass is a police officer for the City of Peachtree Police Department in Peachtree, GA. He lives in North Kingston.

Chad Pierce and Dana Chomikovsky were married at The Meadows in Hertford, PA on June 4, 2006.

Mason Smith and Lailie Atton Arnold were married in Kennesaw, N.C. on May 29, 2006. They reside in North Carolina.

Joel Spangler is in marketing at Ritchie Bicycle Components in Sparks, NV, where he resides.

Cynthia Stewart and Alfred Richardson were married on Oct. 2, 2004 in Catamarca, Conn., where they live.

Denver Wagner is the co-owner and operator of Otter's Marina, a marina in Oyster Point, VA.

2000

Trisha (Montell) Biven and Christopher Bernhagen were married on April 30, 2000, in Woodstock, N.H. They reside in Marlant, Mass.

Eric Gilbert was a loan officer at BB&T Mortgage in Dartmouth Beach, FL. He was a loan officer at SunTrust. He resides in Boca Raton, FL.

Mark Grimes is the owner of Mark's 2nd in Dunbar, Ind.

Andrew Leibowitz is the chief executive officer of the World Famous and Small Pickles. One store is located in Long Island and the other in Manhattan. He resides in Long Island.

Collette Macias and Matthew Carpenter were married in Newport News, VA on July 13, 2004. They reside in Laguna Hills, CA.

Patrick Mudricic is a guidance counselor in the Miami Dade school system, where he resides. He resides in Miami, FL.

2001

Michael Caragona is a senior operations analyst at Bank of America in Providence, RI.

John Drucker was promoted to commercial underwriter at Citizens Financial Group’s Small Business Lending in Warren, R.I.

Barned “Barry” Jenes and Julie Golden were married on Sept. 9, 2004. Barry is executive chef at the Mills River Yacht Club in St. Michaels, Md., where they live.

Monica (Harris) Mudd and James Mudd ’94 are the parents of a one-and-a-half-year-old son, Timothy Willis.

Scott Peilose is a reservations manager at Hyatt Regency Washington. He resides in Henderson, VA.

Heather (Goodreau) White and Daneyson White ’91 are the parents of two sons, Dean Shelden, born June 6, 2005, in Cambridge, Mass. They reside in N.H.

2002

Jared Budge is a risk analyst at Fidelity Investments in Boston. He resides in Pawtucket, R.I.

Crystal Coleman was promoted to operations manager at the Hard Rock Cafe in the Seminole Hard Rock Hotel & Casino in Hollywood, Fla.

Kathleen Vespa ’94 Ed.D. is a tenacious hiker, co-founder of an alternative high school program for Attleboro, Mass. public schoolchildren, celebrates with colleagues and students.

ALUMNI PROFILE

Kathleen Vespa ’94 Ed.D.

Creating an Educational Network for Those At Risk

“B” is a steadfast and never lose site of your goals…” That is the secret of Kathleen Vespa’s success, and she’s had quite a bit of it since graduating from Johnson & Wales two years ago.

Through her years at JWU, Kathleen gained skills in educational leadership that has had a major impact on the quality of teaching and learning at the Network, an alternative high school program in the Attleboro, Mass. public school system. She credits the university with helping her understand the importance of community partnerships so that she could create a network of services for the at-risk students she oversees. Kathleen is responsible for coordinating and evaluating educational services to students who, despite histories which include significant behavioral, emotional and academic problems, have a desire to graduate from high school. “I love the role of creating and supporting a learning community which includes students, parents, community members, and educators who share the vision that all students are to be valued and can become contributing members of their community,” Kathleen says that nothing has given her a greater sense of accomplishment than seeing her students transform themselves from individuals with low self-esteem to confident adults. She says that the most important lesson she learned from her teachers and instructors at Johnson & Wales is, to quote author Steven Covey, “Leadership is communicating with people their way and potential so clearly that they see it in themselves.” Kathleen says that helping her see what kind of great legacy she could leave as an educational leader.

In addition to the work Kathleen does at the Network, she has also been appointed to the Bristol County Youth Council, was a guest speaker in classes for aspiring educators at area colleges, and assisted in designing and operating the organization called Positive Coaching Rhode Island. She also volunteered to serve on the Alumni Board for the Educational Leadership program at Johnson & Wales University—Area I.44

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45
Scott Bausie ’91 and Kelly Bausie were married on Sept. 10, 2005, at the Bliss Manor in Carson City, Nev. Scott is a chef for film and TV catering company in Calvary City, Calif. The couple honeymooned in the wine county of Napa.

Katrina [Kench] Coup was promoted to client service manager from client services specialist at Fidelity Investments in Springfield, R.I. She resides in Downersville.

Jarcby DeCourcy opened Jarcby’s Personal Chef Services in Columbus, Ohio. Jarcby was sous chef at Westin Great Southern. They reside in Westerville.

Cassandra Gordon is a branch manager at Enterprise Rent-a-Car in Tampa, Fla., where she resides.

Jason Rayner was promoted to operations manager with Marriott International at the Courtyard by Marriott in Wallingford, Conn., where he resides.

Bradley Tenkenkom is a Cruise Specialist for Cruise One in Port Richie, Fla., where he resides.

Nothen Walters is a food and beverage manager at the Chicago Palm Chop in Chicago.

Bryan Zornik is a banquet chef at Hilton in the Walt Disney World Resort in Orlando, Fla.

2003

Asgilg Batton was promoted to events manager from sales manager at Marriott in San Jose, Calif. They reside in Santa Clara.

Heather [Green] Blain and Jason Blain were married Dec. 4, 2004. She is employed by the Rhode Island Army National Guard. The couple honeymooned in Punta Cana, Dominican Republic, and made their home in Riverside, R.I.

Christine Boudoir is executive director at Tampa Bay International Dragon Boat Races in Tampa, Fla.

Lisa Brag and Sean Laffane were married at the Bluffs in Black Rock Island, R.I. on June 23, 2005. Lisa is a claims appraiser for Progressive Insurance in West Warwick. The couple honeymooned in Costa Rica and reside in Westerly.

Kristin [Klit] Doucette is teaching in Aurora, Ill. Her husband, Neil Doucette, is a restaurant manager for Steak ’n Shake. The couple lives in Streamwood.

Catherine Doyle and Jay Phillips were married on July 5, 2005, in San Diego. They reside in Ocean Beach, San Diego.

Ashley Knaul and Rafael Leon III were married on Aug. 6, 2005, at Plantation Palms Golf Club in Lauderdale Lakes, Fla. They reside in Lutz.

Cristina Sansalvia was awarded the 2004 Bank of America Award of Excellence given to the top emerging worldwide who exhibit exceptional leadership qualities. The award came with a trip to Grand Bahama Island. Cristina is a senior legal administrative assistant in Bank of America’s Providence, R.I. legal department and resides in Providence.

Amy Zucker and Douglas Kohen were married on July 3, 2003. Amy was formerly sous chef at Groovy Olive Catering in Woburn, Mass. The couple reside in Boston.

2004

Susan Batton is an associate chef instructor at Johnson & Wales University in Charlotte, N.C. He and his wife, Mary Jane, live in Cary.

Trently Brechle is a co-owner of Epicure at Home Catering in Sparta, N.C., where he lives.

Rolando Cabezas is a chef at Two Chefs Restaurant in Miami, Fla., where he resides.

Gunnar Cloud is a chef at Donald Edwards Enterprises in Savannah, S.C. He lives in Charleston.

Andrea Cochran is assistant general manager at Hilton Hotel Corp., in Cranberry Township, Pa. She lives in Bethel Park.

Elizaboth Delory is a pastry chef at the Gatlehouse Restaurant and Catering Co. in Providence, R.I., where she lives.

Russell Dirlan is a banquet sous chef at Center Plate Catering in Denver, where he resides.

Johnna Henley is a restaurant manager at Chesapeake Baked Baked and Cafe in Chesapeake, Va. She lives in Norfolk.

David Heifetz Jr. is a sous chef at Grouper’s restaurant in Rehoboth, N.C. He lives in Elizabeth City.

David Hill is a pastry and pastry chef at Town Point Club in Norfolk, Va. He resides in Chesapeake.

Dean Jack is vice president of pastry operations at Ruby’s Divine in Miami, Fla. He resides in Sicklerville, N.J.

Michael Jernvick is a relocation coordinator at FM Global in Johnston, R.I. He resides in Middletown, Mass.

Sara MacNamara is a line cook at Farmington Country Club in Charlotteville, Va., where she lives.

Jillie [Pittsley] Mauro and Michael Mauro were married on Sept. 4, 2005, in Maspaliers, Mass., where they live.

Georgia Mc Calcium is a food service manager at Berkeley County School District in Moncks Corner, S.C. She resides in Goose Creek.

Fernah Payne completed Up With People’s WorldSmart Leadership Program. She recently returned from a 19-week journey around the world, where she traveled with 61 staff and students to the United States, Japan, Belgium, The Netherlands, Germany, Switzerland, and Haiti.

Raj Quintero is club restaurant manager at Donahilly National Golf and Country Club located in Centreville, Va. He resides in Sterling.

Robert Rivers is a manager at Darden Restaurant in Louisville, Ky., where he resides.

Matthew Roth is the dining services director at Brown University in Providence, R.I., where he lives.

Janeth Schwartz is sous chef at Tyler’s Taproom and Restaurant in Durham, N.C. He and his wife, Mary Jane, live in Cary.

James E. Smith is an assistant kitchen manager with Tripps Restaurants in Durham, N.C. He resides in Cary.

Bachir Yacquessi is an estimator for the IB Group Building Company in Providence, R.I. He lives in Pawtucket.

Amy Williams is a research assistant at Harvard Medical School in Pawtucket. She resides in Westerly, R.I.

Cate Winninger is executive chef at Bella Maris International Market Place & Cafe in Virginia Beach, Va., where he resides.

2005

Heidi Badis is a pastry chef at the Ritz Carlton-Boston Marriott International in Cambridge, Mass. She resides in Newton, Mass.

Stephen Bristow owns Katie’s Cues in Rehoboth, N.J. He lives in Clayton.

Kathie Corrigan is a staff auditor at Penn Mutual Credit Union in Providence. She resides in South Attleboro, Mass.

Audrey Costa is an assistant chef at Whole Foods Market, Inc. in Providence. She lives in New Bedford, Mass.

Jennie DeMaggio is a banquet specialist at Via Roma in Providence, R.I., where she resides.

Kelli DiPierro is a manager at Buffalo Lodge Associates, L.L.C. in Cranston, R.I. She lives in West Warwick.

Michael Dakonowicz is a chef instructor at Coral Gables High School in Coral Gables, Fla. She resides in Hollywood.

Jay Gogarty is a general ledger accountant at Johnson & Wales University in Miami, Fla. He resides in Naples.

Matthew Harrington is financial advisor at 128 Financial Advisors in Waltham, Mass. He resides in Falmouth.

Michelle Raithelbarst is in a guest services manager at Cedar Point Resort in Sandusky, Ohio. She resides in Avon.

Ashleigh Hill is a pastry chef at Greenwood Orchards in Turner, Maine, where she resides.

Jesse Hinspeter is an assistant accounting executive at Duffy & Shane. Inc. in Providence, R.I. He lives in East Providence.

Larry Mandel ’95 and Brianna Azco were married on April 17, 2005. Alumni attending were Adrian Butler ’70, Shane Greener ’74 and Douglas Coughlin ’94. Larry is a service manager withBernard’s Brick Oven Ristorante in Herndon, Va. The couple resides in Ashburn.

2006

Andrew Mcnally and Margaret Wood Hirrson were married July 23, 2005, in Winston-Salem, N.C. The couple honeymooned in Virginia and Georgia, and live in Winston-Salem.

Julie Nichols is a sales coordinator at the Sheraton Boston Hotel in Reator. She lives in Dudley, Mass.

Jennifer Nimetz is a chef at Baklava Park Senior Living Community in Taunton, Mass. She resides in Venosa, R.I.

Justin Persicillo is sous chef at Liquid Lunch in Shelton, Conn., where he resides.

Walter Pierowak is a manufacturing engineer at Speedline Technologies in Franklin, Mass. He lives in North Smithfield, R.I.

Yanick Powell is a human resources manager at National School of Technology in North Miami, Fla., where she resides.

Bryan Sauver is in marketing manager at Waterfire in Providence, R.I., where she lives.

Jennifer Seshadri is a product support specialist at LexisNexis in Westlaw. She resides in Franklin.

Kimberly Smith is a marketing consultant at The Standard Times in New Bedford. She lives in Lincoln, R.I.

LaVell Thompson is an executive chef with the Compass Group in Richmond, Va., where he resides.

Mandy White is a pastry chef at The Old Courthouse in Newport, R.I. She lives in South Kingstown.

Karen Yeter is a technical support specialist at Blastrauz, Inc. in Newport, R.I. She lives in North Providence.

In Memoriam

Mary Marcelli ’31 Jan. 7, 2006

Josephine Krause ’56 Sept. 9, 2005

William Aikens ’72 Dec. 7, 2005

Alfred Reinkeau ’75 Nov. 8, 2005

Brien Apelton ’71 July 29, 2005

Steven Michael Scott ’78 Jan. 21, 2006

Douglas Williams ’70 Oct. 1, 2005

Vincet Lombardi ’76 June 6, 2005

Christian Corcoran ’80 Oct. 4, 2005

Jonathan Stewart ’70 December 2005

Dorseonier Sr., ’71 Jan. 26, 2005

Eric Wheeler ’92 July 4, 2005

Staff

Heather Johnson ’90 Nov. 30, 2006

Calling all Eagle Scouts

Boy Scouts of America is trying to reconnect with all former Eagle Scouts. If you were among those who attained the pinnacle rank, please contact

The Narragansett Council

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go to www.narragansettsc.org
and click on “volunteer” or “investor” for more information on Eagle Search.
Finding Your Best Fit Career: The First Step
By Brenda Boul and Robert Forcier

For all who are either stagnating in a career or unhappy with how it’s going, it may be time to consider a change. Many people switch careers, but do so with much trepidation. Most do not want to leave the industry in which they are comfortable, or don’t see how their experiences can lead to a better career. But today’s working adult will have, on average, five careers and 20 jobs in a lifetime. Unfortunately, many are forced by lay-offs or worse, termination.
We need to be in control of our own destiny. Family situations, the maturing process, and other life events change one’s outlook on life, and affect job satisfaction. This is due to the balance of time we spend working versus engaging in social activities. Subtract work hours and all its tangential needs from the number of hours in a week (168) and there’s often less quality time with friends and family than time spent with job responsibilities. Dissatisfaction at work would most likely affect overall personal happiness.
Loss of job satisfaction often happens slowly and we often don’t notice changes within ourselves. However, employers often pick up on the fact that a job is no longer the best fit for the employee and for their company.
Sometimes the job no longer fits your needs due to personal priorities that suddenly develop—the birth of a child or infertility of a parent. Changes force time considerations, and focus changes on your career needs.
To ensure job satisfaction in any new career, we must conduct a regular self-assessment of our values, priorities, interests, skills, and personality preferences. The time frame may change based on your current satisfaction level with your job, but an assessment should be done at least once per year. This does not need to be a week-long project. The best way to start is to use tools that already exist on the Internet.

Gail Gousie Receives Carmany Award
Gail Gousie’s support of the Johnson & Wales University Alumni Association began almost 40 years ago, when she advised her husband to continue his education at JWU. In October 2005 at homecoming festivities at the Providence Campus, the Mary F. Carmany Honorary Alumni Award was presented to Gail by Mary Carmany ’94 (hon.) herself. The award honors a nonalumnus of the university for her or his dedication to the alumni community.
Gail’s dedication as a nonalumna has always revolved, first, around her husband. It was Gail who convinced George to enroll if he wanted to succeed in life. For the next several years, she juggled a daily schedule as a nurse and mother to a tribe of 11 children while supporting her husband’s studies at JWU four nights a week.
Armed with his degree, George Gousie ’76, 10 HDRM, became more active in the JWU Alumni Associations, Gail constantly at his side. She answered phones at the alumni fund-raising telephones, and helped organize alumni social events including regional alumni parties. At JWU, she was his “first lady.” Gail planned her busy schedule to be by his side for Commencements at the Providence, Charleston and Norfolk campuses, attending exercises in Providence for a record 25 straight years. When George was asked to be a part of the alumni council formed six years ago, he first checked with his wife. Without hesitation, she said he would be more than happy to support him in his new endeavor.

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

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For further information call 1-888-JWU-ALUM or e-mail alumni@jwu.edu
Visit the alumni’s Web site at http://alumni.jwu.edu for information on

Online Alumni Directory
Job Postings
Alumni Yellow Pages
Transcripts
Events Calendar
Classmates
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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