# jwu

JOHNSON & WALES
UNIVERSITY MAGAZINE

WINTER 2009

# community:network

Online Communities Expand Career Opportunities

New Green Culinary Building Grows on Providence's Harborside Campus

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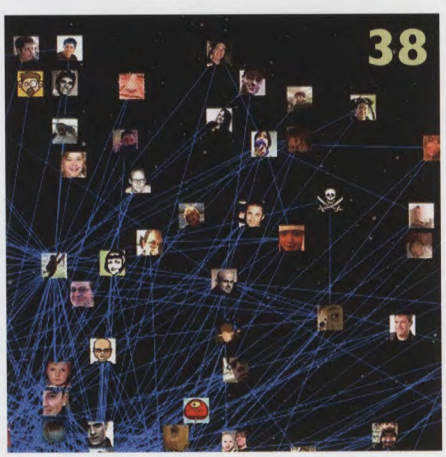
UNIVERSITY MAGAZINE
WINTER 2009

**LEFT TO RIGHT:**
Emanuel Vincent with children in Japan; children at the Ronald McDonald House in Providence, R.I.; culinary students at the Harborside Campus; JWU staff help build a playground in Charlotte.




**ON THE COVER:**
Cyber networks are connecting individuals linked by interests into social communities that cross the planet. The cover image, created by GustavoG (http://www.flickr.com/gustavog) is a visual representation of connections on the networking site Flickr in April 2005.

**03 FAMILY AFFAIR**
Charlotte Campus student Colleen Montgomery followed her grandmother to Johnson & Wales.

**05 COMMUNITY SERVICE**
Civic engagement is a cornerstone of JWU's commitment to its neighbors and its students.

**30 CULINARY BUILDING**
The new Center for Culinary Excellence in Providence, R.I. is transforming the face of culinary education with an eye toward sustainability.

**38 NETWORKING**
Web 2.0 social networking tools and online communities are changing the way we communicate, and how we conduct business.

# community

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MCDONALD PHOTO BY SCOTT KINGSLEY; CULINARY PHOTO BY PETER GOLDBERG

etwork

30

Each year in this issue, we celebrate the concept of community so integral to our university culture. We are fortunate at JWU to view it in the broadest sense possible — from our own university family and our interactions with the campus communities we call home, to our industry partnerships, our communal reach through technology, and our changing role and responsibility as part of the global community.

Once again this year — quite fitting as we go to print — we are honored to learn that all four of our campuses were named to the President's Higher Education Community Service Honor Roll, the highest federal recognition a university can attain for service learning and civic engagement. In this issue, we highlight some of the special projects and relationships that earned our campuses this designation for the third consecutive year.

From unique campus activities and athletes who demonstrate their care off the field, to donors who continue to make us strong and alumni who impact industries and communities around the globe, this issue explores the multifaceted ways that members of the JWU family make a difference in the world. We also examine the influence of social networks on this community.

On our Providence Campus, an exciting facility for the College of Culinary Arts is under construction, highlighted on pages 30–36. This pioneering building will not only transform culinary education through state-of-the-art design and leading-edge programs, it also respects and celebrates our environment. The Center for Culinary Excellence is the first culinary lab facility in the country built to Leadership in Energy and Environmental Design (LEED) certification standards, setting an example for our students — industry leaders of tomorrow — on the importance of environmental stewardship.

Notice below a green version of the university logo that we're proud to unveil. Use of this logo distinguishes our eco-friendly initiatives and highlights the importance of "growing green" as a community. As you may recall, this publication went green more than a year ago through the use of recycled paper stock. It is only one example of the many ways the JWU community is cognizant of its responsibility to the environment.

This issue features only a sampling of our university's sense of community. As always, we invite you to contact us at jwumagazine@jwu.edu to tell us about what you are doing in your professions and lives. We look forward to showcasing your stories in future issues.

Patricia McLaughlin

Patricia McLaughlin, J.D.
Senior Vice President of Institutional Advancement

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Throughout the university, projects are moving forward with a focus on sustainability. Our new eco-friendly logo will be positioned on all printed materials, Web news and items that consider the environment either in mission or development. Its arching leaf is a visual reminder that Johnson & Wales University is growing green.

JOHNSON & WALES
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Donald McGregor, J.D., Emeritus, North Miami
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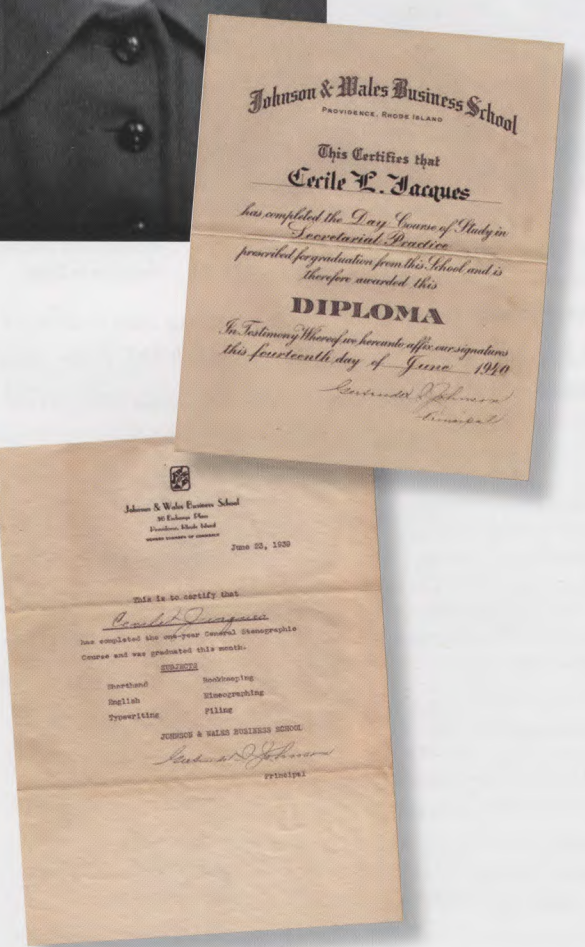
Arthur Gallagher, Charlotte

Education at Johnson & Wales:

# It's a Family Affair



Johnson & Wales Business School
PROVIDENCE, RHODE ISLAND

This Certifies that
Cecile L. Jacques
has completed the Day Course of Study in
Secretarial Practice
prescribed for graduation from this School and is
therefore awarded this
DIPLOMA
In Testimony Whereof we hereunto affix our signatures
this fourteenth day of June 1940

Johnson & Wales Business School
30 Fulton Place
Providence, Rhode Island

June 23, 1939

This is to certify that
Cecile Jacques
has completed the one-year General Stenographic
Course and was graduated this month.

SUBJECTS

Shorthand — Bookkeeping
English — Mimeographing
Typewriting — Filing

JOHNSON & WALES BUSINESS SCHOOL
Principal

*"When I found out my grandmother went to Johnnson & Wales, it was a big influence on my decision. It paid off for grandma."*
— JWU Student Colleen Montgomery

Cecile Jacques Primeau '40 received a diploma from Johnson & Wales Business School signed by Gertrude Johnson, principal. The Providence, R.I. native studied secretarial courses that included stenography, math and business English in addition to an assortment of manual business machines. The school was housed in one building on Fountain Street across from Providence City Hall.

"You got your money's worth of education," Primeau says. "Miss Johnson and Miss Wales were good teachers." Classes ran from 9 a.m. to 4 p.m. five days a week with four hours of homework every day. "There was no monkey business with Miss Johnson. She ran a strict ship. Employers would call the school and they'd send us out," she recalls.

After graduation, she got a job with Mack Trucks and then at Quonset Point during World War II. In 1965, married and with 10 children, she moved with her family to Livonia, Mich. Years later, her granddaughter, **Colleen Montgomery**, was researching colleges with an interest in culinary arts. "When I found out my grandmother went to Johnson & Wales, it was a big influence on my decision," Montgomery says. "It paid off for grandma."

"I think it was a very practical education," her grandmother told her. Reentering after 25 years away from the workforce, Primeau scored first in her class on civil service exams and still types 120 words a minute. She attributes her skills to Johnson & Wales.

Today Montgomery is a junior at the Charlotte Campus. "It's so awesome. I feel like I have bragging rights," she says. "When you grow up in Michigan, a lot of people have never heard of Johnson & Wales and I can say, 'It's been around a long time. My grandmother went there.'"

# From the Finance Fast Track to Third World Education

Through a progression of positions with Fleet Financial, Putnam Investments and Ernst & Young, Liberian native **Emanuel Vincent** was on the finance fast track. "But my head wasn't in it," the doctoral student says. "It just wasn't fulfilling."

The self-described entrepreneur, who immigrated to the U.S. 22 years ago, says the teaching profession attracted him. As Vincent pursued a master's degree in education, he began teaching in a Rhode Island middle school. Along the way, he was selected in 2005 as a Carnegie Fellow in education leadership training.

Vincent was also following the civil war in his home country, and when the 14-year conflict ended in 2005, he was aware of the reality. "One third of the Liberian population was living on less than a dollar a day, and educational opportunities for children were limited," he says. "I knew I was called to do something."

Enrolling in JWU's doctoral program in educational leadership, Vincent became interested in how the U.S. charter school model could be applied in Liberia. While formulating his doctoral proposal on this topic, Vincent founded The Leadership Xchange, in 2008, a nonprofit organization that designs innovative learning communities in Liberia. Upon completion of his degree in June, Vincent plans to meet with government officials to open his first school.

Emanuel Vincent '09 Ed.D. sends greetings with school children in Miyazaki Prefecture, Japan during his Japan Fulbright Memorial Fund Teacher Program in 2008.

In recognition of his efforts, Vincent was selected for the Japan Fulbright Memorial Fund Teacher Program, from which he returned in November 2008. "It was eye-opening," he says. "The discipline and focus of the students was incredible, and I returned with a lot of great ideas for teaching methods."

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## CORPORATE CONSULTANT GROUNDED IN SERVICE

As host of a charity festival in Göteborg, Sweden, Joel Arvidsson '95 watches over one of his holiday guests.

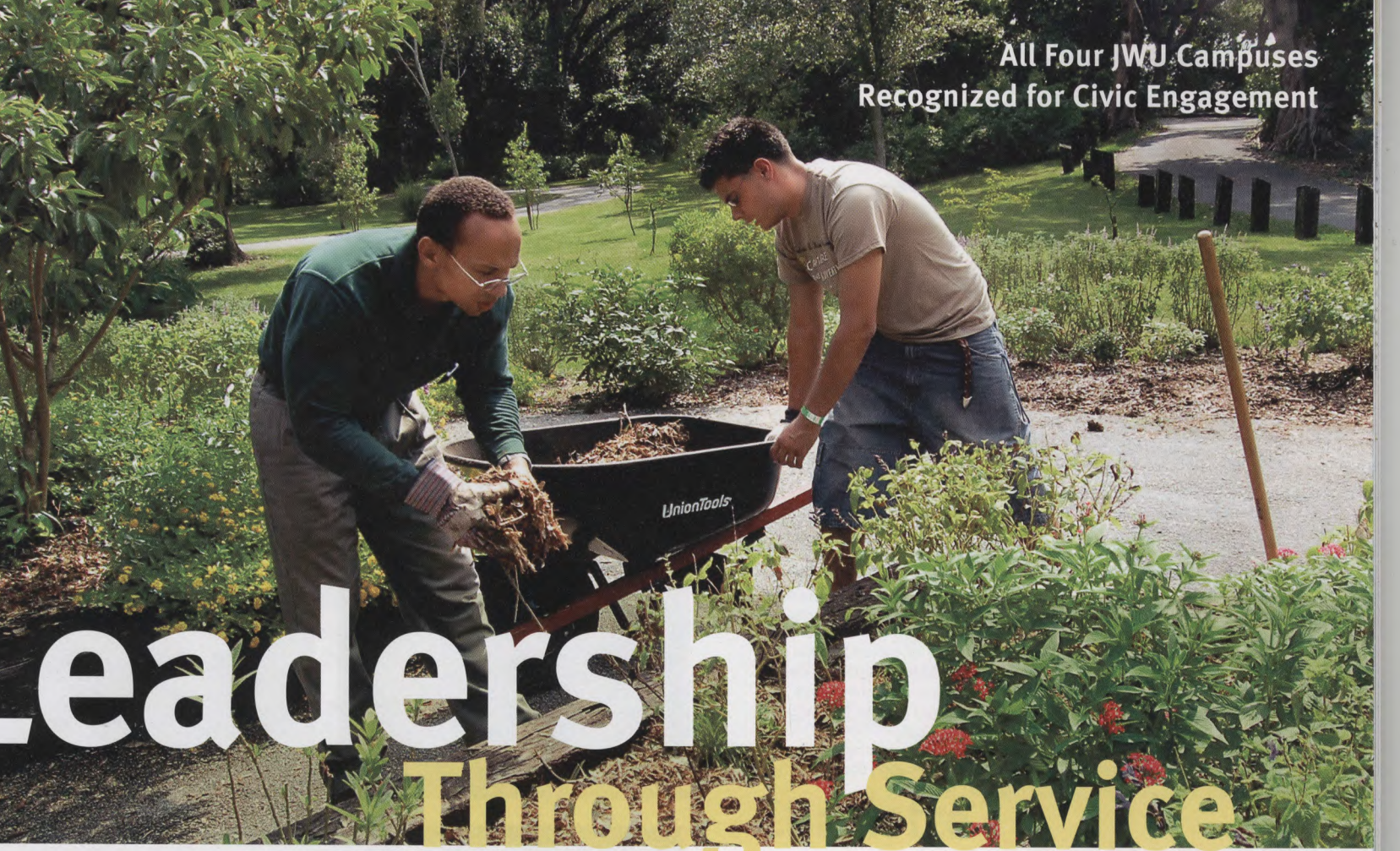
Swedish native **Joel Arvidsson '95** used the sales skills he acquired in The Hospitality College to position himself as a tactical consultant for some of Sweden's most successful corporations. Along the way, his transfer from JWU's Göteborg Campus to Charleston showed him how social structures produce different cultures. As part of a community service project, Arvidsson served food to the city's homeless. The experience affected him. "Through the Swedish social system, the range between rich and poor isn't as great, and you rarely see a homeless person. In the U.S., I saw entire families, and young mothers with no money to feed their children. You don't see this despair in Sweden."

After graduation, Arvidsson returned to Sweden and became a product manager for German giant, BeiersDorf. There, his boss invited him to join The Independent Order of Odd Fellows, an international fraternal organization dedicated to aiding those in need, without recognition. Remembering his JWU service project, Arvidsson became an active member.

Arvidsson was eventually a sales and marketing director for a Swedish gaming company, and then marketing director for the prominent Swedish consulting firm, Chamber Business Networks. The experiences provided a platform to launch his own corporate consulting firm last year.

But it is his continued work with the Odd Fellows that keeps him grounded. "Our particular lodge manages six different foundations," he says. "They range from camps for disadvantaged children of Eastern Europe to facial reconstruction surgery for children, and funds to support widows of deceased fraternal brothers."

**Online >** joel.arvidsson@live.se




All Four JWU Campuses Recognized for Civic Engagement

# Leadership Through Service

BY MELINDA HILL

For the third consecutive year, each Johnson & Wales University campus was named to the President's Higher Education Community Service Honor Roll, the highest federal recognition a school can attain for service learning and civic engagement. During the 2007–2008 academic year, students from the four campuses collectively performed 71,993 hours of community service.

Service to others became integral to the JWU experience and curriculum in 1995 at the Providence Campus with the support of philanthropist Alan Shawn Feinstein '94 Hon., and the determination of University President John Yena '04 Hon. JWU's regional campuses followed, creating their own community service initiatives. Today, supporting the community through service is a common thread among all campuses with a particular focus on hunger, homelessness and education.

And while all campuses are equally committed to their communities, each has its own unique history and programs. At the Providence Campus, selected as one of 81 schools to be profiled in *The Princeton Review's* "Colleges with a Conscience," students helped at food banks, taught nutrition classes at farmer's markets and senior centers, beautified disadvantaged neighborhoods, and mentored students in the past year.

In North Miami, the campus community partnered with local law enforcement agencies to fight crime, and helped with a dropout intervention program for minority, at-risk boys. Denver staged a symposium on the prevention of school violence and sent more than 200 students, staff and faculty into the community to assist nonprofits on Courage to Care Day. In Charlotte, students coordinated volunteers to build with Habitat for Humanity and raised tens of thousands of dollars for charities.

Community service is ingrained in all levels of the university culture. Through their experiences helping others, our students are prepared to be strong, ethical leaders in their daily lives, their future professions and their own communities even as they contribute to JWU's legacy as a responsible and caring neighbor.

What follows displays just a sample of the community projects and accomplishments of each campus during the 2007–2008 academic year.

lorth Miami Campus Vice President and Dean of cademic Affairs Larry Rice, Ed.D., '90 works alongside student on a neighborhood beautification project.

# Providence

**3,866** STUDENTS ENGAGED IN COMMUNITY SERVICE

**49,330** TOTAL HOURS OF SERVICE

- Students prepared healthy lunches for 250 people at the annual Homeless Memorial in Providence.
- In February 2008, a Feinstein Community Service Learning (FCSL) staff member escorted 17 students on an International Service-Learning trip to Tijuana, Mexico where they helped rebuild schools.
- The JWU Leadership Development Center established the Institute for Parent Leaders in collaboration with the R.I. Department of Education to offer development seminars for parents in seven Child Opportunity Zones in the state.
- In April 2008, 34 students volunteered for Rebuilding Together to clean up and paint the Mary E. Fogarty Elementary School. JWU staff helped 50 of the school's fifth graders plant pansies to beautify their neighborhoods.
- On Staff Recognition Day in October 2008, staff and faculty donated $1,412 and $2,500 worth of toiletries, clothing and supplies to assist victims of Hurricane Ike.
- Through Student Leaders in Community Engagement (S.L.I.C.E.), students served at-risk youth in the community by teaching cooking and computer graphics, mentoring and tutoring, learning leadership skills and volunteering weekly for a year at schools and youth organizations.
- Student mentors worked with families newly arrived from Somalia, Ethiopia and Burundi and assisted them in finding apartments, furnishings and English as a Second Language courses. They assessed diets and provided lessons in nutrition and purchasing food in U.S. markets.
- Culinary students prepared and served meals for Operation Stand Down, a nonprofit that helps homeless and needy R.I. veterans.

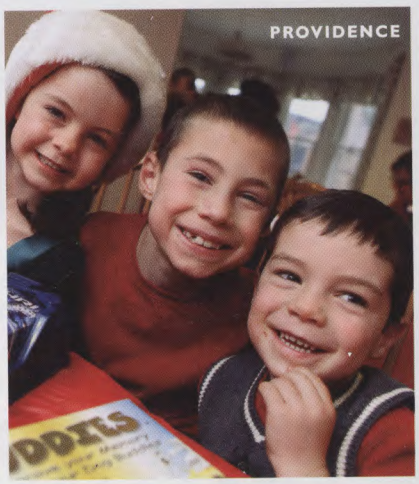
# North Miami

**808** STUDENTS ENGAGED IN COMMUNITY SERVICE

**8,778** TOTAL HOURS OF SERVICE

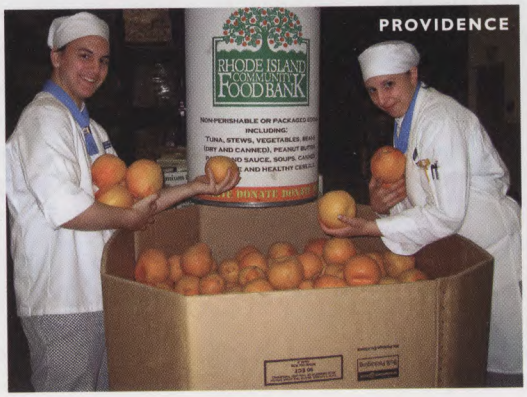
- In fall 2008, JWU joined other Miami-area service providers in Join, Work, Unite by hitting the streets to clean and refurbish parks, a library, city hall and other locations.
- For the fourth year in a row, JWU was the major sponsor for the Families Against Crime Together (FACT) Festival educating North Miami residents about partnering with the city and police.
- Using Junior Achievement curriculum, 25 staff and students taught more than 575 students at W.J. Bryan Elementary School about running a business, including lessons on city zoning, assembly line production and locating resources.
- More than 1,770 hours of service were donated by 42 students in preparation for the Black and White Gala, an annual fund-raiser for Give Kids the World Village, a nonprofit resort that sends terminally ill children and their families on week-long fantasy vacations.
- Through the Big Chef-Little Chef program, held four times each year, students volunteered more than 20 hours each, helping improve State FCAT exam scores of elementary students by teaching them the importance of teamwork, proper nutrition and good attendance.
- Staff, faculty, alumni, students and members of IOTA Phi Theta Fraternity and Omega Tau Alpha collected more than 125 new toys and gift cards for the Children's Home Society of Florida.
- Culinary arts teaching assistants taught 40 students from Miami-Dade's Role Models of Excellence Project, a dropout intervention program for minority at-risk boys, how to prepare three-course meals.

NORTH MIAMI


PROVIDENCE

DENVER

CHARLOTTE



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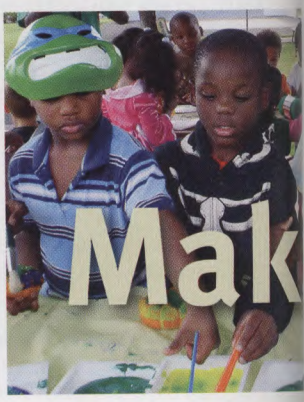
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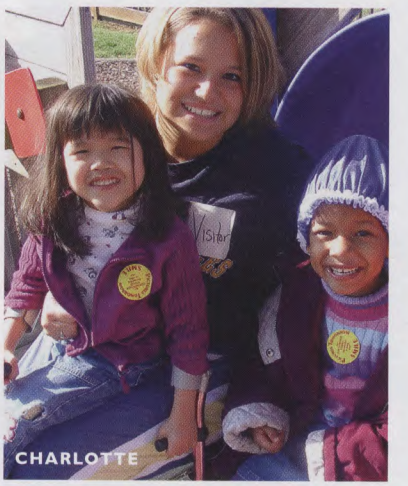


## Denver

**663**
STUDENTS ENGAGED IN COMMUNITY SERVICE

**6,599**
TOTAL HOURS OF SERVICE

- For the 4th Annual Courage to Care Day in September 2007, more than 300 faculty, staff and students logged more than 1,400 hours of service for 15 nonprofits by sorting and packing international relief supplies, restoring habitat and preparing meals for homeless and low-income citizens..
- The Hospitality College and College of Culinary Arts donated space and speakers' fees and helped plan the 2nd Annual Symposium for the Prevention of School Violence, bringing together 670 law enforcement professionals, parents, educators and school administrators from neighboring states.
- JWU and Manual High School collaborated to increase high school graduation rates and college access for Manual students. JWU students tutored and helped the school develop a strategic marketing plan to recruit new students.
- For the fifth consecutive year, the campus community taught professional etiquette and success strategies to high school students with financial need through the Daniels Fund Scholars program, a doorway to college scholarships for promising high school grads from Colorado, New Mexico, Utah and Wyoming.
- Through the Leadership Academy students dedicated more than 500 hours of service for projects including planning a statewide Martin Luther King Day of Service.
- By tutoring and providing teacher support, students in Foundations of Leadership Studies courses contributed more than 340 hours of service to community schools, 80 percent of which serve low-income students.

## Charlotte

**713**
STUDENTS ENGAGED IN COMMUNITY SERVICE

**7,286**
TOTAL HOURS OF SERVICE

- Eta Sigma Delta raised $2,000 for Type 1 Diabetes research and 10 students donated a total of 70 hours of their time to the Juvenile Diabetes Research Foundation Walk.
- The Student Alumni Association spent 40 hours organizing a book donation drive and collected 150 books for Big Brothers Big Sisters of Greater Charlotte.
- SkillsUSA members spent 36 hours presenting a Healthy Eating Seminar to 160 1st grade students at Irwin Avenue Open Elementary School.
- Chef Instructor Paul Malcolm coordinated three meal preparation days on campus producing 4,200 meals for children in the Kid's Café program.
- Students from Instructor Joseph Fisher's Event Management class completed 200 service hours coordinating groups of students to work on Habitat for Humanity house builds.
- Team Earth Fare was the winning team for the annual Kids Café Junior Chefs Cook-Off, a program providing mentoring, life skills, culinary education and a culinary competition for at-risk youth.
- The Office of Community Outreach also managed in-kind donations to support community events.
- Organizations including Child Care Resources, Brain Tumor Fund of the Carolinas and Child's Place received 65 gift baskets and 10-person chef dinners, with an estimated total value of $37,000 for local fund-raisers.

# jwu:providence

JWU's Linda Kane '05 cooks for guests at the Ronald McDonald House in Providence, R.I.

## Civic Engagement Earns Carnegie Endorsement

The Providence Campus of Johnson & Wales University joins 118 institutions of higher education nationwide — the only one from Rhode Island — selected by the prestigious Carnegie Foundation for the Advancement of Teaching for a Community Engagement Classification for Curricular Engagement and Outreach & Partnerships. The campus garnered the elective designation after exhaustive documentation that showed service is embedded in the mission, culture, leadership, resources and practices of the university. The classification is the most all-encompassing of the foundation's three-tiered rating.

"We are honored to receive this high recognition from such a distinguished and well-respected organization as the Carnegie Foundation," said Providence Campus President **Irving Schneider Ph.D.** "Johnson & Wales University is committed to the civic mission of higher education to promote responsible citizenship and strengthen our communities. The community, faculty and students are mutually enriched by sharing knowledge, skills and resources to meet local needs."

The Carnegie classification is one of the highest designations in the country for institutional dedication to civic engagement. It carries the weight of the organization's endorsement for grant applications, fund-raising, advancement initiatives and student recruitment. It is used by a wide range of academic researchers, institutions and policymakers to analyze and develop tools to foster positive changes in education.

"For us at the Providence Campus, this achievement underscores our ongoing commitment to the community," said **Susan Connery**, director of the Feinstein Community Service Center, who spearheaded the application process.

In 2007, the Rhode Island-based *Providence Business News* presented JWU with its Business Excellence Award for Community Involvement. The Corporation for National and Community Service selected the campus for the President's Higher Education Honor Roll in 2006, 2007 with distinction and 2008.

**"At JWU, we have a long tradition of giving back to the community. This spirit of volunteerism is instilled in our students, staff and faculty, who provided more than 49,000 hours of community service during the 2007–2008 academic year.**

*— President Irving Schneider, Ph.D.*

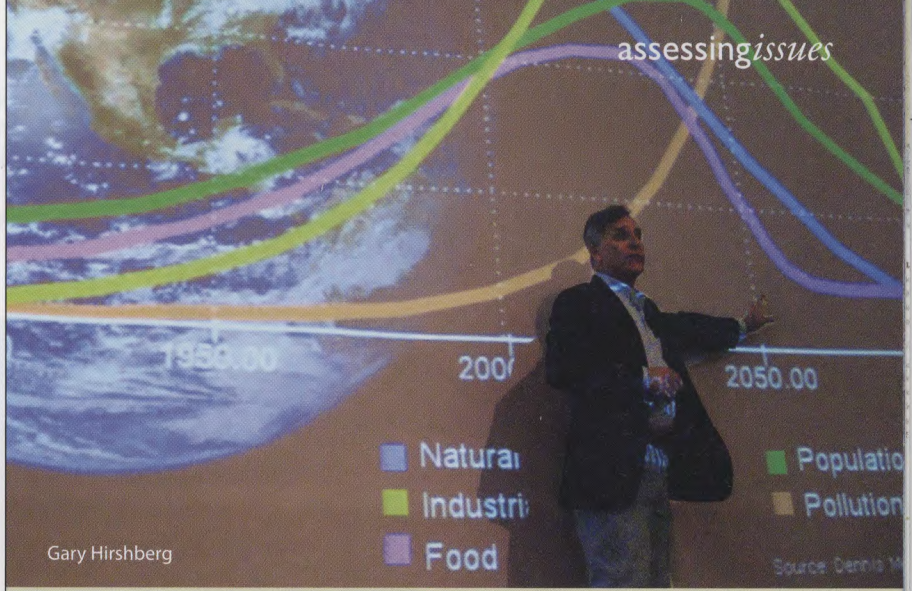
## Experts Weigh In on Small Business, Health Care and U.S. Policies

"Buck the system," **Jane Applegate**, author of "201 Great Ideas for Your Small Business," told a university business cooperative in October 2008 as part of the Bloomberg Author Series. The series is a collaboration among the School of Technology, the College of Business, the Rhode Island Small Business Development Center and Cox Communications. Telling participants not to settle for the status quo and to always look for a better, more efficient way to get things done, she advised business owners to "expect to work 16- to 17-hour days," quipping, "My kids once put my picture on a milk carton."

In September 2008, Rhode Island Lt. Governor **Elizabeth Roberts** spoke as part of the Social Action Series, sponsored by the Feinstein Community Service Center. She noted that the biggest cause of bankruptcy in the United States is the cost of health care. She predicted that our country will have a universal health care system for all, similar to what is in place in Massachusetts, if we are able to modify the overall costs.

As part of the Arts & Sciences Cultural Life Series in October 2008, **Mike Ritz**, a former U.S. Army interrogator, told students that all of us have a dark side and without checks and balances, atrocities such as what occurred at the Iraqi prison, Abu Ghraib, can happen. Although he didn't come to campus to debate the morality of torture, his talk following a 10-minute video on a simulated act of waterboarding, reflected his aversion to physical violent acts of interrogation.

**TOP TO BOTTOM:** Jane Applegate; Elizabeth Roberts; Mike Ritz



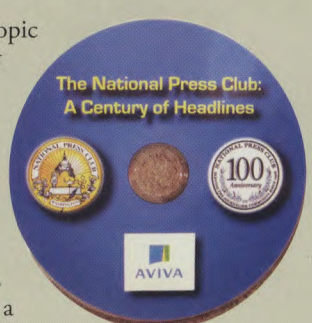

Gary Hirshberg

## Green and Profitable, Too

"Humans are the only species that finds it acceptable to create waste. Recycling equals failure because there is waste; true sustainability means that after you consumed our product, you would eat the cup or bury it in a compost pile." Humbling words from **Gary Hirshberg**, president, "CE-Yo" and founder of a seven-cow farm that has become the world's largest organic yogurt company, Stonyfield Farm. Hirshberg's October 2008 visit was the centerpiece for the campus' Focus on Green fall events. He demonstrated how his company can be green while reaping greater profits by using milk from local farms, choosing fruits that are handpicked so only the best are used, accessing farms free of pesticides and fertilizers known to contaminate soil and drinking water, and offsetting all carbon emissions. His 25-year-old New Hampshire company, with annual revenues of $300 million, is a model of sustainability and business success.

**ABOVE:** Stonyfield Farm president and CEO Gary Hirshberg outlines global trends for students.

## Celebrating 100 Years of Journalism




The cost of producing news today was the central topic of a National Press Club discussion hosted by JWU in September 2008. "From Edward R. Murrow to Paris Hilton: How is News Defined Today" was part of the Washington D.C.-based media organization's tour to discuss the future of journalism, in celebration of its 100th anniversary.

Management at media organizations is "worried by the next profit margin," said **Jim Hummel**, a former reporter for Rhode Island's ABC television affiliate. **Tim White**, a reporter at the CBS affiliate, noted that investigative reporting is expensive and time consuming. With Yahoo! and Google "stealing news," **Robert Whitcomb**, a vice president at *The Providence Journal,* questioned whether readers should have to pay to read news online.

At the end of the dialog, a copy of the National Press Club's DVD, "A Century of Headlines," was given to all, providing a history of journalism for students who have grown up with the 24-hour instant news cycle.

# jwu:north miami

Campus adminstrators join the City of North Miami Mayor Kevin Burns and dignitaries to break ground for the 17th Avenue campus improvement project.

## Partnership Bridges Needs of Students and Neighbors

South Florida is known for its sunshine and beautiful beaches, but afternoon storms often bring torrential rains that cause flooded streets and high waters. This has been an ongoing problem for students who live in residence halls along 17th Avenue. When the rains came down, getting to and from class and campus activities meant splashing through large puddles and walking sidewalks that were often under water.

To alleviate the problem, the university went to the City of North Miami with an investment project to improve the water and sewer system, add needed lighting and make right-of-way improvements. The public/private partnership allows the city — which had existing plans to make street improvements — and JWU to share the cost and provide benefits to the students and the residents of North Miami.

"This project is a great example of how the university can work successfully with the surrounding community to come up with solutions that benefit both our students and residents of the city," said **Loreen Chant '89**, campus president.

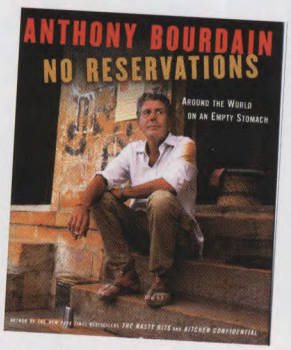
"Since opening our doors, we have worked hard to develop a mutually beneficial relationship with the city. This is just one example of the importance of community relations in developing solutions that enhance the student experience."

The six-month project began in October 2008 and is expected to be complete by spring. In addition to the roadway improvements, visual enhancements such as street pavers and landscaping will be added to the walkways.

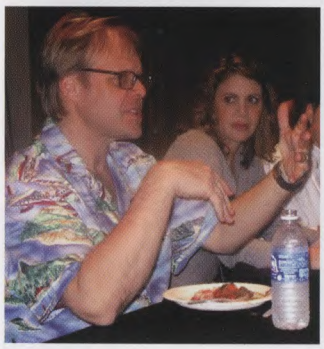
**"We will have accomplished our goal if we prepare young men and women who are equipped for both successful careers and a desire and commitment to impact the world around them in a positive way."**

*—President Loreen Chant '89*

## JWU Joins Arsht Center for Celebrity Chef Series




A joint presentation of Johnson & Wales University and the Adrienne Arsht Center for the Performing Arts has students cooking alongside some of the nation's hottest chefs. In September 2008, **Anthony Bourdain**, star of the Travel Channel's cultural and culinary adventure show, "No Reservations," was featured celebrity chef. An onstage interview with the globe trotter was followed by a cooking demonstration by Bourdain. Twenty-five JWU culinary students worked alongside the chef in preparation for his demonstration and served at the VIP reception. In addition, they were treated to a private dinner with Bourdain before the show.



Alton Brown dines with Michelle Bernstein '94, '03 Hon.

In December 2008, **Alton Brown**, host of the Food Network show, "Good Eats" and commentator on "Iron Chef America," discussed his career. Hosted by **Michelle Bernstein '94, '03 Hon.**, owner of Michy's Restaurant, Brown offered inspiration and humor as he responded to Bernstein's questions with candor and quick wit. After the discussion, Brown demonstrated a recipe for crêpes suzette with the help of JWU culinary students.

## NOLA Standout Honored as DVC

**Chef Stephen Stryjewski**, co-owner and executive chef of Cochon restaurant in New Orleans, La., was welcomed to campus in November 2008 as the academic year's first Distinguished Visiting Chef. Students were able to work beside him while he demonstrated how to prepare unusual dishes such as boar's head cheese, pickled shrimp and okra. The money raised from the dinner helped freshman culinary student **Joshua Elliot** with a $2,000 scholarship.

**ABOVE:** Students assisted Chef Ben Hammond (wearing head scarf), Chef Stephen Stryjewski, center, and JWU's Chef Bruce Ozga (in suit on right), in the kitchen for Stryjewski's demonstration as a Distinguished Visiting Chef.

## Uniting to Meet the Needs of a Disadvantaged Community

During the 2008 United Way Live United campaign, the campus came together to make contributions to those in need. With the current economic crisis, donations carry more weight than ever and provide needed support to the Miami-Dade community. JWU North Miami worked toward a campuswide goal of raising $40,000. Members of the Student Alumni Association packed 15 food baskets to be distributed to families for the holidays through the United Way of Miami-Dade and W. J. Bryan Elementary School.

**ABOVE:** Members of the Student Alumni Association and the Office of Alumni Relations showcase Thanksgiving Food Drive donations.

**BELOW, L-R:** Students Martinez Crowell, Alexandra Mills, Breianna Morgan and Lauryn Harris explained their recommendations for Trucillo USA partners.

## Students Pitch Strategies to Coffee Company Executives

Marketing majors in the College of Business were assigned term-long projects to be presented to **Joseph Hanono** and **Jeff Stone**, the managing partners of Trucillo USA, a well-known Italian espresso brand. Following two days of presentations, Stone and Hanono chose a winning campaign from each class. In addition to a top grade, winners will enjoy a private celebratory dinner with the managing partners.

**ABOVE:** Brandon Tosti, far right, helps distribute sporting goods to students in New Orleans, La. public schools.

## Instructor Just 'Doing What I Feel Is Right'

As **Brandon Tosti** sat reading an article in *Sports Illustrated* in August 2007, he was moved by photographs underscoring the poor state of New Orleans schools and youth athletic facilities years after devastating hurricanes ravaged the area. He decided to help.

Tosti teaches professional sports marketing and management and works with Kroenke Sports Enterprises managing daily operations and revenue streams for 24 youth fields at Dick's Sporting Goods Park north of the Denver Campus. Traveling to Louisiana on a fact-finding trip, he determined how best to help the kids of New Orleans and where to start. On his return, Tosti created the nonprofit organization, Sports for a Cause. Collecting donated sporting goods and equipment, he supplied New Orleans friends with material to rebuild a playground at a local school. He plans another visit early in 2009.

"There is still such a great need for rebuilding in New Orleans and the vicinity. It's going to take years if not decades. If something like this happened in Denver, I would hope other people and communities would extend their hand via their time, money or donation of goods," Tosti says. "I'm just doing what I feel is right."

**Online >** www.sportsforacause.org

**"Our campus sits in the middle of three very different communities, and we take our responsibility of being a good neighbor very seriously. To that end, we hold ourselves to a high standard of community involvement and service. It does make a difference."**

*— President Bette Matkowski*

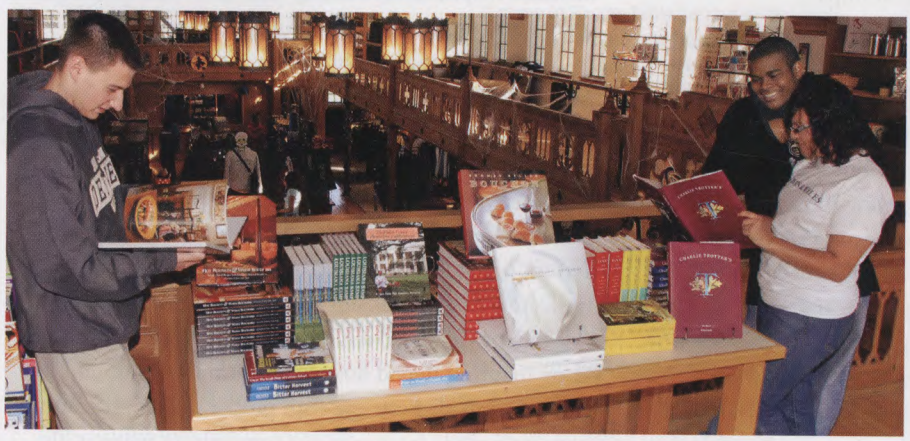
## Gen Y Promises to Be Engaged and Active in Civic Affairs

Logan Taylor

While today's college students are known to be part of the most civically engaged generation, they are often infamous for being apathetic and uninformed about national and world events. The 2008 presidential election, however, saw an incredible change in Gen Y, also known as the Millennial Generation; youth voters set a new record for voter turnout.

In Denver, students were encouraged to consider the issues, the candidates, and their potential impact. Thanks to a grant from the Colorado Campus Compact's 2008 Campus Vote Initiative, the Student Affairs Office led many nonpartisan efforts to ensure students were registered and knowledgeable voters. Registration drives proved successful: 365 new voters learned about voting options and rights.

A congressional debate was held on campus for local candidates. More than 125 students attended the Election Day Bash to watch the results come in. Many students were voting in their first presidential election, and most noted that this historic election would be the election of their generation. Surveys completed at the Bash showed all were interested in getting involved in their community, the next election or both. Gen Y has the potential to shatter the status quo and significantly affect the world. Change is happening, and it's obvious on campus.



## On a New Page

Creating a new home for the university bookstore was an essential part of the Wildcat Center renovation. In summer 2008, the bookstore moved into its new location in the center of campus in the former Special Events Dining Room. With the move comes a greater selection of services. Coffee and wi-fi share space with textbooks, uniforms and JWU logo apparel for the family. The move, well received by the campus community, has maintained the original historic integrity of the space.

## Green Team Jumps to Help INVESCO Tailgaters Recycle

Thanks to the efforts of JWU students, recycling of aluminum, plastic and glass has increased more than 60 percent at the home to the Denver Broncos.

In summer 2008, the operations staff at INVESCO Field at Mile High approached faculty at The Hospitality College and the Center for Sports/Entertainment/Event Management about helping the Broncos organization and the environment. While recycling aluminum, glass and plastic within the stadium was successful, tailgaters were not doing as well in the stadium's parking lots. Eager to get industry experience, students involved with the campus' Sports/Entertainment/Event Management program jumped at the opportunity to help bolster efforts.

Enter the Green Team. Over several months, led by instructor **Sean Daly** and student manager, **Zack Staarman**, the group staged seven events, putting 644 hours of work into tackling their mission. The marked rise in recycling won high praise.

"Our partnership with Johnson & Wales University and the efforts and strong interest level of the students who make up the INVESCO Field Green Team has been a large factor in the improvement made this season where we have about doubled the amount of materials recycled per Denver Broncos game from that in 2007," **Matthew Shine**, INVESCO Field parking and site manager says. "The students have been fantastic to work with and our customers have truly enjoyed interacting and learning from them each home game."

The program and Green Team are spurring interest from other venues around Colorado.

**Online** > sdaly@jwu.edu

**ABOVE:** Instructor Sean Daly's Green Team celebrates its success at INVESCO Field.

# jwu:charlotte

Business students hoping for a prize in the IM...RU? campaign.

## From Guerilla Marketing to the Power of Packaging

Marketing students are being put through the paces of creating advertising campaigns and protective packaging for in-class projects with real-world impact.

Honors students in the College of Business put guerrilla-marketing tactics to work to create an on-campus buzz around smoking cessation. Thanks to a $5,250 grant from the North Carolina Health and Wellness Trust Fund, the group had a chance to define a strategy and launch a marketing program targeting classmates.

Under the direction of business assistant professor **Jay Schafer**, students worked with a Charlotte market research firm to conduct focus groups, and an ad agency to create signage for the campaign. Book bag buttons with an insignia that read "IM…RU?" were worn by non-smokers and kept the initiative highly visible. A student campus prize patrol handed out more than 120 gifts to those wearing buttons who were able to answer the question of the week regarding smoking. Prizes included iPods and a variety of gift certificates for restaurants and stores frequented by students.

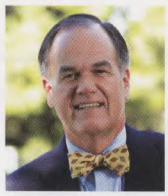
"This was a great way to experience real marketing and better prepare us for a career after college," said **Donald Rouse**, a senior marketing major.

An Internet blog encouraged student involvement and included helpful non-smoking facts and articles as well as photos and progress of the campaign.

Meanwhile, students in Assistant Professor **Julie Joseph's '00, '02 M.B.A.** business-to-business marketing class were learning the importance of packaging and how it goes beyond bright colors and brand recognition. Their task: design and create packaging to protect eggs. Testing found students hanging over the ledges of a parking deck and dropping packages onto a bright blue and yellow tarp while hollering, "Look out below!"

Student **Crystie Defranco's** team used balloons: "We knew that they would float right down to the ground. It not only provided our egg with proper cushioning but the impact wasn't as intense as our competitors' when it hit the ground."

Participants started from a one-story drop and progressed up five floors. Out of 12 teams, seven created indestructible designs. The winners were also judged on creativity, practicality and special features.



**"Community service is defined as the active particiation in and assumption of responsibility for the community. Community service is a core ethic that is prevalent throughout our institution. JWU students understand that community leadership is a defining characteristic of the Charlotte Campus.**

*— President Arthur Gallagher*

## Nutrition and Etiquette Served with a Side Order of Fun

Fifth graders from Irwin Elementary School munched on roasted pumpkin seeds, studied the United States Department of Agriculture food pyramid and ate "kid" food with a nutritious twist, thanks to JWU hospitality students challenged with creating a healthy lunch for a class of local at-risk youth.

Under an awning of Halloween decorations, guests dug into grilled chicken strips rolled in corn flakes, pizza made on whole wheat English muffins and ground turkey tacos. "I love the way you made the applesauce purple and made the dessert look like it actually had bugs (raisins) in it," exclaimed one student.

It was all fun and games during a head-spinning etiquette lesson. Students were blindfolded, spun around and told to try and "pin" or Velcro a plate, fork or napkin onto the correct place on the "table," drawn on an easel for a game of Pin the Table Setting on the Table.

"I really like when you showed us how to act and what to act like," noted an enthusiastic participant. "You really showed us how to be polite and to be a gentleman and little lady."

A game of Pin the Table Setting on the Table (top) and craft projects (above) taught lessons in etiquette.

## Minority Business Alliance Mentors Community Youth

He grew up on the impoverished south side of Chicago, yet became a self-made millionaire by age 14. Author, entrepreneur and syndicated columnist, **Farrah Gray**, was the keynote speaker during an event in October 2008, offering business students his secrets to success.

JWU Minorities About Business (MAB) club and the Charlotte Chapter of the National Black MBA Association (NBMBAA) teamed up to sponsor the night's program as students heard about Gray's inspiring rags-to-riches journey.

For the past four years, the MAB club has partnered with the NBMBAA to help disadvantaged youth understand the importance of a college education. Area youth meet regularly on campus with the groups to see firsthand how an education will help them succeed. The MAB helps students strengthen their skills, enhance their personal development and make wise business investments.

In 2008, the Charlotte Campus' collaboration was honored with the NBMBAA Education Partner of the Year Award.

## A Feast for Famine

Guests honored with an invitation to dine at a sit-down dinner at Johnson & Wales in October 2008 never imagined they'd be sitting on the floor. But Hunger Banquet brought the pressing global issue to the table. Hosted by the campus Honors Council, the gathering grouped visitors into one of three worldwide economic classes: lower, middle or upper. Guests in the upper class were treated to a five-course meal, while those in the middle class were asked to stand in line for rice and beans and return to a row of seats without tables. Finally, guests in the lower class were seated on the floor with only a bowl of rice to share.

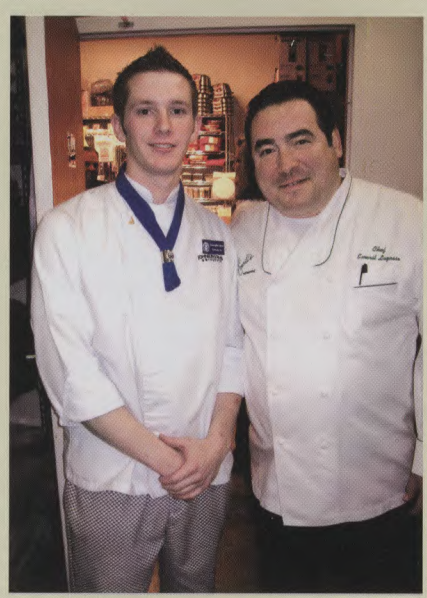
During the meal, students talked about Oxfam America, an international relief and development organization dedicated to raising awareness and creating lasting solutions to global hunger, poverty and injustice.

**Online** > oxfamamerica.org

**ABOVE:** Guests respresenting the world's lowest classes share a bowl of rice at Hunger Banquet to benefit Oxfam America.

## Lessons from Emeril

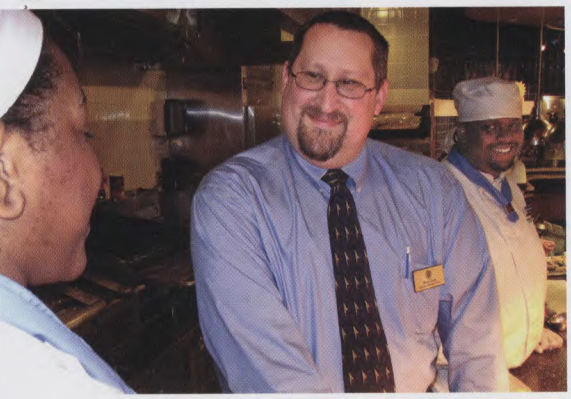
**Chris Myers**, Emeril Scholarship recipient, joined **Chef Emeril Lagasse '78, '90 Hon.** during a demonstration and book signing at South Park Mall for Sur La Table in October 2008. "It was a great experience and one I will remember for a lifetime," said Myers.



# Guiding Students' Sustenance, Safety, Service and Civic Pride

## Catering to a Multitude of Missions

Chartwells at the Charlotte Campus is more than The Student Dining Center and **Dean Zoch '83** is more than just its director. Feeding



the campus, serving as a student hub, and catering campus and community events, the operation presents JWU to more than 600 walk-in public diners a week and hosts 24 culinary students a term as externs. "We tease that our titles are really operator-educators," says Zoch, who spent 20 years in the industry before returning to his alma mater when Charlotte opened its doors. It's a chance to be creative.

Catering to Millennials raised on themed restaurants, "today it's all about flexibility," says Zoch. Basic menus of old have been replaced with variety, cooking to order, vegan, vegetarian, healthy options, college standards and comfort foods. Since the space doubles as the student center, Zoch interacts with departments to make it a hospitable hangout for residents and commuters alike. Late night karaoke, Guitar Hero parties and themed dinners with live bands provide an alcohol-free environment where students can relieve stress "and go a little crazy."

Technically employed by Chartwells, a Compass Group food service provider, Zoch's association with JWU is more than a contract job. The dining center is also the campus' largest externship site. Besides a staff of more than 40, an executive chef, a catering manager and five supervisors train a new rotation of students every 11 weeks. "There are a unique set of challenges, but the rewards of working one-on-one with students outweigh them," Zoch insists.

The arrangement is an opportunity to scout future teaching assistants, employees and part time help. "We're part of a partnership, and really an extension of the face of the university."

### SECURING SAFETY THROUGH SHARED RESPONSIBILITY AND PROFESSIONALISM

Michael Quinn

When retired Rhode Island State Police major, **Michael Quinn**, took command of the Office of Safety and Security at the Providence Campus in 2002, his charges asked what he should be called. "You can call me major or sir," Quinn told them. It has been Major Quinn leading by example and setting a professional tone for the department since.

Like police, the business of the 34 uniformed officers under Quinn's command is public safety. While positions range from command, patrol and investigative to electronic systems management and operations, the group is not a law enforcement unit. "We don't do some of the core response — no arrests, no chases, no handcuffing," Quinn says. Emphasis is on building a partnership.

Responsible for the well-being of students, university employees and the buildings that house operations, Quinn counts off three essentials for the safety and security of any campus. First, promote a community culture where safety and security is a shared responsibility. Second, maintain a high level of trust and confidence with the entire campus community through daily acts of professionalism. Third, create opportunities to enhance safety through community outreach initiatives that focus on prevention and responsibility. Officers are trained to proactively engage students by running programs in residence halls, campus clubs and classrooms on alcohol awareness, crime prevention and sexual assault prevention. Students are taught to make street-smart decisions and act responsibly. "If everyone were to embrace campus safety and security the same as their home and neighborhood, my job would be a lot easier," Quinn says. "I think we have come a long way in getting the community to embrace this notion."

## Building a Campus of Citizens

As dean of student affairs in North Miami, **Ismare Monreal** puts students at the center of a campus community. Monreal came to Johnson & Wales University after years as an aide to the chairman of the Education Committee for the Florida State Legislature. When she began work in 2000 as special assistant to President **Donald McGregor, J.D.,** there was no office of student affairs, one athletic program and few student activities. Problems usually landed on the president's desk. Monreal took ownership.

Ismare Monreal

Having served as a liaison between government and the people, she was a natural. Acting on the interests of students and parents, she opened avenues to a student-centric community. Within two years, she was the first director of student affairs. Today, Monreal oversees the offices of residential life, athletics, student services and campus life.

"I tell students all the time, 'This is your campus, this is your community, this is where you live,'" she says. She encourages all to get involved, raise issues and participate. "When they have a problem, they usually know how to resolve it, so I have them come up with the solution," Monreal notes. It is a lesson in responsible citizenship.

To expand horizons for all students, she and her team engineered Living and Learning Communities housing residents according to interests in culinary arts, hospitality, culture or leadership. For others, Greek life, commuter and international bases blend education with enriching activities exposing students to diverse and focused study.

"I think community is sharing, is giving, is mutual support," she says. "It's contributing to each other's success and that's what our students do every day."

# SPOTLIGHT

## Where Education, Industry and Community Intersect

**Antonio Barreiro** grew up in the void between the socially-conscious 1960s and the "me"-focused 1980s. "By the time I got to high school, the idea of doing community service was very much about how to get ahead, land a great job and make a lot of money," says Barreiro, director of Denver's Community Leadership Institute (CLI).

Working in community-based youth leadership at Santa Fe Community College, where service was a core value, he saw the influence college students can have on their community and the role community members can play in educating students. "It started my consciousness-raising," he says.

Barreiro, who left a career as a grade school administrator to return to higher education, speaks of a rising tide of civic and political engagement in young people over the last 18 years. "I see evidence of this every day and the data is pretty strong that this is a national phenomenon."

Through CLI, Barreiro hopes to expand on the campus' community service requirement to reach all students and build mutually beneficial alliances with local organizations. "Johnson & Wales programs operate at the intersection of campus, industry and community and in my experience this is unique in higher education," he observes. It is his mission to integrate the three with students' developing professional skills in a way that has a positive impact on community.

"Our students are more laser-focused on their careers than any other college students I've ever worked with, and they also want to make a difference," says Barreiro. He hopes to channel that inspiration, motivation and enthusiasm toward the values, skills and knowledge to sustain all parts of a global community.

**ABOVE:** (L-r) Matt Gray, CLI's Civic Engagement Programs manager, Antonio Barreiro, CLI director, and Rena Gardenswartz, the CLI's Student Leadership Programs, manager work as a team on service initiatives.

## SENIOR VP OF FACILITIES: A MASTER OF THE PLAN

**Merlin DeConti Jr., P.E.** is the magician behind the physical presence that is Johnson & Wales University. The senior vice president of facilities management brings clarity and vision to development of the buildings, infrastructure and surrounding lands that make the institution's far flung campuses a home to thousands of students and employees. He coordinates major projects, chairs the capital team that corrals spending and acts as point person with city and state on new initiatives. He brings the credibility of two decades of experience as the City of Providence official responsible for all building construction and zoning in the capital city .

Former University President **John Yena '06 Hon.** first set his sights on hiring DeConti at a hearing in the late 80s before Providence officials for renovation of a JWU building. From the meeting's outset, DeConti's questions were so detailed, Yena admits he initially bristled. "He didn't allow shortcuts. He was interested in safety, life support systems, responsibility for student lives. By the time we'd finished the meeting, I said, 'This guy's got integrity.'"

On the cusp of major expansion of the Downcity Campus, "We really needed a physical facilities guy who was going to do it right," Yena recalls. It would take five years before DeConti would succumb to Yena's overtures. "I think it was one of the best hires I ever made at Johnson & Wales," he says today. DeConti says it was probably also one of the most expensive. His acceptance in 1994 hinged on a promise from Yena to install fire protective sprinkler systems in JWU's three older residence halls at a half-million dollar cost.

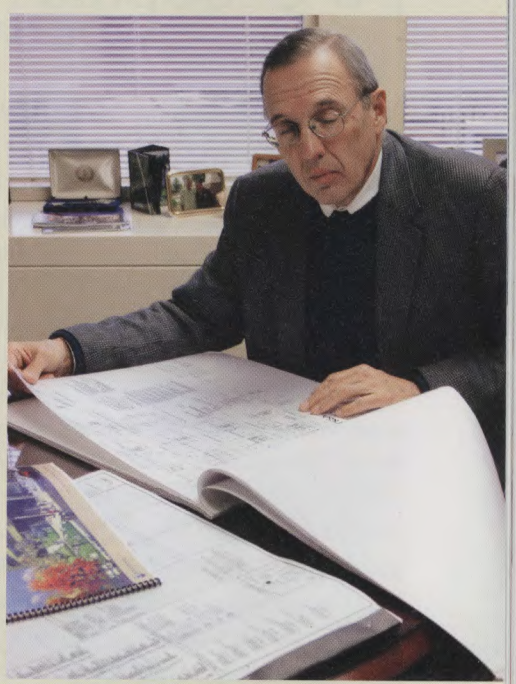
In his new role, DeConti supervised construction of Gaebe Commons and negotiated the purchase of the historic Waite Thresher, Rolo and Kinsley buildings. In 2001, he found himself engineering a five-year master plan for JWU to comply with an ordinance he'd written himself as city building official, and a second plan in 2006. "For the first time there was a roadmap on how we wanted to see the university grow and we've stuck to that," DeConti says now.

It has been a fulfilling journey. DeConti, an engineer, found his element at JWU. When a new campus was proposed for North Carolina, DeConti was sent to direct. "I asked him to go down and build the Charlotte Campus. He hated planes, he'd never traveled and had never been away from his family," Yena says. "Merlin sacrificed his personal life for big responsibilities."

DeConti was given full authority for supervising all aspects of construction for the next two-and-one-half years in Charlotte. It was a life-changing experience. "I learned I'm a different person when I'm on my own. I'd taken one airplane ride before coming to Johnson & Wales. In 2003, I had 87 flights to and from Charlotte," DeConti says. "I grew a lot and I've enjoyed it."

These days, he keeps watch over projects at each of JWU's four campuses. In Denver, they include restoration of Treat Hall and expansion of the Wildcat Center. North Miami's plans involve partnering with the city on 17th Avenue improvements and a new building for classrooms and administration. In Providence, DeConti sits on the committee which oversees construction of the new Center for Culinary Excellence.

Most importantly, he keeps a responsible eye on spending. "To keep students' financial burden down, funds must be distributed discreetly," he says noting a whole list of criteria topped by optimum student safety, compliance with codes and support of mission. "We don't have the luxury of doing anything we want. We have to plan very carefully," he adds.



Over his 15 years, JWU has grown to a large and complex organization. "Not like when I first came here. Things were done simpler. Now we need policies and procedures to follow," he says.

DeConti has enjoyed his time. "It's a great institution with a lot of great people." With an engineer's sense of limits, he marks his. "I'll leave if I'm not contributing or if I'm not having fun. It's an either-or."

With growing campuses in four states and tightening reins on spending, DeConti could be working his magic for decades to come.

**LEFT TO RIGHT:** Students from Sophia Academy spend Fridays at JWU's Harborside Recreation Center learning about sports from JWU athletes, taking part in creative activities and building relationships with students.

# JWU-Sophia Academy Alliance: 'It's about Knowing t

BY JOHN PARENTE

It has officially been dubbed the Johnson & Wales University-Sophia Academy Sports Health Clinic. But it's so much more. The entire operation of the Sophia Academy, a small, private school for middle school-aged girls, moves to JWU's Harborside Campus for one day a week. From regular lesson plans to extended gym time to special presentations, Sophia's Fridays at JWU not only give the 60 Sophia students the privilege of being on a university campus each week, they also give JWU students a community service experience with enormous impact.

The collaboration began as an innovative thought that gained instant momentum. Sports/Entertainment/Events/Management (SEE) professor, **Kathy Drohan M.A.T. '04,** assembled a meeting of the minds in the athletics office at the Harborside Recreation Center: JWU ice hockey coach, **Erik Noack**, who also heads the Athletic Department's Community Outreach programming; **Jennifer Rowan**, Feinstein Center service learning coordinator; and Sophia Academy head of school, **Gigi DiBello**. Since the academy has no space for physical education, the group proposed use of the Harborside Recreation Center's two gyms.

But the idea grew larger, and by September 2008, Sophia was granted use of classroom space, the gym, and virtually everything it needed for students to spend the entire day at the Harborside Campus.

Several of the university's women's athletic teams jumped in and offered help during Sophia's phys ed class teaching soccer, volleyball, softball or basketball to the girls, many of whom had no previous exposure to team sports. They also offered something else: mentorship.

The Academy's students are Providence residents aged nine to 14. Many live in single-parent, female-headed households and all are from economically challenged environments. They are a diverse group — 64 percent of the students are Latina, 19 percent are African-American, 15 percent are multiracial, one percent are African refugees, three are Asian-American, one is Caucasian. The impact that college athletes have had on the younger students is immeasurable.

"It's all about relationships with kids, mutual respect, discipline, rigor, skills, teamwork and leadership," says DiBello. "These kids have absolutely no way of knowing the benefits ahead. It's not about learning to become a great player; it's about knowing the possibility exists."

## POSITIVE CHOICES

Members of the women's soccer team were the first to see just what it meant for the youngsters from the Academy to become exposed to Johnson & Wales on a weekly basis. Working with Sophia Academy physical education instructor, **Janine Musto '88**, they were the first of the mentoring teams, and struck an immediate chord with their charges. Musto and DiBello quickly became fans.

"When Sophia's girls begin to see themselves as being on a college campus, it doesn't feel so other-worldly," says DiBello, "They begin to think, 'I can be part of this.'"

The project's goals reach far beyond introduction to a campus situation. Activities expose students to a more healthy, active lifestyle and encourage intellectual and physical exploration. They are taught to make positive individual choices in exercise, nutrition and mental health.

JWU students involved gain too, learning about the needs in the surrounding community, the challenges and rewards that come from working with youth and ways to apply skills to a real-life situation. Involvement reaches beyond the realm athletics. SEE major, junior **Nicole Pineo**,

**FAR RIGHT:** At the Denver Campus, the annual 'Cats in the Community campaign sends athletes to local elementary and middle schools for sports clinics and mentoring.

# ossibility Exists.'

commited to service learning, has been part and parcel of the project nearly since its inception.

"She's had her hands in practically everything about the program, from the development of the schedule, to the weekly programming logistics, to the development of the assistance plan and lesson plans for her fellow SEE majors or the athletes who take part in the work needed to produce the Friday programming," says Drohan, who sees the entire project in metaphoric terms as the development of a garden.

## A GARDEN GROWS

"The seeds were planted by that core group last summer. Gigi [DiBello] provided the water; the athletics department provided fertilizer," Drohan says. "Jen Rowan weeded the program. Nicole provided the needed sunshine. Our CSL and SEE majors provided the 'pollen' through their hard work. The athletic teams who got the Sophia kids hooked on sports, are the roots. The staff and students of the academy are the flowers."

A typical Friday begins with breakfast and a meeting. Students break into separate groups at 9 a.m. Some head to classrooms at the Harborside Academic Center; others go to the recreation center for gym classes. After lunch, study groups continue academics and are tutored one-on-one. Each day ends with an hour-long team building activity. Though Sophia's day is complete at 3:15 p.m., those JWU students working on the project have time to jot notes in a reflection journal, which will be used to garner their community service learning credit.

DiBello reflects on the program's evolution. "The stars aligned," she says, "and it extended our resources more than I would have imagined."

An ingenious idea rippled into an ideal situation for everyone.

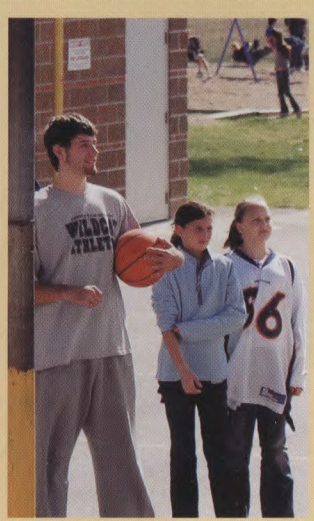
## DENVER WILDCATS SERVE IN COMMUNITY SCHOOLS

Student-athletes at JWU's Denver Campus are off and running on their own community service venture — the annual 'Cats in the Community campaign. Though still very much in its infancy, the program's development is already noticeable and its achievements numerous and valuable.

Denver's Wildcat athletes teamed up with **Matthew Gray** and **Matt Clark** from the campus' Community Leadership Institute to send student-athletes into the greater Denver area. The thrust of the 2009 campaign focuses on local elementary and middle schools. Whether it's reading to youth, conducting sport-specific clinics, or mentoring students on the perils of drug and alcohol abuse or the importance of staying in school, Wildcats teams are willing to lend a hand.

In January, the film "Rebels Remembered" was shown at Manual High School, as part of a celebration of Martin Luther King Day. The MHS students heard from the film's director about the making of the film. Forty-three Wildcats also attended and then led 21 advisory sessions to discuss nonviolence and a 40-day pledge for nonviolence, which was signed by the Manual students.

Denver's other recent efforts include a group of Wildcats who helped renovate the gymnasium at Manual High School. Members of the men's basketball team joined their coach, Denver Campus director of athletics, Jeff Culver, on a visit to Goddard Middle School, where the 'Cats took a time out from their busy season to mentor youngsters. More projects are on the horizon as the outstanding community service venture develops.



A member of the Denver basketball team waits to shoot hoops at Goddard Elementary School.

Adriana Scarcella '08 markets the new LivPURE™ Fit & Fresh filtered water bottles.

## Marketing for a Cleaner Environment

**Adriana Scarcella's '08** enthusiasm for marketing goes beyond making money for her employer. "I'm not really concerned with selling. I'm more concerned about bringing awareness of the product and the cause and seeing how much buzz I can build around it."

The cause of the buzz is the LivPURE™ Fit & Fresh filtered water bottles manufactured by MEDport, a Providence, R.I. company. Hired in 2008 to promote its growing line of hydration products, Scarcella targets a teen to late 20s age group — her own.

While the hydration line is already sold in stores like Target and Bed, Bath & Beyond, it's Scarcella's job to blitz Gen Y frontiers, speaking at area universities about the plusses of using the environmentally-friendly bottle. She is also using JWU students for focus groups, asking for feedback on water from the sample bottles she's handed out. "It's a tough project but it's so much fun because it's me — it's my demographic," says Scarcella.

Knowing that her peers are online 90 percent of the time, she set up a site on Facebook. "Facebook has over 100 million users ... It's a great way to get your product out there," Scarcella says. "The whole deal is to get people connected and talking ... So it might not be about LivPURE; it might be about saving the environment. And this is where LivPURE comes in."

How much of a dent can LivPURE bottles make in the country's mountains of waste? According to Scarcella, each LivPURE filter is good for 500 uses. With suggested three-month filter changes, that's as many as 2,000 fewer plastic water bottles per year going into landfills for each person using the system.

**> quick take**

Juan Alvarado, a senior marketing major at the Providence Campus, was named among the 2009 Most Promising Minority Students by the American Advertising Federation. He was one of only 40 students chosen nationwide and the only one from R.I. He is the eighth JWU student in nine years to win the award.

## Code Red: Worst Case, Best Outcome

Code Red Business Continuity Services, located in Cranston, R.I. helps companies and organizations assess critical needs to keep running during a disaster. It is the only business of its kind in the state.

Code Red was founded by **Lori (Rafferty) Adamo '81** in 2003. After working as director of economic development for the cities of both Cranston and Woonsocket, R.I., Adamo decided to start her own business. With a background

Lori (Rafferty) Adamo '81

that included emergency management, "it just kind of transpired through research and discussions with folks in the industry that emergency management and planning was maybe a good thing to get into," says Adamo. She was right.

The company's clients now include LoJack, Citizens Bank and Textron Financial.

Organizations most likely to need Code Red's services are those required by the government to have a preparedness plan, such as the finance and insurance industries and agencies that support the mentally disabled and elderly populations.

Plans vary by company and industry. According to Adamo, community organizations worry about pandemics, like the flu. The finance industry worries about terrorists. More recently, with the bad economy and the holiday season combined, Adamo has seen a rise in workplace violence. "We got a call the other day about a guy that made a flip remark about causing bloodshed at work."

Although Code Red does not work with individuals or families, it does encourage clients to talk to their employees about having their own emergency plan. "We tell clients 'if your employees do not prepare at home, they are not going to come in [to work] during a disruption and leave their loved ones to help you stay in business.'"

**Online >** ladamo@coderedbcs.com

### PREPARE FOR DISASTERS

#### Home

- Develop a family plan.
- Include where to meet and what to take.
- Designate an out-of-state friend as a "check-in contact."
- Assemble a supply kit and learn first aid.
- Decide how to cope with basic losses such as electricity and water.
- Ask neighbors to take the same steps. Working together will increase your ability to cope.
- Make plans for childcare in case parents cannot get home or pick up the children.
- Test and practice your family disaster plan.

#### Business

- Understand the most common threats to your business and best deterrents.
- Establish a safety planning team, an evacuation plan and a level-of-command system.
- Develop a communications plan to keep employees, stakeholders and clients informed of the situation and their responsibilities.
- Develop a business continuity plan to protect people, facilities and operations.
- Create a disaster recovery plan to keep critical data like payroll accessible.

## CFO's Mercy Missions Earn Rewards Far Beyond Dollars

**Roland Boucher '72** has been chief financial officer for Cardi Corp., a R.I. commercial construction company, for 11 years, but it is his Life's Mission work that was recognized with Kosovo's highest award for humanitarian efforts.

Through the international outreach program, Boucher, his wife, **Jeanne**, and about 45 doctors and dentists have made 13 trips to war-torn places including Bosnia, Croatia and Slovenia to bring medical and dental care to civilians and help with basic needs.

Boucher began the trips in 1991, soliciting medical supplies and asking doctors and dentists to volunteer. "By the time we were through with the 13 trips, we had raised well over $3 million in materials, supplies and donations, and about one-quarter million in cash."

With risk to life and without pay, some of Life's Mission's trips were to regions still under fire. "I went in with a team to the Muslim section of Mostar where the fighting was still going on. Even though there was sniper fire happening … we were able to go in and out during the lull," recalls Boucher.

Another foray brought the team to a new refugee camp funded by Princess Diana and Duchess of York Sarah Ferguson. When they arrived, the refugees hadn't been allowed into the camp because they needed to be medically processed. So Boucher gathered his doctors and examined more than 300 within a week, opening the gates to refuge.

In 2005, Boucher was awarded The Presidential Seal, the nation's highest award, by Kosovo President **Ibrahim Rugova**. The 4,000-year-old recognition is given only for valor and humanitarian assistance to the people of Kosovo, Albania, the Balkans and refugee populations.

Boucher's last trip was in 2002. He is planning to go back to Kosovo, Croatia and Bosnia in the near future.

**Online >** Bosslr@aol.com

Roland Boucher '72 (on truck), and fellow volunteers (l to r) Jim Schrang, Jeanne Boucher and Robert Carpentier, in Mediugoire, Bosnia where they set up a pediatric clinic in 1994.

# jwu: culinary arts

RIGHT: John Elkhay '77 keeps celebrated company in his new restaurant, Café Noir.

## Taking the Creative Approach to Cuisine and Community

As **John Elkhay** '77 and his chefs figure out the most dazzling way to present raspberry-flavored blue cotton candy with guests' checks, his mind moves in 20 directions while speaking about his work and his life.

The president and co-owner of Chow Fun Food Group, Elkhay oversees five very different restaurants in Providence, R.I., all with unique menus and themed décor reflecting Elkhay's eclectic creativity. Not one to let the economy or the competition get the better of him, Elkay recently replaced two of his upscale establishments — one with a French brasserie, Café Noir (for which he spent two weeks in Paris doing research), and the second with a mom-and-pop-style steak and BBQ joint, Rick's Roadhouse. His other restaurants, 10 Prime Steak & Sushi, Citron Wine Bar & Bistro and Chinese Laundry, a swanky Asian noodle bar, continue to thrive.

Despite his chaotic schedule, Elkhay puts as much time and resources into the causes that consume him as he does into his work. In 2000 he and his wife, **Suzanne**, founded the Ross Elkhay Foundation in memory of their son who died from cystic fibrosis at age 12. The organization helps chronically or terminally ill children and their families with medical expenses, giving them the chance to take a break and have some fun.

Working on the fun part, Elkhay committed $200,000 to build an Americans with Disabilities Act-compliant fishing pier in Warwick, R.I. "My son Ross loved to fish," says Elkhay, who sought out a project to wrap around the activity. Expected to open by fishing season in 2010, the pier will be named after Ross.

Rather than pursue a single objective in his philanthropic efforts when a kaleidoscopic approach best suits his style, Elkhay has bought coats, socks and mittens for local needy children, and stoves for families without. He also started Chefs for CF, a fund-raiser that has brought in more than $300,000 for the Cystic Fibrosis Foundation since Elkhay started it in his own kitchen eight years ago.

"So it's just chipping away," says Elkhay. "It's for research … I just do my little piece."

**Online** > www.chowfunfoodgroup.com

### > did you know?

Jeffrey Carroll '01, executive chef at Napa Valley Grille in Providence, R.I. was named Chef of the Year by the Rhode Island Hospitality Association during its annual Stars of the Industry event at the R.I. Convention Center in Providence.

**> quick take** Denver Campus chef-instructor Eric Stein served as a judge for the Denver Urban Garden's Community Garden Cook Off. More than 25 community gardeners created entries with most ingredients grown by them or someone they know.

## JWU Strikes Gold at International Culinary Competition

JWU put on an award-winning show at the 22nd Internationale Kochkunst Ausstellung (IKA), the "Culinary Olympics" of the food world. Three chef-instructors and one student took home medals — quite a feat among the more than 1,000 chefs and baking and pastry experts competing from around the world.

JWU award winners include **Brian Campbell '04**, Charlotte Campus associate instructor, who won a gold medal for his cold food platter featuring seafood, including poached lobster tail and cured salmon. **Chef Robert W. Zielinski '75**, associate instructor in the Providence Campus International Baking & Pastry Institute®, earned a silver medal in the pastry division for his bread sculpture, "Autumn Garden Harvest," a display of sunflowers, autumn leaves, pumpkins, gourds and a large watering can. **Daniel Schöfisch**, a senior culinary student and culinary events teaching assistant at the Providence Campus garnered a silver medal for his cold food entry "Impressions from the Lake and Sea," which featured a mosaic of fish, including poached turbot, smoked Tazmanian salmon, and terrine with octopus. Providence Campus associate instructor, Chef **Frank Terranova '94** captured a bronze medal for his cold food entry, a festive platter featuring poached mahi mahi and sockeye salmon with dill and saffron mousse wrapped in a tomato herb gelée, and six appetizers.

"I am overwhelmed with pride for the remarkable effort and performances of the faculty and students who put so much time and energy into preparing for this competition. They are consummate examples of the skill and dedication Johnson & Wales is known for," says **Karl Guggenmos '93, '02 M.B.A.** university dean of culinary education.

Supporting the victorious team were apprentice **Charles Reid '08**, a graduate student; junior **Marc Hienerwadel**, a culinary arts student; junior, **John Maieli**, a baking and pastry arts student; and **Jeanette Scarcella '07**, executive administrator.

**LEFT TO RIGHT:** Students, Charles Reid, Daniel Schöfisch, Marc Hienerwadel; Chef Brian Campbell '04, Charlotte Campus; student, John Maieli; Chef Rainer Hienerwadel '96, '04 M.A.T., Providence Campus; Chef Chris Wagner, North Miami Campus; Chef Robert Zielinski '75, Providence Campus; Chef Frank Terranova '94, Providence Campus; and Karl Guggenmos '93, '02 M.B.A., university dean of culinary education, celebrate team JWU's victories.

### FINDING A FERTILE FUTURE IN A FARMSTEAD

As a culinary student, the more time **Roy Farrens '88** spent on the East Coast the more he missed the farming life he grew up with in Nebraska. He would drive to rural parts of Rhode Island to watch the farmers. On one of his outings, "it kind of came to me that I was going to do a 'greenhouse café,'" says Farrens, who immediately wrote a plan for the future enterprise.

Expenses put his vision on hold after graduation while he worked for various organizations including Methodist Health System in Omaha, Neb. With its Affair of the Heart program, he promoted healthier eating by helping restaurants craft flavorful ways to cut calories. It wasn't until he and his family moved closer to relatives in 2006 that his plan found fertile soil. His in-laws owned a greenhouse, and Farrens realized, "Maybe I can make this a reality…So lo and behold."

Farrens now owns and operates 10 greenhouses, and his in-laws, another seven. In 2007 he opened the Elyria Canning Company Café and Catering and Elyria Gardens. The café serves sandwiches and other fare spiced by his homemade sauces from the canning company — everything from gyros with mint sauce, to sweet and sour sauce on pork, to pasta with marinara. Veggies come from his greenhouses and friends' gardens and he uses as much locally grown produce as possible, as well as buying grass-fed beef.

Although the hothouses bring in the most money, "our ultimate goal is to do more in the canning business because we're in the middle of nowhere," Farrens says. "It's in our five-year plan."

**Online >** elyriagardens.com
elyriacanningcompany.com

**LEFT:** Roy Farrens '88 grows his own ingredients for his many products.

## A Career Energized by an Internship and a Cause

In today's competitive employment market not everyone is lucky enough to have a job they like. But for **Colleen Goldrick '08**, working for a nonprofit has given her a sense of inspiration and respect for her profession.

As special events coordinator for the American Cancer Society's Manhattan office, Goldrick is responsible for planning upscale events including galas, luncheons and dinners. "I'm more on the fund-raising side where I get people involved, put the events on and help people realize their money is going to a good cause."

In October 2008, Breast Cancer Awareness Month, Goldrick took part in the agency's Making Strides Against Breast Cancer walk. "It was a five-mile walk in Central Park. We had over 35,000 walkers come, different survivors speaking … It was my first time going and it was the most amazing experience I've ever seen." The walk raised $2.7 million.

Although Goldrick doesn't deal directly with cancer patients as part of her job, she goes out of her way to spend time with them at Hope Lodge, located in her office building, where patients receiving outpatient treatment in the city can stay free of charge. "Having Hope Lodge here, seeing these patients every day and what they are going through … makes me feel like I'm doing something good," she says.

Goldrick hadn't planned on her current career path until she interned for the American Cancer Society during her senior year at JWU. "Before my internship, I never envisioned myself working in a nonprofit or the impact it would have on my life. It has been a truly rewarding experience that has given me a great outlook on life."

**Online >** colleen.goldrick@cancer.org

Colleen Goldrick '08 (second from left) is surrounded by fellow JWU alums (l-r) Angela Landry '08, Allison Pangakis '08 and Allison Rolli '08 at the Making Strides Against Breast Cancer Walk in Central Park in New York City in October 2008.

**> quick take**

Michael Sabitoni, chair of Food & Beverage Management on the Providence Campus, shared his customer service insight with the local hospitality industry through Positively Providence, a Providence Warwick Convention & Visitors Bureau program to help welcome visitors to the city.

Damian Thomas '94, '96 M.A.T. and assistant, Earline, outside Metairie Manor Garden in New Orleans, La.

## A Helping of Healthy in 'The Big Easy'

Born and raised in New Orleans and having to leave there after Katrina, **Damian Thomas '94, '96 M.A.T.**, is thankful to be back home with a job that suits him well. Thomas is the director of food service operations for Christopher Homes, a nonprofit arm of the Diocese of New Orleans that manages seven low-income and senior retirement communities. By early 2009, three more will open. Before Hurricane Katrina destroyed several others, there were 24.

When Thomas took the post in fall 2007, he went out of his way to make the residents he serves happy. "I tried to find the best products that this demographic of seniors like — comfort food and a lot of New Orleans-style cooking — gumbo, fried catfish, bread pudding with whiskey sauces." Before putting his menu together, Thomas surveyed residents about what they liked. "Then we had a party … We let the band play and we sampled the food," says Thomas. The menu turned out to be a big hit.

Thomas also tries to give the residents healthy meals and work around any dietary restrictions. He doesn't add salt to the dishes and has a dietitian to help with substitutions for those with allergies and other special needs. "We try to make everyone happy. Before we print the menus, I sit down with a group of them and ask them what they like and what they don't like," explains Thomas.

The job has been a godsend for Thomas. "When this opportunity came up, it was a good idea and a good way to give back while making my living." He also enjoys the weekday hours that let him spend more time with his daughter and his wife, **Emily Sue Thomas '95**.

**Online >** dthomas@christopherhomesinc.org

## Easing the Way for Challenged Travelers

Traveling can be a hassle for anyone — delays, baggage problems, uncomfortable airline seats. But imagine how much worse it is for people with disabilities. Instructor **Roberta Schwartz** of The Hospitality College in North Miami is an expert on the subject.

Schwartz became involved with the Society for Accessible Travel and Hospitality (SATH) when her own mother needed a wheelchair. "I had been a travel agent so I always knew about ordering wheel chairs for airlines … but it became more and more challenging in some places." She is now the director of education for the international nonprofit with offices in Boca Raton, Fla. and Manhattan. SATH helps all segments of the travel and hospitality industries — airlines, cruise lines, hotels, car rental companies — make their products and services more accessible to the disabled. SATH, along with Schwartz, also educates travel agents, tour operators and meeting planners about spreading the information to consumers.

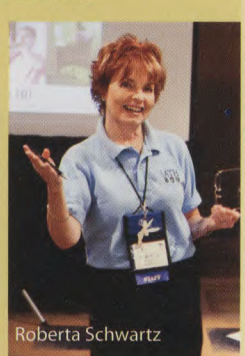
Are the industries doing enough? "I think they are moving in that direction," says Schwartz. "I would say the cruise industry in general has really recognized the market, and that started as a demographic issue — cruising is something a lot of older people do."

With many aging baby boomers wanting to travel, Schwartz says the industries will need to be a lot more aware of the issues. "More and more people will require some kind of assistance … How do you handle that in an airport? Or on a large cruise ship?"

Schwartz also brings the disability issue to her classroom, educating the next generation of hospitality and travel professionals about the importance of providing better services for people with special needs.

### TIPS FOR TRAVELERS WITH DISABILITIES

- Always notify your travel agent of any disability and special needs when you are booking your trip and make sure they include the information in your booking information.
- Arrive early at airports, train and bus stations to allow time for someone to assist you.
- If you have a speech impairment, ask your travel agent for a comprehensive, detailed, clearly worded itinerary, enabling you to point out the details to anyone assisting you.
- Buy travel insurance. It can protect you in medical emergencies during travel. Most medical plans do not cover you once you leave the country.



Roberta Schwartz

For more information: **Online >** www.sath.org
www.travel.state.gov/travel/tips/tips_1232.html#disability
www.dot.gov/citizen_services/disability/disability.html
http://airconsumer.ost.dot.gov/publications/disabled.htm

## From Idea to Beyond in a Startup Weekend

The work begins on a Friday night when anywhere from 40 to more than 150 highly motivated creative tech minds will spend the next 54 intense hours creating a company from concept to launch. Held in cities worldwide — recently Athens, Greece and Lexington, Mass. — Startup Weekend was founded in 2007 by **Andrew Hyde '04** to fill the need for an event "highlighting startups and how entrepreneurs work best."

Andrew Hyde '04

Entrepreneurs don't "talk a big game" but are skilled and passionate about what they do, says Hyde. Focused on learning by creating, Startup Weekend brings them together with graphic artists, marketing gurus, developers and enthusiasts testing ideas, sketching plans, targeting investors, "humanizing the business process and having fun."

"Community is goal number one of each weekend," Hyde stresses.

Startups are Hyde's passion. As community director for TechStars, a mentor-driven seed fund for growing businesses in Boulder, Colo., where he lives, Hyde helps aspiring entrepreneurs by mentoring, proffering advice and supporting their needs. Besides the global tech forums, Hyde's other enterprises include VC Wear, "trendy tees" with jokes on them "only VCs [venture capitalists] can understand," and Endoze Design for his own freelance design work. Hyde's interests and accomplishments spread beyond the tech world. He is an Eagle Scout, an Outward Bound alumnus and a Presidential Community Service Award recipient.

The fee for Startup Weekend is only $40. For Hyde it's not about the money. "I love startups. I love making things people use. I love design. I love that things I have created are spreading across the world," he says and adds, "And all of that is great, but now is the time to change the world for the better."

**Online >** andrew@startupweekend.com

### JWU PART OF R.I. TECH HUB

**Corey Cantrell** won't graduate from JWU's School of Technology until May, but his inbox is already full of job offers thanks to RI Nexus and a spate of similar IT collectives around the region. "I've made a lot of great contacts," says Cantrell, who works as content coordinator for the RI Nexus Web site.

"RI Nexus is about community building and info sharing in the digital media and info tech sector in R.I.," explains ThoughtCap principal **Jack Templin**, an Internet strategy consultant who leads the program for the Rhode Island Economic Development Corp. (RIEDC). Templin co-founded Providence Geeks as well. The group meets monthly at AS220, a nonprofit community arts space, and brings in speakers from local startups. Nexus currently has more than 1,500 on its mailing list and Geeks gatherings regularly draw at least 100 participants.

"I believe that creating a culture where geeks can connect and collaborate is essential to making the city and state a center of digital innovation," says Templin.

As the state tech sector's growth spurt continues with more than 15,000 people working in IT and digital media and earning more than $1 billion annually according to the RIEDC, JWU's students and faculty are thriving right along with it.

Tech organizations in Providence have been a boon for JWU's School of Technology. "We try to find leading-edge spaces for the kids, and the chances for that happening are better with the opportunities now available outside the school," Dean **Frank Tweedie '95, '98 M.S.** says.

Members of JWU's School of Technology faculty are also involved in techcentric initiatives. SofT instructor **Brian Alves** was on the host committee introducing AS220 Labs, a digital media venture the nonprofit is launching with partners including JWU, MIT, Brown University and Rhode Island School of Design. All recognize that Rhode Island's students are as valuable a resource to the IT community as the collectives are to their education.

**Online >** www.rinexus.com
www.providencegeeks.org

Cory Cantrell, left, and Jack Templin

## Economy Has Not Stopped Gifts of Giving

As donor relations manager for the United Way of Central and Northeastern Connecticut, **Mechelle (Rogers) Tovar Olórtegui '98, '01 M.B.A.** has good news. When the organization announced the results of its annual campaign during its November 2008 Victory Celebration, total proceeds were $28.1 million.

It may have been a bit shy of their $28.4 million goal (higher than the prior year's) but with high unemployment and the rising costs of oil, food and other necessities, it is a sign of hope that people are still willing to help others that are worse off.

"Our job this year is even harder — more requests for help, more families in need of support, and more children counting on us," Tovar Olórtegui says. "We are proud that people gave even with tremendous uncertainty, fear and terrible economic times. People do realize that even though they may struggle a bit, there are others that are worse off and depend on help from United Way and local charities for basic needs," she adds.

Tovar Olórtegui has worked almost entirely in the nonprofit sector since graduation, except for three years in property management. Five months ago, "I woke up and told my husband, 'I've had it. That's it — I'm going back to what I like to do.'" She loves her job at United Way. "I get to see these organizations and meet the people that receive funding. I see how they are so thankful for basic little things that we all take for granted."

**Online >** mtovar@unitedwayinc.org

Mechelle Tovar Olórtegui '98, '01 M.B.A. at United Way of Central and Northeastern Connecticut's Victory Celebration, announcing the total amount raised during the agency's most recent annual campaign.

### EDUCATIONAL COLLABORATION REACHES ACROSS ATLANTIC

Students in JWU's Alan Shawn Feinstein Graduate School are working with international business students from the University of Cooperative Education, in Ravensburg, Germany as part of Professor **Lisa Sisco, Ph.D.'s** Strategic Communications class. With Intel Corp. as a client, students are researching methods and venues various companies use to communicate corporate social responsibility. Groups at the two campuses videotape their findings and video conference and post data online about their conclusions and presentations.

The collaboration between Sisco and Professor **Karin Reinhard**, her counterpart in Germany, began a few years ago when the two "exchanged lectures," traveling between Providence and Ravensburg and twice presenting to each other's classes. "[Reinhard's] area of expertise is multinational marketing and she works very closely with a lot of industry people. Mine is communications, so I have a more theoretical approach," says Sisco of the partnership. "We work really well together."

JWU graduate student, **Russell Hryzan,** said the groups discovered that a major factor in how companies communicate responsibility is by nature of the industry. Pharmaceutical giants such as Pfizer, answer to federal Food and Drug Administration regulations. Though philanthropically generous, that message is only announced in its annual report. Unregulated Intel can tout its social responsibility in e-mails, blogs, and marketing, relying more heavily on outside media.

Taking a global approach to learning has broadened education on both sides of the Atlantic. "This is a great partnership between JWU and Ravensburg," says Reinhard. She will combine research from the two classes and present it to her contacts at Intel.

**Online >** lisa.sisco@jwu.edu

Professors Karin Reinhard, left, and Lisa Sisco join forces across the Atlantic.

HYDE PHOTO COURTESY OF ANDREW HYDE; TECH PHOTO BY CHRIS HEMPEL; UNITED WAY PHOTO BY JOHN ATASHIAN; SISCO PHOTO COURTESY OF LISA SISCO

Caption: (L-r) Students Morisha Gaul, Elba Marina Reyes-Buchanan, and Associate Professor Michael Moskwa with the North Miami Campus' new recycling bins.

## Class Project Leads to Greener Campus

What started as a routine project — JWU Goes Green — for the Winter 2007–2008 Honors Leadership class resulted in a more environmentally responsible North Miami Campus. The class, led by Professor **Michael Moskwa**, was discussing how leaders with a vision had the ability to "see how things could be, and create an action plan that will get them to that vision." He wanted his students to experience this kind of visionary leadership.

Recycling seemed like the obvious project to the group. Students were surprised that the university wasn't already recycling. Their 18-page proposal to campus leaders included examples of recycling programs at other universities, surveys of the campus population and cost factors. Students found that JWU could actually save money by hiring a new waste management company while adding recycling at the same time, according to Moskwa.

"He [Moskwa] gave us the task to do something for the university in which, as alumni, we could say, 'I'm responsible for that!'" said student **Michael Foley**. "Little did we know, we only had to wait a couple of terms until we were able to say that."

Seeing the green, brown and red recycling bins gave student, **Elba Marina Reyes-Buchanan**, a sense of pride in her classmates and the university. "It confirmed to me that Johnson & Wales University actually listens to its student body and takes initiative in seeing that we are content with our 'home.'"

North Miami President **Loreen Chant '89** (then vice-president) said she was impressed by the students' passion and their "well thought-out solutions."

"When the students finished that day, I knew the project would move forward and be a success," says Chant.

### > quick take

Michael Fein, Ph.D., assistant professor of history in JWU's John Hazen White School of Arts & Sciences in Providence, R.I., received the 2008 Annual Archives Award for Excellence in Research Using the Holdings of the New York State Archives, for his recent book, "Paving the Way: New York Road Building and the American State, 1880–1956." The Board of Regents of the New York State Department of Education and the New York State Archives gives the award.

### PROFESSOR'S TIES OPEN OPPORTUNITIES FOR STUDENTS

Dialog:City, produced by the city of Denver specifically for the Democratic National Convention, brought together 10 internationally celebrated digital artists to present interactive works throughout the city, collaborating with schools and community groups, and triggering discussions about democracy.

JWU students were part of the cultural happening as well, helping to set up for the dinner that brought together those involved locally in sustainability, including green designers and architects, representatives from the alternative transportation industry and Denver Community Gardens.

Linked to the event through Assistant Professor **Samuel Wells** of the Denver Campus School of Arts & Sciences, the entire JWU collaboration arose out of his friendship with faculty members and artists at Rocky Mountain College of Art + Design (RMCAD).

The relationship began in 2006 when Wells brought students to the arts school to partner on a project that considered the artistic end of throwing a party. Since then there have been other cross-college projects. RMCAD's role on the host committee for Dialog:City opened an opportunity for Wells and JWU students to gain experience and exposure.

Wells, who teaches English for JWU, is also an accomplished technical editor, published poet and award-winning stage director. He plans to continue his involvement with both RMCAD and Dialog:City, which will now engage people in art, design and digital media every two years.

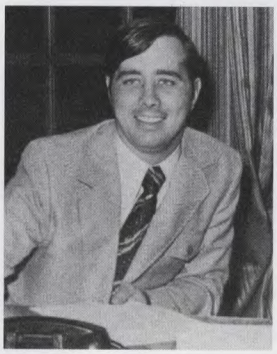
**Online** > samuel.wells@jwu.edu

Samuel Wells

# Retiring President 'Always Had the Big Jobs'

BY CATHY SENGEL

**Though respectfully addressed as "Dr. McGregor," he prefers to be called "Mac." Friend to everyman and now president emeritus of the North Miami Campus, Donald J. McGregor, J.D. came to Johnson & Wales by chance and stayed for 40 years, guided by intellect and common sense.**



**LEFT TO RIGHT:** Donald McGregor in 1973 as JWU's first financial aid officer; McGregor with North Miami students in late '90s; McGregor and Morris Gaebe at a past commencement; McGregor today

"We grew up here at Johnson & Wales together," Chairman of the Board John Yena '06 Hon. recalls. "He always had the big jobs. He was the first financial aid officer and our chief financial officer when we never even had that title. He created a campus out of an idea in Florida."

From Pawtucket, R.I., with a degree in accounting, McGregor brushed off thoughts of a career in academia when a school friend attending Johnson & Wales Junior College of Business suggested McGregor apply to teach. Spotting the Johnson & Wales sign in Providence months later, he thought, "What have I got to lose."

He was hired part time to teach accounting and finance. By year's end in 1968 he was offered a full-time contract. Recognizing the need for an advanced degree, McGregor earned a doctor of law, becoming a member of the Rhode Island Bar in 1975. Already a sought-after teacher, he added the duties of director of financial aid. With the death of Ralph DiStefano, McGregor stepped into his role as bursar. It cemented his commitment to the administrative side of Johnson & Wales College at a pivotal time.

Hospitality and culinary programs were new and growing, veterans programs were educating thousands and student accounts were still kept on handwritten ledgers. Yena and McGregor developed the first budget system. In the next two decades, McGregor added structures and gathered talent.

"He was one of the first guys who broke that glass ceiling on gender bias," Yena says. "'Who's smart enough to do this?' was all he asked." Yena lists "incredible assets" McGregor brought into the fold in Providence: Carol Lindberg '94, Diane D'Ambra '05 and Fran Harnois '74 into human resources; Bill McArdle and Robin Krakowsky '88, '08 Ed.D., into accounting.

"He's a big believer in giving people an opportunity," says D'Ambra.

In the late 1980s Morris Gaebe '98 Hon. decided Florida was a good place to establish a campus — the university's biggest risk and investment to date. Asked to head it, "In typical Mac fashion, he said, 'If you think I can do it and you really need me, I'll go,'" Yena says. It was not without personal sacrifice, moving family from a state they loved.

In 1992 the university purchased an old hospital in North Miami. McGregor headed south. Loreen Chant '89, now his successor as campus president, was one of his first hires, as registrar. JWU administrators Richard Kosh, Ph.D. and Manuel Pimentel '08 Hon. followed to handle admissions and academics. "It was like the wild west," Yena says. "We were nobody in Miami and they went down there and did a wonderful job."

McGregor is legendary as an accessible president. "A lover of people. A calming presence. The smartest man I ever met," say colleagues. Patient, loyal, and king of trivia.

Still, he credits others for his achievements. "You can't do it alone. You need people you can rely on to do the work and get it right." He lists "assets" nurtured in North Miami. "These are the folks that make me look good. Without them it would never happen.

"The example he sets and the culture he established for the university is one of genuine care for students first and foremost," says Chant.

With three children, Wendy, Scott and Kimberly, and seven grandchildren, McGregor looks ahead to traveling with his wife, Linda, enjoying life, and a mudbath in a foreign land. "It's been a glorious ride," he says.

"You subtract him from the history of Johnson & Wales, and it would be a different and much less better place today," Yena says.

Calling registration and graduation his happiest times as president, Commencement 2009 will mark his last day. "Now we're the old guard," McGregor says. "It's time to move on and let the younger guard bring Johnson & Wales University to places we've only dreamed of."

# transform

## the landscape of culinary educatio

BY GREGORY DISTEFANO AND MIRIAM WEINSTEIN '08 M.B.A.

A state-of-the-culinary-arts building is not only expanding Johnson & Wales University's Harborside Campus in Providence, R.I., the construction of the country's first Leadership in Energy and Environmental Design (LEED) certified culinary facility is also changing the scope of education. Construction teams plunged 100 piles 110 feet below the Earth's surface, poured tons of cement, and toiled more than 70 feet above the ground to build what will be known as The Center for Culinary Excellence (CCE). The 82,000 square-foot building will soon become the new standard when its doors open in fall 2009.

To the eye, the impressive steel-beam structure speaks volumes about the evolution of the College of Culinary Arts (CCA) into one of the world's largest and most preeminent culinary institutions. But the facility also represents a much deeper story about the growth of JWU into a strong and focused 21st-century university.

The original CCA opened in 1973 in a repurposed World War II-era building, with 100 students, one dining room, one hot and one cold kitchen and a bakeshop. That building, the David Friedman Center, remained in use all these years. "It was the first school to offer a four-year bachelor's degree in the culinary arts, baking and pastry arts and even culinary nutrition," says University President John Bowen '77, himself dean of the CCA from 1983 to 1987. "But what set the college apart from the beginning was its adaptation of JWU's unique educational model. We've always combined culinary skills with academics, as well as work experience, leadership opportunities and career development."

Along the way, JWU has continued to set leadership standards. "We make sure our graduates are equipped with not just a superb culinary education, but that they have the critical thinking and business management skills to help advance their careers," Bowen says.

When it became clear that the original building could no longer support an expanding, world-class curriculum, a vision for the new structure quickly emerged. At the onset of planning, Kevin Duffy '82, '08 M.A.T., dean of culinary education, asked for faculty input. Their experiences in labs and classrooms inspired the architects to create facilities that would meet fast-changing industry demands. The new labs will have twice as much space as the current ones, and half will have center islands, a detail that will alleviate having students with their backs to instructors. "Our faculty will take a

lot of pride in the new building because they helped design it," says Duffy.

Faculty envisioned culinary environments that reflect the latest trends in all aspects of the profession. Leading-edge equipment in a diverse array of commercial production spaces will support the most advanced curriculum, including JWU's newest bachelor's program — a degree that combines culinary arts with food service management.

"Our commitment to excellence has taken many shapes in recent years," says Karl Guggenmos '93, '02 M.B.A., university dean of culinary education. "The College of Culinary Arts has enhanced its curriculum to reflect growing concerns over health, nutrition and artificial ingredients. Our ongoing partnerships with culinary pioneers help us — and them — pursue new directions in equipment, energy use, sustainable practices and career paths." As one such example, JWU has partnered with ACH Oils to eliminate the use of artificial trans fats in its culinary and baking and pastry curricula, student dining services, and owned-and-operated hotels. As a result, chefs and culinary specialists trained at JWU will know evolving techniques to produce delicious but healthier food options.

"The new Center for Culinary Excellence will also help us achieve higher levels of food safety as well as sustainable food practices," continues Guggenmos. With its state-of-the-art equipment, students and faculty will set new standards for food storage, preparation and handling — and help improve the industry.

The CCE is the first academic building to be built from the ground up at the Providence Campus. With more than two million square feet of space located on more than 160 acres of property in Rhode Island and Massachusetts, JWU is recognized for its contribution to urban revitalization and historic renovation, winning the Providence Preservation Society's 2004 Adaptive Reuse Award for its restoration of the DelSesto building.

The new Center for Culinary Excellence will become the first culinary lab facility in the United States built to Leadership in Energy and Environmental Design (LEED) certification standards, setting an example for our students — and industry leaders of tomorrow — of the importance of environmental stewardship.

The College of Culinary Arts opens in 1973 in a repurposed building

1977

Pastry instructor Felicia Pritchett and Culinary Dean Robert Nograd C.M.C., '99 Hon.

1981

JWU has the first program that combines a university degree with culinary training

1985

The Student Culinary Team takes part in the Salon Culinaire de Londres in London in 1988

1989

## Responsible Principles

With the same visionary approach that has been a hallmark at each of its four campuses, JWU is creating an unparalleled facility. "Johnson & Wales' commitment to the city of Providence is clear," says Providence Campus President Irving Schneider, Ph.D. "The expansion of our Downcity Campus helped bring new life to the downtown area, and we view this new building as the centerpiece of all the exciting developments on the Harborside Campus, which have helped restore the beauty of the shores of Narragansett Bay."

Recent development includes JWU's apartment-style Harborside Village residence halls built in 2006 with stunning views of the bay, and the provision of a six-acre parcel of land for Save the Bay's headquarters. Other projects currently underway on the site include remediation of land designated as brownfields, a public-access shoreline reconstruction and walking trail, and a protected salt marsh, with future plans calling for athletic fields and other open green space.

To remain true to responsible principles, university leaders decided that the new facility should be an eco-friendly, LEED certified building. Using universally understood and accepted tools and performance criteria, the certification is a green rating system that encourages sustainable building and development practices.

The approach is a fitting culmination of the Harbors Campus' evolution from its days as a pristine public par and beach resort. During World War II, the area was clo off and filled in to house the Providence Shipyard where Liberty Ships were manufactured. Later, the land house various industrial businesses and then a city dumpsite. Its colorful history inspired JWU to clean up and revita ize approximately 80 acres of Providence waterfront for a range of educational and recreational benefits to the surrounding communities. The projects are funded in p by grants from the U.S. Environmental Protection Age and the U.S. Department of Agriculture Natural Resou Conservation Service's (NRCS) Wildlife Habitat Incent Program (WHIP).

"Our strategic plan is calling on us to raise the bar o everything we do," says Bowen. "Considering the camp unique history, and the environmental projects that we' already undertaken, a sustainable building at the heart o the campus seemed like the next natural evolution. It ju made sense."

Plans call for the CCE to anchor and join the existing Harborside Academic Center, forming a traditional university quadrangle. Merlin DeConti, JWU's senior v

J is the first college to offer bachelor cience degrees in culinary arts in 1993

93

JWU is the first school in the country to offer a bachelor of science degree program in culinary nutrition and the first of its kind to receive accreditation from the Commission on Accreditation for Dietetics Education (CADE) of the American Dietetic Association

In 2004, JWU's student culinary team wins the American Culinary Federation (ACF) national championship

2001

University President John Bowen '77 and Providence Campus President Irving Schneider dedicate the Harborside Village residence halls in 2006

2005

2009

The Harborside Campus Master Plan culminates in the construction of The Center for Culinary Excellence

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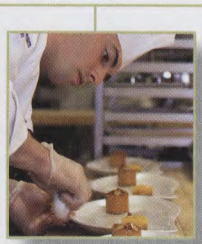
1997



JWU is the first school to offer a bachelor of science degree in baking and pastry arts in 1997

The Save The Bay Center opens in 2005 on land donated by JWU and wins a prestigious Phoenix Award for brownfields development

In 2008, JWU's student team wins the National Student Culinology Competition at the Research Chef's Association National Conference

president of facilities management, says the building will serve as an example of sustainable practices at minimum additional expense, while contributing to the revitalization of Providence's industrialized waterfront.

## In Full View

The $38 million facility will house the newest of equipment, and energy efficiency will be tantamount. The interiors will be colorful and inviting — designed so natural light streams through. Rainwater will be captured through a recycling system that will irrigate the landscape and even be reused in the restrooms. "The building will be innovative," says Chris Placco, vice president of facilities management for the Providence Campus. "It will be transparent, allowing views in as well as views out. The labs will bustle with the comings and goings of culinary students. At times, the building will accommodate up to 500 or more students."

Every element of the curriculum will be visible on each floor. Passers-by will see a variety of activities with garde manger classes near meat-cutting. There will also be "pods" of bake shops, mixology classes, and dedicated chocolate labs. Each of the building's four levels will have its own theme. Using graphics, words and color, the story of JWU and culinary arts will be on display.

Prominent along the southern end of each floor will be three dining rooms, each with its own identity and level of formality, with magnificent views of Narragansett Bay towards Newport. The designers' goal for each dining room is to engage all the senses. The floor plan is a reflection of the students' ascension towards a culinary degree starting on the second level with a freshman dining room, themed "Fresh Ingredients." A multipurpose dining room on the third level will portray "6 p.m. Shoreline," and the senior dining on the fourth level will be the most elegant, evoking "The Art of Presentation."

Rick Powers, from Tsoi/Kobus & Associates, the architectural and design firm hired by the university, explains the architectural vision of the building. "We learned that a lot of folks visit the school, from industry leaders and vendors to other academics and special guests," he says. "We took this idea to another level on the inside and treated the building like a display so that the activity could be seen from the outside. In addition, a circulation corridor has been designed to organize traffic and to create a billboard within the building."

His colleague, Kate Wendt, associate principal and director of interiors, elaborates. "In developing the interior design, we reviewed every page of the CCA's proprietary

*Continued on page 36*

**A culinary arts student at The Center for Culinary Excellence will accumulate the following hours of academic and lab study over the course of his or her training:**

- 810 hours in the culinary labs
- 270 hours in the dining room and focused on wine course work
- 162 hours learning baking and pastry arts skills
- 108 hours in meat fabrication courses
- 880 hours in two co-op experiences
- 585 hours in arts and sciences classes
- 246 hours in professional studies courses
- 54 hours in the storeroom
- 30 hours in career development courses
- 20 hours learning sanitation practices

**The Center for Culinary Excellence will feature:**

- 30 Teaching laboratories and classrooms
- 9 Hot kitchens
- 2 Garde manger
- 2 Bake shops (including an artisan bread lab)
- 7 Pastry labs and chocolate labs
- 2 Meat-cutting and fabrication labs
- Storeroom, shipping and receiving area
- 3 Dining rooms
- Oenology (wine) lab
- Microbrewery
- Mixology lab
- Academic learning space

"We used simple lasting materials that people wouldn't get tired of. It's the food, the students and the process that are so colorful. They're what will be showcased."

— RICK POWERS, TSOI/KOBUS & ASSOCIATES

*Continued from page 35*

textbook. We were trying to create an interior context for every aspect of activity in the building. We kept the palette fairly neutral. The floor is concrete; the wood tones are light to medium. We used simple lasting materials that people wouldn't get tired of. It's the food, the students and the process that are so colorful. They're what will be showcased."

From the moment the first shovel hit the pavement of what was a parking lot, green thinking has been at the foundation of the construction. The asphalt that covered the previous lot will be ground up and reused onsite as fill for the berm and as underlayer for walkways. The site is being restored with drought tolerant native vegetation, providing more green space for the campus. In addition to 50 new trees on the site, bike racks will encourage carbon-free commuting. A white roof and light concrete will reduce the impact of reflected heat released back into the environment, while conserving energy inside. Exterior lighting will be controlled to prevent night sky light pollution.

The Center for Culinary Excellence will also support JWU's commitment to social responsibility. "In keeping with the building's LEED certification, students will collaborate with faculty on green housekeeping practices while reducing water and energy use," says Guggenmos. "They'll also maximize recycling efforts, reduce the use of chemicals, and increase the use of local and organic products."

Learning and working in The Center for Culinary Excellence using the latest equipment and environmental practices, students will be even more prepared to excel in the food service industry as leaders and role models. With a solid foundation of practical skills combined with business expertise and social responsibility, graduates will be well suited to tackle the many challenges ahead through innovation and best practices.

"Not only is this building in keeping with our strategic plan," says Bowen, "it will elevate culinary education at Johnson & Wales and across the globe."

Inspiration boxes were used to highlight samples of dining room decor.

## LEED CERTIFICATION

Environmentally sensitive and energy efficient, The Center for Culinary Excellence will serve as an example of sustainable practices while contributing to the ongoing reclamation and revitalization of Providence, R.I.'s industrialized waterfront under the university's Harborside Master Plan. The center is being designed to be Leadership in Energy and Environmental Design (LEED) certified, targeting a LEED Silver Rating. The following green design approaches ensure a more sustainable, resource-efficient future for JWU:

### Sustainable Sites

- Previous surface storm water runoff to Narragansett Bay has been decreased by using pervious site paving (gravel), introducing new green space where there was previously an asphalt parking lot.
- The site is being restored with more than 50 percent open space containing drought tolerant native vegetation.
- A white roof and light concrete will reduce heat reflected back into the environment which would increase the overall temperature of the surrounding area. It will also help reduce energy use in the building and create a more pleasant environment for the building's occupants.

### Water and Energy Efficiency

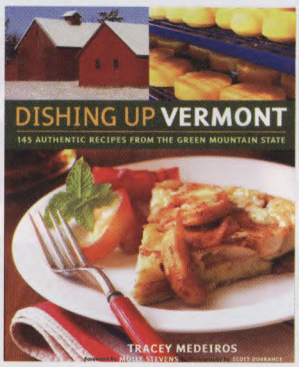
- Drought tolerant plant species and captured rainwater will eliminate the need to use potable water for irrigation. Captured rainwater will also be used for flushing toilets.
- Energy use will be reduced through energy-efficient windows, kitchen equipment, lighting, and kitchen exhaust controls.

### Materials and Resources

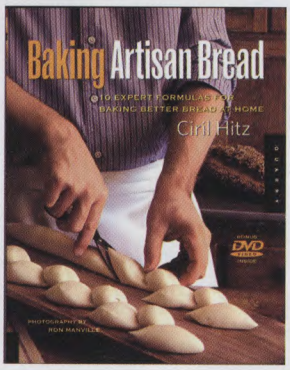
- Recycling bins will be located on each level and within the loading docks to encourage a high level of recycling in the building.
- Materials with a high percentage of recycled content will be given preference along with products with content harvested and manufactured regionally.
- Materials made from rapidly renewable materials such as cork and bamboo are being used as flooring materials in place of more slow-growth materials.
- Green Housekeeping — the use of environmentally friendly cleaning products — will protect the health of occupants by maintaining a high quality of indoor air.

## Books by University Authors

**Tracey Medeiros '97** is a food stylist and writer. Her recipes have appeared in *Bon Appetit*, *Cooking Light* and *Eating Well*. In **Dishing Up Vermont**, she serves 145 authentic recipes from the state's inns, restaurants and kitchens alongside inviting photos. Published by Storey Publishing, this satisfying meal of a book is a homespun tribute to the state's farmers, chefs and environmental conscience. Snippets of the histories behind the families and establishments sharing recipes add a sense of place to pictures of rural life and the cows, cheese, barns, green hills and maple syrup, that say made in Vermont.

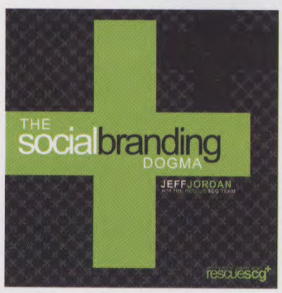



**Baking Artisan Bread**, by **Ciril Hitz**, published by Quarry Books, is an enticement to partake of the pleasure. Ten friendly, basic bread formulas are foundations for 30 different breads — baguette begets breadsticks. An instructional DVD spotlights bakers' kneads with Hitz, a chef-instructor in the Providence Campus International Baking & Pastry Arts Institute as guide. Hitz has won national and international awards for his mastery of dough as sustenance and artistic medium. He was named one of 10 best pastry chefs in America by *Pastry Art & Design* magazine.




**Online >** www.breadhitz.com

Combining a marketing background with concern for community health, **Jeff Jordan '05** offers strategies for tackling endemic problems like underage drinking, smoking and obesity through **The Social Branding Dogma**. President of the San Diego-based Rescue Social Change Group, Jordan employs theories and methods from psychology, sociology and Madison Avenue to brand a process to modify behavior. His group works with community organizations, nonprofits and government agencies to affect change.

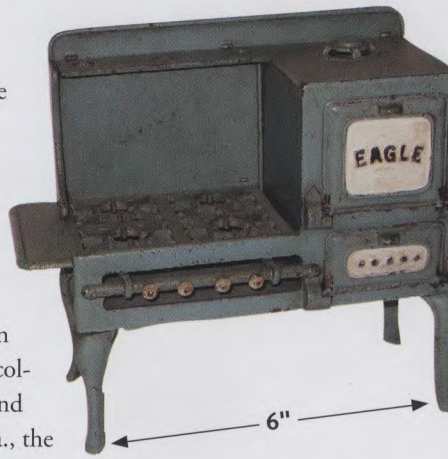



**Online >** http://rescuescg.com/index.php

*JWU alumni, faculty or staff members with recently published books are encouraged to contact us.*

**Online >** jwumagazine@jwu.edu

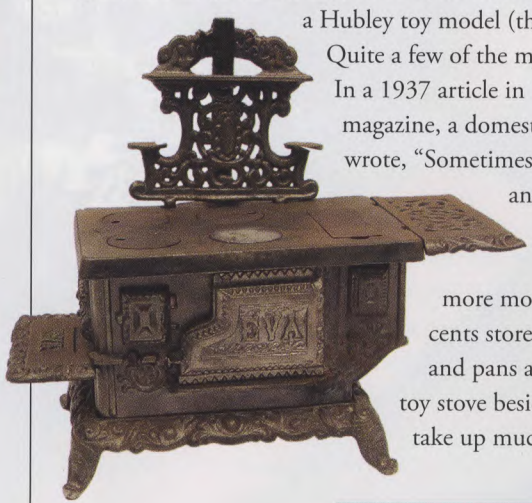
## Recipe for Play: 'Let 'Em Cook!'




Forty toy stoves and 50 miniature skillets, frying pans, tea kettles, coal scuttles and more arrived at the Culinary Arts Museum recently and will form the core of a new show, Cooking with Mother: A Century of Toy Stoves. This diverse collection was assembled over a lifetime of collecting by antique dealers **John** and **Violet Mahon** of Melbourne, Fla., the in-laws of **Donald McGregor, J.D.**, president emeritus of the North Miami Campus of JWU.

Cast iron and metal stoves were first produced by toy makers in the 19th century. In Kenton, Ohio, a booming hardware-manufacturing town, Kenton Cast Iron Toys made sturdy and colorful playthings for 60 years, beginning in the 1890s. The "Eva" brand stove in the Mahon collection is an elaborate cast iron cooking range that was a new item in the 1905 Kenton catalog. Scaled down to 11 ½ inches in length, it came complete with extension shelves, warming racks, a stovepipe and removable covers for the burners.

In 1920s, with one-stop shopping — even by mail — customers could purchase an actual kitchen stove from Sears, Roebuck & Co., as well as a Hubley toy model (the "Eagle," shown here). Quite a few of the mini stoves actually worked. In a 1937 article in *The American Home* magazine, a domestic science expert wrote, "Sometimes when I see little girls today, and little boys, too, wanting to know what they can do on a rainy day, I wonder why more mothers don't go to the ten-cents store and get a supply of tiny pots and pans and let 'em cook!" After all, a toy stove beside mother's range wouldn't take up much space.




**Online >** www.culinary.org

**MUSEUM CALENDAR**

**Jan. 26 – June 5** **Time to Eat: Diners and Other Eateries in Watercolor**
*by Becky Haletky*

We

{ How social networks are changing the way we live and how we do business }

# 2. What

BY MELISSA WITHERS

LinkedIn. Facebook. Twitter. Bebo. MySpace. Second Life. Flickr. Nexopia. Orkut. LiveJournal. To the uninitiated, this roll call of Web 2.0 social networking tools might sound like child's play when, in fact, these forums have become a social and professional necessity for millions of people around the globe. Users of social networking platforms share instant, play-by-play communications with one another as though they were standing in the same room, even when thousands of miles apart. These networks move information with unbridled speed, creating a kind of global village where news travels fast. If you work in an industry where information is a top commodity, sitting on the sidelines of social networking simply isn't an option anymore.

Today's social networking platforms are organized around everything from social causes, gaming, employment, shared experience, politics and fantasy to nothing terribly specific at all. Do-it-yourself blogging sites, mobile hand-held devices, and new instant communication tools allow anyone with a network connection to create a digital persona and communicate across most geographic and cultural boundaries.

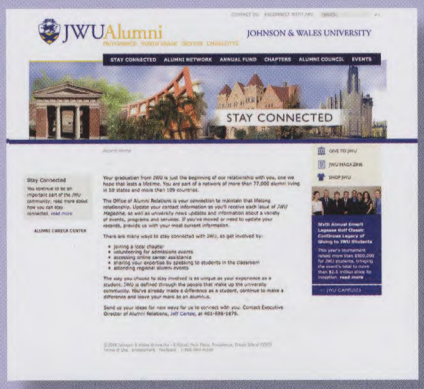
It's easy to understand how these tools might be used to spread the word about a house party, rally voters around a candidate or help you find a date, but can they really boost your career?

Technologist Josh Klein has been following emerging technologies for more than a decade. Klein has built a career by taking Web technologies apart (legally) and reassembling them into something with new value. Klein has become an expert in leveraging social networks and open Web platforms to tap into new markets and convert connectedness into career-building.

When Klein, a designer and digital strategist living in New York, wanted to publish a novel, he placed his manuscript on Creative Commons, a Web site that allows readers to comment on, edit, revise and alter his work. He also made the novel available for download onto the iPhone, where it garnered 12,000 downloads a month. Using existing networking tools, he created a fan base and significant online buzz, a move that ended in an international distribution deal with Amazon — and it didn't cost him a dime. Klein now helps clients like Microsoft, Oracle, Frog Design, Nokia and Johns Hopkins University develop new media strategies to open and communicate with new markets.

"There really is no historical parallel for the kind of meaningful connectivity today's Internet supports," says

## JWU ALUMNI PART OF AN INTEGRATED NETWORK




In 2002, JWU launched a set of online tools to help alumni get and stay connected both with the university and with each other. JWU's online, members-only alumni community at http://alumni.jwu.edu hosts discussion groups, class notes, an events calendar, and integration services with platforms like LinkedIn and Facebook.

Jeff Cartee '97, '00 M.B.A., JWU's executive director of alumni relations, oversaw the re-launch of the alumni site in September 2008. No surprise, he says, that people tend to gravitate toward services where users exchange personal and professional information. Although younger grads make up a majority of users, Cartee finds older people increasingly interested in making the most of the alumni site. His big challenge? The speed of change. "It sometimes seems that just as you catch up to the technology to provide a service to alumni, they are moving on to something new," says Cartee. What's true for all networking platforms is true for JWU: you must keep innovating to stay relevant.

Klein. "The biggest challenge isn't getting connected, it's keeping up with what's already out there. Exceeding the bounds of your existing network is critical to solving problems, and while from a technical perspective this has never been easier, it is becoming an ever greater personal and intellectual challenge as the digital world continues to grow."

It's not just cyber geeks like Klein who are flocking to online networks. As of June 2008, more than 90 million people were active on Facebook, a networking site where users maintain a personal profile and communicate with friends about social and professional happenings.

Still think that social networking sites are for kids? More than 30 million working professionals have profiles on LinkedIn, a business-oriented social networking site with a decidedly more formal tone and emphasis on leveraging connections for career growth. LinkedIn raised nearly a billion dollars in 2008 from investors who believe that headhunters, job seekers and corporate resource managers will pay handsomely for a well-groomed network.

Then there is Twitter, a free social networking and "micro-blogging" service that allows users to send and receive updates, known as tweets. Limited to 140 characters in length, tweets encourage users to send frequent and to-the-point messages about current activities. Twitter does not publicize statistics and usage estimates vary, but reputable sources estimate there are 10 to 15 million people using the tool today with millions joining each month.

For recent Johnson & Wales University alumna and Web developer Brittany Turcotte '08, mastery of new networking tools is second nature. "Just recently, my company was looking for information on a new software suite and we had questions," she says. Rather than taking time to make phone calls or search the Web, Turcotte sent out a "tweet" on th instant messaging service Twitter. "Within a minute I had 20 replies f trusted people in my network. I found the information we needed."

It comes as no surprise that teaching people to effectively leverage these platforms is a top priority at universities and business schools ac the world. JWU reference librarian and student instructor, Talia Rese is teaching Foundations in Technology at JWU. Alongside lessons in Excel and Photoshop, Resendes challenges students to use contempor social networking tools to design a digital portfolio that brings a com ling focus to their academic and personal accomplishments. "We use digital portfolio project to help students create an appropriate digital persona and challenge them to be creative in how they apply these too to communicate effectively with the world," she notes.

In addition to teaching, Resendes is finishing up a thesis examinat on commerce activity in Second Life, a virtual world where people so ize, participate in activities, and create and trade virtual property and services. More than one million people currently inhabit Second Life' virtual world. Although Second Life is among the most fully immersi of today's social networking forums, it is not as fringe as it might sou "Media tends to focus on users who use the virtual world to do things they can't do in real life," says Resendes. "But most people are using t tools as a digital extension of their real selves, to create relationships, professional connections and engage in commerce to make money."

What's most interesting to those who study technology is how mo social networking platforms deliberately blur the lines between profes sional and social purposes. For the skilled user, this convergence can b a powerful one and many smart companies are creating outreach and marketing strategies that embrace the casually intimate vibe of social networking.

"Many friends of mine are also colleagues in my industry and we u social networking services not only to keep in touch, but to find work and solve work-related problems. It's definitely all converging," says B Veloso '04. Veloso's worked with networking leaders like Facebook an today is one half of the technology consulting firm, Revyver, where h manages projects for several social networking sites and services. "Peo and companies now depend on these services to either genuinely or a least look like they're connecting with their target markets. Some hav created whole identities just by using these services."

The future of social networking is not without its hurdles. Many o the most popular tools were created using venture capital with hopes these services would be financially profitable. Getting people to pay f social networking services has been difficult and the verdict is still ou on making money through advertising. With so many options, users move from product to product to avoid fees or abandon platforms th have grown stale.

However these issues play out, it is unlikely that the future will be without social networks. Even casual users find that participation in t better of these forums can powerfully extend their personal and profe sional reach to create tangible value in the non-digital world.

# Who should bear the cost of health care?

Health care for citizens of the United States is pivotal to both the physical wellbeing and economic security of the nation. We asked Rep. Patrick Kennedy (D-R.I.) and Helen Hadley '71, president of VantagePoint HealthCare Advisors, whether access to affordable health care is a public right or a personal responsibility.

Rep. Patrick Kennedy (D-R.I.) is serving his eighth term in Congress and sits on the House Appropriations Committee and its Health and Human Services subcommittee.

All citizens have the right to affordable, high quality health care. It's a moral issue, a public health issue, a homeland security issue and an economic and international competitiveness issue. It is unfathomable that 45.7 million people in the wealthiest nation on Earth are forced to live without health insurance. The U.S. is the only industrialized country in the world that does not provide some form of universal health care, and our health outcomes are the indicators that our way of doing things isn't working. Two of the leading indicators of overall health — infant mortality and life expectancy — are worse in the U.S., not only in comparison to our main competitors, but also to countries with far less developed economies.

Whether you have access to life-saving prescriptions or medical treatments shouldn't be dependant on how much money you have. A parent should never have to choose between money for housing and food or medical treatment for a child. It's unjustifiable for even one family to be faced with such a draconian choice in a country that is built, and has flourished, on promises of life, liberty and the pursuit of happiness. The role of government, as our founding fathers envisioned it, was to protect and promote these unalienable rights for all citizens. The majority of Americans has long been supportive of guaranteeing health care to all citizens, and I'm enthusiastic about the point in history where we now stand, with an administration dedicated to enacting meaningful health care reform.

Helen Hadley '71 is president of VantagePoint HealthCare Advisors, a national healthcare consulting firm located in Connecticut.

**Online >**
www.VantagePointConsult.com

For too many Americans, health care is not affordable and until it is, the question of access being a public right or personal responsibility is just an interesting philosophical debate.

To make health care affordable, experts agree it will take a massive effort — combining public and private initiatives with a commitment by every American to accept personal responsibility.

Until individuals — not businesses — are considered the "customer," individuals won't have the leverage or financial power to force changes to the system. Personal responsibility will play a role in making health care affordable, but can only have a limited impact on the big picture. It is our personal responsibility to use health care resources wisely and to maintain healthy lifestyles to avoid abusing these resources. However, if we want people to accept personal responsibility, we must have a system in which the individual has a financial interest in his health, has control over how his money is spent, and has information to make intelligent decisions.

Beyond the personal actions each of us can take, making health care affordable will take a major overhaul of the current system, requiring the government, insurance companies, hospitals, physicians, employer groups, pharmaceutical companies and others to work together. For example, consider three critical areas that could have substantial financial impacts, but need major reform: changing the basic payment structure from quantity of care to quality of care; increasing payments to primary care physicians; and malpractice reform.

When the system is reformed and affordable health care is available, we will surely find that it took both public action and personal responsibility to make it happen.

Dear Friends:

As university president, I frequently get asked, "What differentiates Johnson & Wales University from other colleges and universities?" I usually answer, it is our rich history of offering unique academic and experiential education designed to serve and anticipate the needs of our students and industry, today and tomorrow.

I often add, it is also our ability to listen — to our students, faculty, staff, employers, alumni and friends, and the communities where we work and live.

The ability to connect with various stakeholders is what inspires our strategic plan, FOCUS 2011. It allows us to assess progress, recommit and reinvest in the people, organization, structure and actions that permit us to achieve our goals. JWU is dedicated to fulfilling the promise it makes to its students and graduates, and integrating our mission, core values and strategic goals into all that we do.

Currently, we are dealing with formidable hurdles in academia, as in the business world. To help meet the challenge and remain competitive, we need your involvement. There are a number of ways you can forge your relationship and stay involved with JWU:

- Meet prospective students and families at Admissions Information Meetings across the country, or provide post-graduation insight at Admissions Open Houses.
- Represent your company at our campus career conferences.
- Attend alumni and industry networking events.
- Return as a Distinguished Visiting Professor or Chef.
- Take part in university fund-raising events.

In 2008, the university conducted a study of labor market experiences of alumni from the graduating classes of 1997 to 2007 to understand more about their career progression and the role their alma mater played in launching and advancing their professional careers. We learned a lot, including that 86 percent of the surveyed graduates remain in touch with former classmates; 39 percent report that they remain in contact with JWU faculty.

We value your involvement and the relationships we have with you and others who believe in our mission as an investment in their own future. We encourage your feedback at jwumagazine@jwu.edu. Join us as we continue to invest in excellence.

John J. Bowen

University President John J. Bowen '77



100 YEAR

# Count Dow

As JWU nears the century mark, share in our enthusiasm and pride as we recount o university's rich and vibrant history.

Johnson & Wales Junior College of Business' national accreditation was renewed in 1965. This, a broadening curriculum and granting of associate degrees attracted a growing out-of-state student population. In response President **Edward Triangolo '80 Hon.** and Vice Presid **Morris Gaebe '98 Hon.** purchased Johnson & Wales' f residence hall, Crown Hall, in 1966. Retired U.S. Lt. C **John McNulty '89 Hon.,** overseeing the Student Work Program, became dean of students.

The Veterans Readjustment Benefits Act assisted those who had served between 1955 and 1964. Distinc tive programs were developed to address the needs of th community and career-oriented students. Many concep

remain in place today — a Continuing Educ (CE) program; the fou school week; three tern versus two semesters ar courses in a student's m from day one.

**Manuel Pimentel J '98 Hon.** was hired in 1967 and became direc tor of financial aid. **Ba Smith**, director of adm sions, needed an admissions representative in Connecti Pimentel volunteered, and with Gaebe put in long hou both on campus and on the road for Nights with the Pr dent, visiting high schools, promoting scholarships, and educating prospective parents and students on the scho innovative programs.

With then athletic director and current chairman of board **John Yena '06 Hon.**, Pimentel encouraged stude participation in extracurricular activities, sports and bus ness skills competitions. One of the school's most succe directors of admissions, he established the rep-based ad sions recruiting system in existence today.

**ABOVE:** Manuel Pimentel Jr. '98 Hon. remains actively involved as se vice president emeritus of university relations.

# UPDATE: FOCUS 2011

## Projecting Promise

BY PIYA SARAWGI-FENN '94, '02 M.B.A.

On Oct. 30, 2008, the evaluation team of 14 individuals from the New England Association of Schools and Colleges (NEASC) conducted its accreditation exit interview with senior Johnson & Wales University leaders. It was evident that the team found JWU to be a large and complex organization, and will outline opportunities for improvement in its upcoming report, which we as a university community will take seriously. While the formal NEASC report on our reaccreditation status will not be issued until spring 2009, closing comments from the visiting team strongly affirmed JWU's strategic direction and relentless pursuit of the goals of FOCUS 2011.

As we pass the mid-point of our five-year strategic plan, JWU remains committed to communicating the efforts and progress of FOCUS 2011. In November 2008, for the third consecutive year, university and campus leaders personally updated each campus community on JWU's progress-to-date and highlighted the next steps. Strong attendance, active participation and dialogue with JWU faculty and staff underscored the buy-in for this ambitious plan.

As members of the JWU family, we want everyone to appreciate how to positively impact and contribute to the ongoing success of the plan, and invite you to access the 2007–2008 progress update that is posted online.

**Online** > www.jwu.edu/focus2011
send feedback to focus2011@jwu.edu

### Strengthening

> The Experience

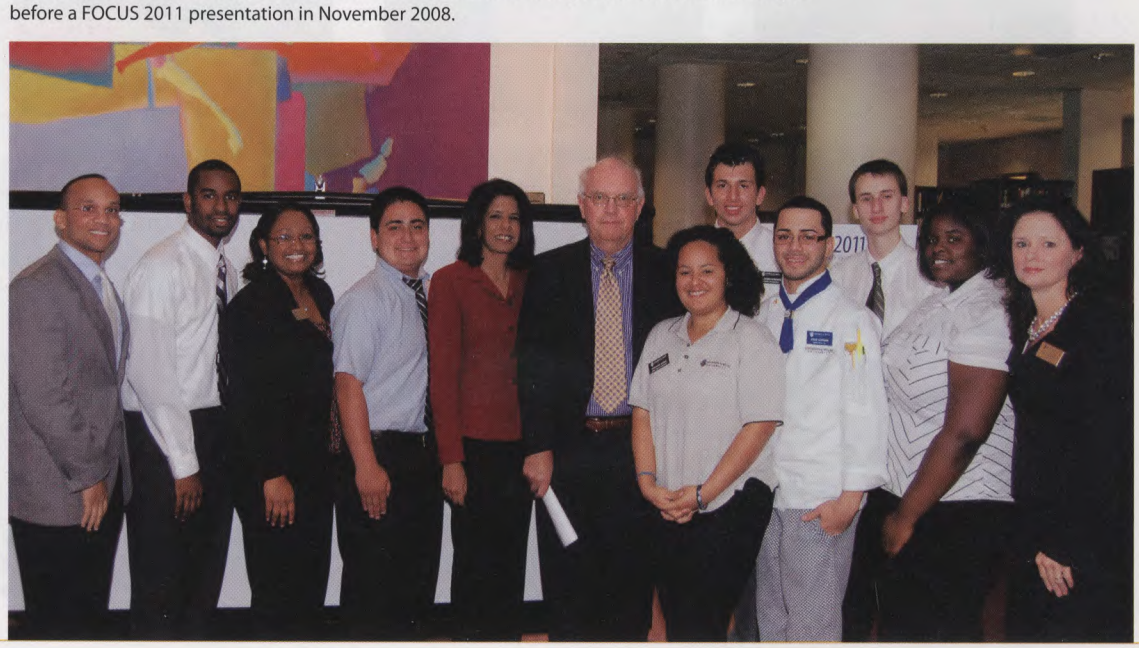
> Student Potential

> Career Opportunities

> The Foundation

**Through our strategic plan, FOCUS 2011, we will strengthen Johnson & Wales University to ensure that we attract and retain highly motivated and demonstrably capable students. As America's career university, we will prepare them for professional success through academically rigorous, industry relevant and experientially based programs.**

University and campus leaders gather with students, staff and faculty at the North Miami Campus before a FOCUS 2011 presentation in November 2008.



# Academic and Student Life

## Community and Leadership in Theory and Practice

Cultivating a campus culture that enhances the personal development and civility of all students is a key goal of FOCUS 2011. JWU campuses are engaging in various programs that zero in on personal development, character building and leadership. These programs straddle academics and student life and help to develop the student holistically.

In the 2007–2008 academic year alone, students participated in an eight-week program that focused on personal development and service at the Providence Campus. In North Miami, Living and Learning Communities were launched in residence halls. Students join leadership, cultural or culinary arts enclaves, which strengthen relationships with faculty, students and staff beyond the classroom. At the Denver Campus, Residential Life created hall governments for each residence so students can take an active role in advocating and investing in changes that positively affect quality of life issues for campus residents. In Charlotte, student leadership is fostered through the Emerging Leader and Advanced Leader series, and the growth of the Student Government Association.

### FACULTY BRING THEIR INDUSTRIES INTO THEIR CLASSROOMS

JWU's annual "Academic Year in Review" spotlights faculty from each of JWU's campuses — their achievements, industry affiliations and the conferences they attend. "It highlights the commitment of our faculty to professional development and community service," says University Provost **Veera Gaul, Ph.D., '91 M.S.** "They bring that back to the classroom, and that strengthens their dedication to engaging, supporting and challenging our students."

In addition to being professional educators, Johnson & Wales University faculty members have significant work experience in their fields. Active in industry, they bring real-world knowledge, business projects and challenges into the classroom.

Because of JWU's strong industry connections, top employers visit our campuses to speak to students and work with our faculty to weave hands-on learning into the curriculum so students acquire the relevant knowledge and skills employers seek.

**Online** > www.jwu.edu/AcademicYearInReview

"The program helped me realize I can be and do more as a leader here on campus. It was an amazing experience and I'm looking forward to applying the skills I have learned in my future endeavors."

— KRISTIN MOORE, FASHION MERCHANDISING, PROVIDENCE

"The leadership academy further developed my critical thinking skills, the importance of thinking outside the box, and the importance of training and developing a team. I'm more confident that I'll be a successful leader for a company."

— JORDAN BOBLETT, MARKETING, NORTH MIAMI

"As a student in a leadership position, I've learned to guide fellow students in both academics and life experiences. I've gained essential skills for my personal and professional career including interpersonal communication, conflict mediation, time management and public speaking."

— ANGELA PINNERE, CULINARY NUTRITION, DENVER

"To lead we first must be able to follow. I've been able to do both at JWU and I feel confident that the leadership skills I've learned will benefit me i the future."

— HOLLIE SH SPORTS, ENTERTAINMENT A EVENT MANAGEME CHARLOT

# Admissions and Enrollment

## Engaged in the Classroom and in the Community

Consumers are choosing products, experiences and communities based on the green movement. Recently the Providence Campus' National Student Organization (NSO) collaborated with Benders Caffe for a sustainable business workshop. Benders is the National Green Restaurant Association's first Certified Green Restaurant in Rhode Island, and owner **Chris Mathis** hosted a coffee cupping and pastry tasting while educating attendees. Discussions covered the green industry and sustainable business models that focus on recycling, reusing and organics. Social responsibility, zero waste and old-fashioned customer service were emphasized.

"For more than 30 years, JWU's NSO members have participated at the college level," says vice president of enrollment management, **Kenneth DiSaia '87, '92 M.B.A.** "Across all four campuses, students are involved in leadership, local and national competitions and community action. Each complements JWU's career-focused education model."

NSO projects have included Global Outreach Morocco, touted by *USA Today*. Business and technology students, along with two instructors, partnered with the Moroccan Ministry of Tourism to promote culture, travel and business opportunities. Students crafted their 3,000 photographs taken across Morocco into a Second Life Web-based virtual environment where online visitors are able to tour, do business and interact while learning about Morocco. Elsewhere, through Alternative Spring Break, students traveled to Tijuana, Mexico. They paved school sidewalks, discussed border issues with migrant families and met with an environmental collaborative.

With no stipulated hours, time commitments to NSO vary by student. They shape projects and select tracks, and while many got involved in high school, previously unaffiliated upperclassmen have also joined enthusiastically. "Advisors support and guide," explains

Students and graduates enjoyed National College Leadership Academy in New Orleans in 2008, where they met other NSO student leaders from across the nation.

**Tom Gauthier**, director of educator partnerships and scholarship programs. "Through NSO, students take their academic knowledge and make it real."

"I enjoyed the evening at Benders," says student **Tiffany George**. "Being green saves the environment and long-term can save money for a business. Patrons seeking green businesses don't mind paying a few more cents for a product they can feel good about."

Not surprisingly, NSO students are among the most engaged and active members on campus. "They have strong ties to their peers, faculty and administrators as well as industry and the community," says **Ismare Monreal**, dean of students at the North Miami Campus. "They develop a real competitive awareness that motivates them to excel at JWU and in their careers. We see it with our alumni who point to their own involvement."

**Online >** www.jwu.edu/nso and nso@admissions.jwu.edu

### SCHOLARSHIPS IMPACT STUDENTS' GOALS

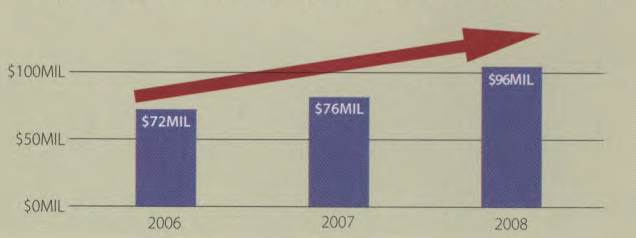
While federal response to the student loan crisis is helping to preserve the availability of loans, the tightening credit crunch and challenging economy make it increasingly trying for students and families to afford higher education.

Since October 2005, JWU's Strategic Enrollment Team (SET) has been creating an institutional awarding philosophy designed to provide funding to new and returning students that have demonstrated initiative and financial need through the admissions and financial aid process, says **Marie Bernardo-Sousa '92**, university registrar and vice president of student services.

"A great deal of support was given to my situation," says **Matthew Jacobs** in the Providence Campus' College of Business. "I had an outstanding freshman year and wish to continue making each just as memorable and satisfying as the one before," says the returning sophomore.

"Aid and scholarships impact our students' ability to achieve their goals" says Bernardo-Sousa. Need continues to mount and SET continues to work closely with Institutional Advancement to increase the amount of donated funds available to students.

**JWU Institutional Grant Dollars (Pre-FOCUS vs. 2007 vs. 2008)**



# Career Development

## Alumni Return to Recruit for High Profile Companies

Preparing students to launch and advance in professionally enviable and personally satisfying careers is at the core of the university's strategic plan. "FOCUS 2011 requires us to collaborate in different ways to improve career development opportunities for our students and graduates," says **Donna Yena,** vice president of career development. "This is happening essentially through building and fortifying stronger partnerships with academics, employers and alumni relations."

Already in the 2008–2009 academic year, JWU alumni have returned to their alma mater and strengthened their commitment to the university by representing their companies at career conferences, part-time job fairs and on-campus recruiting. The North Miami Campus' Career Conference included 28 business, hospitality and culinary alumni-employers.

The Second Annual Nutrition Summit at the Providence Campus in October 2008 included major companies like Compass Group, McCormick & Company, Rhode Island Department of Health and The Health & Wellness Institute of Rhode Island. Culinary nutrition students heard from top employers about co-op positions in the research and development and health care industries. The panel included culinary alumni **Mayra Seyfarth '01** from Sodexho, **Seth Spill '06** from Heinz-North America and **Andrew Craven '96** from Duke Diet & Fitness Center. Forty-five co-op openings were matched for the winter and spring terms alone.

In Charlotte, alumni-employers **John Tuomala '92, Amy Tormey '06, Kerry Howe '94** and **Manny Rodrigues '02** represented

(L- r) Andrew Donnu '08, Best Impressions Catering; Justin Keegan '01, Augusta National Golf Club; Tony Grippo '94, Bricktop's Restaurant and Vanessa Garcia, JW manager of alumni relations for the Southeastern region, gathered at the Charlo Campus' Part-Time Job Fair.

Compass Group North America and Bank of America respectively the classroom. They discussed their companies' missions, the value a JWU degree and the importance of gaining hands-on experience. They conducted mock one-on-one and group interviews and share current industry trends and salaries.

### RELATIONSHIPS COUNT IN PRESSING TIMES

According to the National Association of Colleges and Employers, hiring projections went from a 6.1 percent increase in August 2008 to 1.3 percent in October 2008. Many employers have reduced recruitment departments and efforts and are increasingly selective with their campus visits.

In light of a tightening economy and in line with FOCUS 2011, JWU's career services are "diligently spending time in maintaining, developing and deepening our employer relationships," says director of university employer development, **Randall Dubois**. "They know the caliber of our students, so they don't have to 'try out' others if we have a campus in their region. They also like our experiential focus and because of the success they had at one campus, they are now recruiting at all four campuses."

Some of the new 2007 employers recruiting across the university system include E. & J. Gallo Winery, Enterprise, Fastenal, Finish Line, Sherwin-Williams, Target, United States Border Patrol, Walgreens and Wedmore Place.

Sherwin-Williams recruiters, Norman Taj Nahar '08 (left) and Anne Richardson (right) at the Denver Campus in November.

# Resource Development

## Collectively Contributing to Affordable Education

Johnson & Wales University continues to make a multifaceted investment in its structural, fiscal and human assets to support the goals of FOCUS 2011. "Renewing, and building upon existing advancement efforts is critical to ensuring sufficient fiscal and physical resources for the university," says JWU's senior vice president of institutional advancement, **Patricia McLaughlin, J.D.**

Through FOCUS 2011, JWU is dedicated to making education as accessible and affordable as possible. The university continues to work towards reducing overall student borrowing by increasing scholarship and grant aid. In 2008 alone, the university provided more than $96 million in institutional aid to students. Even this, however, is not enough.

"JWU needs alumni, friends, corporations and foundations to make the dream of higher education a reality for all students," continues McLaughlin. As the university launches its annual fund and diversifies its menu of giving options, no gift is too small. "Only collectively will we achieve the goals of FOCUS 2011 for our students."

**Online** > www.jwu.edu/giving

### TOP UNIVERSITY DONORS

*July 1, 2007 through June 30, 2008*

Below is a list of significant donors to each of the university's four campuses. During our last fiscal year, these donors provided much-needed support for the university through scholarship support, capital support, in-kind gifts and academic program support. We are grateful for their ongoing generosity.

**University**

ACH Food Companies Inc.
Anonymous
Banfi Vintners Foundation
Fred Tibbitts & Associates Inc.
Kobrand Corporation
McIlhenny Company
Möet Hennessy USA
Partridge Invitation Scholarship Foundation Inc.
Rodney Strong Vineyards
Vaughn C. Hardin '90

**Providence**

American Roland Food Corporation
Chaîne des Rôtisseurs
Chris W. Bodine
Leslie Podd
Nestlé USA
R.I. Economic Development Corp.
State of Rhode Island & Providence Plantations
Statler Foundation
The Rhode Island Foundation
U.S. Small Business Administration

**North Miami**

Angelis-Hero Foundation
Barry Callebaut USA Inc.
Lori Ingersoll Jaffe
McCormick & Company Inc.
Miami-Dade County Commission
Morton Salt Company
Nestlé USA
The Culinary & Hospitality Education Foundation of S.W. Florida
Waring Commercial Products
Waste Management

**Denver**

Colorado Historical Society
Denver Metro Chamber Foundation
Evan Makovsky '08 Hon.
Jax Fish House-Denver LLC
Joseph Blake '05 Hon.
Leprino Foods Dairy Products Company
Peter H. Coors '97 Hon.
The Boettcher Foundation
The Handlery Foundation
Washington Mutual Bank

**Charlotte**

Anonymous
Barry Callebaut USA Inc.
CB Richard Ellis
Hilton Charlotte Center City
Lodge Manufacturing
North Carolina Health & Wellness Trust Fund
Performance Food Group
Spectrum Properties
Vince Gill
Vita-Mix Corporation

If you are interested in making a gift to JWU by supporting scholarships, capital support or academic program support, please contact Page Sciotto in University Advancement at 401-598-2145 or page.sciotto@jwu.edu.

# Longstanding Donors Continue to Benefit Students

The Société Culinaire Philanthropique, the Chaîne Foundation and the Schoenbaum Family Foundation continue to have an impact on culinary, food service management and hospitality students through their generous gifts to the university. While these donors are from different areas and interests, they share a common understanding and appreciation of JWU's emphasis on experiential education. They have demonstrated their commitment to students by contributing funds for those studying in their disciplines on each of our campuses.

**LEFT TO RIGHT:** Students Antonio DaCosta, Gina Del Sordo, Paul Westin and Brittany Curran, pictured with Providence dean of the College of Culinary Arts, Kevin Duffy '82, '08 M.A.T. (second from right), are among the recipients of Chaîne Foundation scholarships.

For nearly 20 years, the Société Culinaire Philanthropique, an association of distinguished chefs, has provided scholarship support for students enrolled in the College of Culinary Arts. Through the Société's involvement with The Culinarians' Home Foundation, both organizations give annually to their endowed fund, increasing aid to students. The Salon of Culinary Art, held annually in conjunction with the International Hotel/Motel & Restaurant Show® in New York, is sponsored by the Société as well.

Betty Schoenbaum

JWU students take part, exhibiting and competing annually at the salon.

The Chaîne Foundation is supported by the members of Confrérie de la Chaîne des Rôtisseurs, an international gastronomic society promoting appreciation of fine dining. Established in 1993, the foundation soon began to provide annual scholarship support to Johnson & Wales University for culinary arts and hospitality students. With chapters across the country, Chaîne members see firsthand the impact made by JWU students and alumni working in the restaurant and food service industries.

The Schoenbaum Family Foundation established an endowed fund in 2002 to award scholarships to students enrolled in culinary arts and food service management programs. Leading the trust is **Betty Schoenbaum**, whose late husband, **Alex Schoenbaum '93 Hon.,** founded Shoney's Restaurants. Now in her 90s, Mrs. Schoenbaum remains actively involved in the philanthropic activities of the foundation, and is always interested in learning about the students who benefit from its scholarships.

# Grant Funds Expand Denver Library Labs

Thanks to a Library Service and Technology Act (LSTA) grant of nearly $20,000, the most outdated computer lab in the Denver Campus Library was recently upgraded.

Librarians at the Denver Campus sought funding to support a campus priority to foster information literacy (IL) in the classroom and offer college preparatory IL instruction to high school students in partnership with the Denver School of Science and Technology. Despite the demand for its use, the library computer lab was one of the smallest and most worn labs on campus, with furniture and equipment left behind by the University of Denver when Johnson & Wales University purchased the campus in 1999. As a result, the lab was not conducive to teaching and had space for only 20 computers.

Grant funds increased the number of lab computers from 20 to 32, replaced the outdated projection system and printer and let librarians purchase a student response system (SRS). SRS software allows instructors to create interactive lectures, track and respond to student performance and gauge student comprehension. JWU allocated university funds to update the existing computers, apply new paint, and replace the carpet and oversized computer stations.

"The new lab is outstanding. It is easy to use and makes a great impression on the students," **Merrie Valliant,** technical services librarian, says.

Students, faculty and the Denver Campus community are enthusiastic about the lab and new technologies among JWU and DSST students. The grant was one of 16 awarded by the Colorado Department of Education to libraries for innovative projects that support lifelong learning.

Lori Micho, director of library services, assists student Amanda Rodriguez in the new computer lab in the Denver Campus Library.

# Event Introduces North Miami Campus to Area Business Leaders

In October 2008 the North Miami Campus hosted the Greater Miami Chamber of Commerce for one of the organization's Trustee Receptions. The event gave a gathering of top business leaders the chance to learn more about their host site. **Fred Menachem,** North Miami Campus director of development and alumni relations, serves on the chamber's board of trustees. The campus community is excited by the opportunity to work more closely with the chamber and its members.

"The Chamber has its pulse on South Florida's business community. With Fred Menachem's recent addition to the chamber's executive board, we look forward to deepening these connections further," said North Miami Campus President **Loreen Chant '89.**

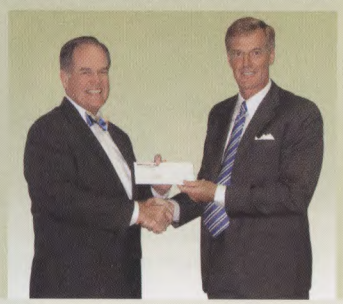
**LEFT TO RIGHT:** Carlos Fernandez-Guzman, his wife, Mari Fernandez-Guzman and Fred Menachem, North Miami director of development at a 2008 reception.

## PARENT ESTABLISHES SCHOLARSHIP FUND FOR CHARLOTTE STUDENTS

**Mac Sullivan**, father of student, **Joe Sullivan**, and president and CEO of Pate Dawson Co., was instrumental in establishing the Pate Dawson Scholarship Fund to benefit Charlotte Campus students. The fund will assist students with an associate degree in culinary arts who are pursuing a bachelor's degree in culinary arts and food service management.

"We believe that Johnson & Wales graduates have and will continue to make a big difference in the food service distribution industry," Sullivan says. Pate Dawson Co., an independent distributor in Goldsboro, N.C., was founded in 1885 as a retail grocery operation and is now one of the largest vendors in the Southeast. "Our company has seen firsthand the value of a Johnson & Wales education, and we are excited about offering students opportunities to finish their education and contribute in meaningful ways to our industry," he adds. "We are proud to partner with the Charlotte Campus in this effort."

Pate Dawson Scholars must be in excellent academic standing, demonstrate leadership in the Charlotte community and be residents of North Carolina.



**RIGHT:** Charlotte Campus President Arthur Gallagher accepts a scholarship contribution from Mac Sullivan.

# Norfolk, Charleston and Vail Alumni Taking Leadership Roles in Alumni Relations

**ABOVE:** Walter Ellerbe '04, president of the Alumni Council and president of the Norfolk Alumni Chapter, addresses alumni at the 2008 All Class Reunion.

**BELOW, LEFT:** Claire L. DeMadeiros '04, Christopher Biondo '05, '07 M.B.A., vice president, Los Angeles Alumni Chapter; and Anita Holsapple '96, president, Los Angeles Alumni Chapter; gather at the Southern California Alumni Reception in November 2008.

**BELOW, RIGHT:** Manuel Rodrigues '02, president of the Charlotte Alumni Chapter; Lori Goldblatt '95, president, Atlanta Alumni Chapter; Marc Bickham '88, Ed.D., president, Chicago Alumni Chapter; and Victor Donnelly '06, president, Charleston Chapter; meet at the Regional Chapter Conference in October 2008.

The Charleston, S.C., Norfolk, Va., and Vail, Colo. campuses may be gone, but they will not be forgotten. Each played a role in developing Johnson & Wales University's legacy and world-class reputation while building the dreams and memories of those who attended. The alumni of these campuses continue to have an impact on the university today.

JWU opened its second campus in Charleston in 1981 to address a growing need for advanced culinary training for Navy cooks. By 1984, the campus had opened to the public and grew to offer culinary arts, food service management and travel-tourism management programs. At its peak, the Port City Center campus was serving more than 2,000 students annually.

Today the campus' legacy lives on through an active local alumni chapter led by **Victor Donnelly '06**, a member of Charleston's last graduating class. Also leading the way by being the first chapter to establish a local scholarship fund, the group is dedicated to supporting Charleston-area students wishing to pursue their degrees at JWU.

In 1986, the university opened its third campus, in Norfolk, after teaching through the Culinary Arts Military Program (CAMP). During its 20-year tenure, the Norfolk Campus was one of two JWU campuses that catered only to students pursuing culinary arts degrees.

Norfolk graduates continue to support JWU efforts. **Walter Ellerbe '04** serves as president of the university's Alumni Council and was instrumental in establishing the Norfolk/Hampton Roads chapter, which had its first regional alumni event in June 2008. **Anita Holsapple '96** now serves as president of the Los Angeles alumni chapter. "For those of us in Los Angeles, we have bonded because of our history with JWU," she says. "It's become a touchstone to our past that encourages a unified presence for today."

The university's campus in Vail, Colo. was the other that offered only culinary arts through an accelerated one-year program limited to students with a bachelor's degree. **Anna Olson '95**, a Vail graduate, was recently highlighted in the spring 2008 issue of the *JWU Magazine*, serving as an example of the quality of education at the Vail Campus.

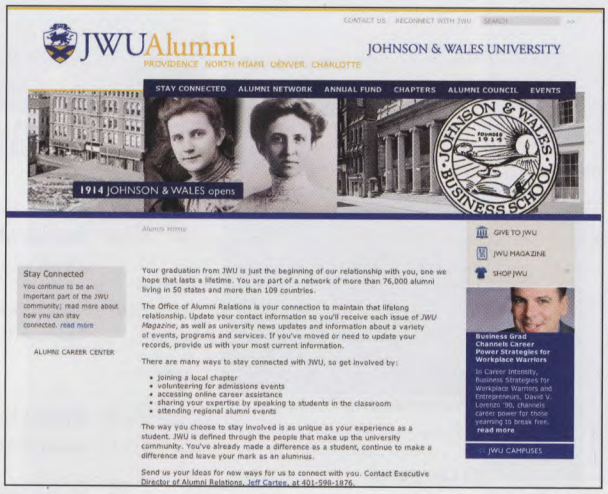
The Office of Alumni Relations is committed to ensuring that not only is each of these campuses remembered, but that the alumni of these campuses continue to feel connected to each other and the university. The campuses may be closed, but they continue to be an important part of JWU's history and future.

*Are you a graduate of the Charleston, Norfolk or Vail Campus with a story to tell? Contact Dan Wilga '05, '08 M.B.A., coordinator of university alumni relations, at 401-598-2826.*

**Online >** http://alumni.jwu.edu
Dan Wilga: dwilga@jwu.edu

## Online Resources Provide JWU Alumni with Gateway to Opportunities

With the launch of the new JWU Web site comes a redesigned alumni Web site (http://alumni.jwu.edu) offering a gateway to stay connected to JWU, a calendar of upcoming events, and ways to get involved with the university through admissions programming, CDO events, and sharing your expertise in the classroom.




**ABOVE:** The home page for the Alumni Relations Web site

The JWU online community offers opportunities for personal and professional networking, a bridge to old friends, and a window on the successes of fellow alumni. Below are just some of the ways to use the alumni network to stay informed and involved in everything going on at the university:

- Update and maintain your contact information online.
- Search the JWU Alumni Directory for classmates and friends.
- Post photos and class notes to share with fellow alumni.
- Search Discussion Groups to explore career opportunities and interests.
- Register online for local and regional alumni events.

In addition to these resources, JWU alumni now have a presence on Facebook and LinkedIn. Become a fan on our official Johnson & Wales University Alumni Facebook page where we will post event announcements, photos of previous events, and more. You can also join the JWU Alumni group on LinkedIn and network with more than 1,000 alumni members.

**Online** > Send feedback to alumni@jwu.edu

## ALUMNI CHAPTERS

### Chapter Contacts — Northeast Region

**Philadelphia**

Bryant McCombs '87
Bmccombs87@alumni.jwu.edu

**Chicago**

Marc Bickham, Ed.D., '88
drmarcb@gmail.com

**Boston**

Doug Ness '84
bostonchapter@alumni.jwu.edu

**New York**

Marvin Bahr '02
nycchapter@alumni.jwu.edu

**Providence**

Jennifer Witt Oelbaum '96
jenwitt@gmail.com

### Chapter Contacts — Western Region

**Las Vegas**

Jennifer Little '99
jenniferlynnelittle@gmail.com

**Dallas**

Tom Neal '91
thyme_savor_chef@yahoo.com

**Denver**

Chelsey Whitfield-Crittendon '04
chelseyJWUAlumni@yahoo.com

**Los Angeles**

Anita Holsapple '96
mushashi@aol.com

### Chapter Contacts — Southern Region

**South Florida**

Sandy Finklin '01
msmcneill2000@yahoo.com

**Central Florida**

Staceyann Sinclair '01
Staceyann.sinclair@rasmussen.edu

### Chapter Contacts — Southeastern Region

**Atlanta, Ga.**

Lori Goldblatt '95
lorigoldblatt@comcast.net

**Charleston, S.C.**

Victor Donnelly '06
Donnelly-Victor@aramark.com

**Charlotte, N.C.**

Manuel Rodrigues '02
mrodrigues23@yahoo.com

**Hilton Head, S.C.**

Lynn Hicks '88
lhicks@hicksoutdoor.com

**Norfolk, Va.**

Walter Ellerbe '04
chef341@gmail.com

**Raleigh, N.C.**

Peter Donahue '88
PeteD@CarolinaHurricanes.com

**Washington, D.C.**

Shenise Foster '05
sheniseleigh@hotmail.com

**Online** > http://alumni.jwu.edu

## Denver SAA Launches 'Tradition Keepers' on Campus

The Student Alumni Association (SAA) on the Denver Campus has launched a program called Tradition Keepers, designed to increase school spirit, let students show their pride in JWU and educate them about philanthropy.

For $20, students receive The Box, which is full of items such as Wildcat temporary tattoos, thunder sticks, invitations to campus events and more. In addition, a portion of the proceeds is donated to the campus' Go Green initiative.

Becoming a Tradition Keeper also makes a student eligible for SAA membership. SAA members are a link between JWU alumni and current students. They have opportunities to meet and network with university alumni, faculty, friends and leaders.

**Online** > http://alumni.jwu.edu

**ABOVE:** Student Alumni Association members Alicia Mishler and Katie Herron, with Jenny Hightower '06, Western Region manager of alumni relations.

# 2009: events

## March

**4** **Charleston Alumni Reception,** *Charleston, S.C.*

**4** **Wildcat Wednesday,** *in conjunction with local alumni chapters*

**5–8** **Charleston Food & Wine Weekend,** *Charleston, S.C.*

**10** **Las Vegas Alumni Reception,** *Las Vegas, Nev.*

**11** **Business-to-Business Networking Session,** *Culinary Arts Museum, Providence Campus*

**27** **Donald McGregor 40th Commemoration Celebration,** *North Miami Campus*

**30–4/1** **Alumni Leaders Week,** *Charlotte Campus*

## April

**1** **Alumni and Employer Reception,** *University Events Center, Charlotte Campus*

**1** **Success Board Series Presentation,** *University Events Center, Charlotte Campus*

**1** **Wildcat Wednesday,** *in conjunction with local alumni chapters*

**2** **Career Conference,** *Hilton Center City, Charlotte, N.C.*

**7** **Dallas Alumni Reception,** *Dallas, Texas*

**15** **Business-to-Business Networking Session,** *Culinary Arts Museum, Providence Campus*

**13–17** **JWU Senior Week,** *University Events Center, Charlotte Campus*

**16** **Alumni and JWU Senior Event,** *Charlotte Campus*

**17** **Orlando Alumni Reception,** *Orlando, Fla.*

**24–25** **Alumni Council Meetings,** *Providence Campus*

**24** **Success Board Series Presentation,** *Providence Campus*

## May

**4–6** **Alumni Leaders Week,** *North Miami Campus*

**6** **Philadelphia Alumni Reception,** *Philadelphia, Pa.*

**6** **Wildcat Wednesday,** *in conjunction with local alumni chapters*

**17** **Multicultural Foodservice & Hospitality Alliance/National Restaurant Association Reception,** *Chicago*

**20** **Business-to-Business Networking Session,** *Culinary Arts Museum, Providence Campus*

**21** **Graduate School Commencement,** *Providence Performing Arts Center, Providence, R.I.*

**23** **Commencement, All Campuses**

## June

**1** **Norfolk Alumni Reception,** *Norfolk, Va.*

**3** **Wildcat Wednesday,** *in conjunction with local alumni chapters*

**17** **Business-to-Business Networking Session,** *Culinary Arts Museum, Providence Campus*

**26** **Washington, D.C. Alumni Reception,** *Washington, D.C.*

## July

**1** **Wildcat Wednesday,** *in conjunction with local alumni chapters*

**15** **Business-to-Business Networking Session,** *Culinary Arts Museum, Providence Campus*

## August

**5** **Wildcat Wednesday,** *in conjunction with local alumni chapters*

**19** **Business-to-Business Networking Session,** *Culinary Arts Museum, Providence Campus*

## September

**2** **Wildcat Wednesday,** *in conjunction with local alumni chapters*

**16** **Business-to-Business Networking Session,** *Culinary Arts Museum, Providence Campus*

## In Celebration of Those Who Serve

In November 2008, Charlotte Campus Pres. Arthur Gallagher and the Office of Alumni Relations hosted a reception to honor military families. The event was a celebration to extend a touch of home to those who serve. Guests included JWU students who are veterans, students whose parents are in active military duty or veterans, JWU alumni and members of the North Carolina military and their families. Guests were asked to contribute toiletries to be donated to the local chapter of the United Service Organization (USO), which supports U.S. Armed Forces and their families and communities worldwide.

**RIGHT:** Laura Palaima and husband, U.S. Marine Corps Maj. George Palaima '89

# re:group

< LEFT TO RIGHT: Michelle Edwards '05, Christopher Dorsey '05, Irish Robles '06

## North Miami Career Day Reception

Alumni from the South gathered in October 2008 at the Westin Diplomat Resort & Spa for a reception held in conjunction with the North Miami Campus Career Conference. More than 270 alumni, faculty and employers attended the annual event.

## All Class Reunion

All Class Reunion brought more than 200 alumni, faculty, and friends together at the Providence Campus in October 2008. Alumni had a chance to reconnect, reminisce, and hear about upcoming developments at the Providence Campus. The event, held at Gaebe Commons, was in conjunction with Family & Homecoming Weekend.

^ LEFT TO RIGHT: Erik Lyles '99, Bethany Johnsen, Dan Stasshofer '95, Brian Worth '93, '94 M.S., and John Johnsen '90

## Southern California Alumni Reception

Alumni from the Southern California area gathered at the Laguna Cliffs Resort & Spa in November 2008. Close to 70 alumni discussed the revitalization of the Southern California chapter.

< LEFT TO RIGHT: Brendan Griffin '05 Lauren Schiller '05 Janessa Johannes John Lecakes '90

## Charlotte Alumni Reception

More than 190 alumni, faculty, and staff attended the September Charlotte Shout! Alumni Reception in October 2008. Celebrity guests attending included Lorena Garcia '00 and Martin Yan '95 Hon. The annual event was held in conjunction with the Charlotte Shout!, a month-long celebration of art and culture incorporating more than 200 performances and events throughout the Charlotte region.

> LEFT TO RIGHT: Anthony Laudato '96, Lori Goldblatt '95, Daniel Kuperschmid '95, James Timmons, Jr. '95

## Atlanta Alumni Reception

More than 130 alumni and friends gathered at TWELVE Lounge in November 2008 for the Atlanta Alumni Reception. Alumni had the opportunity to meet with chapter leadership as well as hear the latest university developments.

> LEFT TO RIGHT: Celia Ward '07, Stephen Gonzales '08, Danuta Francis '08, Opia Espinosa '08

# JWUAlumni

## 1975

**JOHN MELIA PVD**
*Wilmington, N.C.*
John recently retired from teaching high school in Brunswick County, his second career.

John Turenne '78

## 1978

**JOHN TURENNE PVD**
*Wallingford, Conn.*
John is founder and president of Sustainable Food Systems, one of the leading innovators in sustainable food practices, in Wallingford.

## 1979

**DENNIS LABOSSIERE PVD**
*Lincoln, R.I.*
Dennis is Rhode Island catering sales director for Pinelli Marra Restaurant Group in East Greenwich.

## 1980

**JACQUELINE HOLMES PVD**
*Corinth, Maine*
Jacqueline is a licensed social work investigator for the State of Maine in Bangor. She is working on her master's degree as a licensed clinical social worker.

PVD PROVIDENCE CHS CHARLESTON
NMI NORTH MIAMI NOR NORFOLK
DEN DENVER VAIL VAIL
CLT CHARLOTTE INTERNATIONAL

## 1983

**FAITH KLING PVD**
*York, Pa.*
Faith is chef instructor at Baltimore International College in Baltimore, Md.

## 1984

**CHRIS DENICOLA PVD**
*Mount Arlington, N.J.*
Chris is U.S. vice president of sales for Scient'x in West Chester, Pa.

**KATHELEEN FARREN PVD**
*Wilmington, Del.*
Katheleen accepted a position as human resource manager at Speakman Co., which makes plumbing fixtures in Wilmington, where she resides with her husband, Dave, and 6-year-old son, D.J.

**WILLIAM MCCAIN PVD**
*Winter Haven, Fla.*
William is medical assistant for South Polk County Jail in Frostproof.

**RAYMOND E. POSILLIPO PVD**
*Garnerville, N.Y.*
Raymond was recently promoted to food service director at Haverstraw-Stony Point Central School District.

**ANDREW WILLIAMS PVD**
*Yellowstone National Park, Wyo.*
Andrew recently competed in the 40-and-up category of Mr. Montana, placing second in a field of 60 contestants. The competition involves general physical condition, hunting, fishing, and outdoor survival skills.

## 1985

**DAVID BROWN PVD**
*San Francisco, Calif.*
David accepted a position at International Market Entry Strategies (IMES) in San Francisco.

**TODD MACLEOD PVD**
*Epping, N.H.*
Todd is brokers sales representative for Benchmark Sales and Marketing in Norwood, Mass.

**TIMOTHY ZEHNAL PVD**
*Huntersville, N. C.*
Timothy is serving in the U.S. Navy Seabees in the rank of culinary specialist first class with the Naval Mobile Construction Battalion.

## 1986

**BRUCE COHEN PVD**
*San Diego, Calif.*
Bruce is chef and co-owner of Boomerang's gourmet burger joint in San Diego.

**LESLIE A. LAPLACA PVD**
*East Boston, Mass.*
Leslie is owner and operator of Sweet Shoppe Candles.

**FRANK J. LUCAS PVD**
*Garfield Heights, Ohio*
Frank recently accepted a cook position at the Haven Hill Home.

**KATHARINE SPARKS PVD**
*Brooklyn, N.Y.*
Katy is owner of Katy Sparks Culinary Consulting in New York, N.Y.

**BARRY WERK PVD**
*NewYork, N.Y.*
Barry is vice president of Milmar Food Group in New York City.

## 1987

**ELIZABETH BAASE CHS**
*Perry, Ga.*
Elizabeth is vice president of the American Culinary Federation's Southeastern region. She is currently running for national president of the American Culinary Federation.

David Brown '85

## 1988

**VIRGINIA CATE CHS**
*Fairfax, Va.*
Virginia is kitchen supervisor at St. Le the Great Catholic School in Fairfax.

**ROY FARRENS PVD**
*Elyria, Neb.*
Roy is owner of The Elyria Canning Company Café and Catering in Elyria.

**MARY E. GREANEY-LAVOIE PVD**
*Holyoke, Mass.*
Mary is a special education teacher with Holyoke Public Schools.

**JAYNE MARTINAGE PVD**
*Matthews, N.C.*
Jayne is assistant property manager the Charlotte Office Portfolio of Colon Properties Trust in Charlotte, N.C.

## 1989

**ANDREW DUNN PVD**
*Holden, Mass.*
Andrew is a director of food and beverage for FLIK International at the Babson Executive Conference Center in Wellesley. Andrew lives with his wife, Candace, and two daughters Sarah and Catherine.

**CHRISTOPHER LANDISE PVD**
*Mason, Ohio*
Christopher is a captain serving in Ira with Army Special Operations.

**KEVIN O'BERRY PVD**
*Brooksville, Fla.*
Kevin is executive chef at The Westin Harbour Island in Tampa. He lives at the beach with his muse, Callie, and their bulldog. He has two boys, Tyler, 17, and Kevin Seamus, 13.

**JAMES WHITE PVD**
*Blue Diamond, Nev.*
James is director of food and bevera services at Indiana Live Casino in Las Vegas, Nev.

## 1990

**JAMES GREGG CHS**
*Placida, Fla.*
James is owner of Jet's Pizza in North Port.

**SUSAN KANE PVD**
*New York, N.Y.*
Susan is director of sales at Real Capital Analytics Inc. in New York.

**JAMES RYBACK PVD**
*Salem, Conn.*
James is director of restaurants at Marriott Hotels & Resorts in Hartford.

## 1991

**BARRY M. BOURNSTEIN PVD**
*Mentor, Ohio*
Barry was promoted to director of operations at Delivermefood.com located in Lake County, Ohio.

**VEERA (SARAWGI) GAUL, PH.D., '91 M.S. PVD**
*Cranston, R.I.*
Veera is among 20 accomplished women recognized by *India New England* as one of the 2008 Women of the Year for her accomplishments. She is provost of Johnson & Wales University.

**BRETT MICHELL PVD**
*Hilton Head Island, S.C.*
Brett is the food and beverage director for The Hilton Oceanfront and recently won first and second place in The Taste of the Season at Seapine Country Club on Hilton Head Island.

**FRANCINE PEDREROS PVD**
*Marlborough, Mass.*
Francine recently accepted a position at PUMA North America as electronic data interchange coordinator in Westford.

**DANIEL PORAY M.S. PVD**
*Piscataway, N.J.*
Daniel is director of human resources at Dolce Hotels & Resorts in Basking Ridge.

## 1992

**SHARAN GODWIN CHS**
*Saint Pauls, N.C.*
Sharan is culinary arts teacher for Durham Public Schools in Durham. She won the Teacher of the Year award at her school. She is also owner of Nymari's Desserts and Catering in Saint Pauls.

**NICHOLAS KUSTALA PVD**
*Austinburg, Ohio*
Nick is co-owner and chef of the Estate on Coffee Creek in Ashtabula County.

**RICHARD ROCKHILL M.S. PVD**
*Palm Springs, Calif.*
Richard was promoted to vice president of merchandising, divisional merchandise manager at PETCO Animal Supplies Inc. in Palm Springs.

## 1993

**JAMES EPPER CHS**
*Mt. Pleasant, S.C.*
James is director of dining services at Bishop Gasden Episcopal Retirement Community in Charleston.

**JOHNNY GABALDON PVD**
*Warrenville, Ill.*
Johnny is the corporate McDonald's chef in Chicago.

**DANIEL KENNEY PVD**
*Sandwich, Mass.*
Daniel is head chef at the Belfry Bistro which is part of the larger Belfry Inne in Sandwich.

**MICHAEL C. SCHRAMM JR. PVD**
*Rockaway Pt., N.Y.*
Michael is editor and owner of *The Rockaway Point News* in Breezy Point.

## 1994

**PAUL GAVLICK III PVD**
*North Providence, R.I.*
Paul was promoted to vice president of the information security department from senior security architect at Citizens Bank in Providence.

**Kevin Bens '03**

### Numbers Keep Accountant on Track

**Kevin Bens '03** knows a thing or two about accounting, but who knew it would take his career down the line to one of the oldest railroad companies in the U.S., Patriot Rail Co. in Boca Raton, Fla.

As senior accountant at Patriot Rail, which owns and operates short-line and regional freight rails, Kevin's job involves more than financial forms. He also helps develop business plans, capital budgets, and policies and procedures. "I enjoy learning the role of a manager as well as being the controller of the company … It's very fitting," says Kevin.

Before joining Patriot, Kevin gained broad financial experience through accounting jobs in Florida with Vision Care Holdings and Franklin Templeton Investments. Then in 2007, he went to work for Rail America, in Jacksonville, handling financial analysis and reports. From there his career went full steam ahead. "After working in the rail industry, I knew this was my calling," he says.

Inspired by President Barack Obama, whom Kevin says "proves you can do anything if you put your mind to it," he is also pursuing a master's degree in accounting from Nova Southeastern University.

On his down time Kevin enjoys working out, playing basketball and reading.

**Online** > kevin@patriotrail.com

**CHERYL HASELTON PVD**
*Attleboro, Mass.*
Cheryl is owner of SERAPHIM, Tea and More in Seekonk.

Paul Gavlick '94

**JEFFREY IGNERI M.S. PVD**
*North Providence, R.I.*
Jeffrey recently opened Local Burger and Fries in Northampton, Mass. The restaurant specializes in local meats, produce and products.

**TODD JOHNSON NMI**
*Fort Myers, Fla.*
Todd is chef and partner at Rumrunners Waterfront Restaurant in Fort Myers and The Joint at Cape Coral.

### Trey Wilson '97

**On a Creative Path**

**Trey Wilson '97** may be one of the best-kept culinary secrets in Charlotte, N.C. Wilson, who researches and uses many new cooking methods in his kitchen, communicates his tremendous culinary prowess through his innovative food creations.

Wilson, a native of Concord, N.C., discovered his passion at his first job in a small Italian restaurant. It was there he developed an infatuation with food that would lead him to earn a culinary arts degree from JWU's Charleston Campus in 1997.

In 2000, Wilson started his career with Dean & DeLuca, where he ultimately became executive chef. During his time with the company, Wilson scored the highest profit margin and sales volume increase within the enterprise, and gained a lot of the skills and confidence that would lead him into his first solo venture.

His first restaurant, Customshop, opened its doors in spring 2007, and gives evidence to Wilson's insatiable curiosity and desire to create an experience that is unique to the Charlotte food scene. He has pioneered the sous vide technique, an advanced cooking method developed in Eastern Europe, in Charlotte's developing Elizabeth neighborhood. "I like keeping up with industry developments," says Wilson. "I love to read about other chefs' work, such as my business partner, **Dave Pasternack '85** of Esca. I use their accomplishments as inspiration to push myself in my own career."

Today, as a local restaurateur, Wilson's passion for innovation and commitment to local, farm-fresh foods drive Customshop's vision. "I enjoy challenging myself and my staff," he says. "The demand for re-inventing our menu each week pushes the creativity of the team and ensures that the work is always fun, interesting and innovative." Today, Wilson maintains his business along with raising his two sons Nicholas and Jacob, encouraging them daily to pursue their passions.

**Online >** supercattrey@hotmail.com

**M'LISA (LAWRENCE) KELLEY PVD**
*Fairfield, Calif.*

M'Lisa attended Terra Madre in Torino Italy October 2008 as a chef delegate. Terra Madre is a conference of food producers, chefs, farmers and large sustainable companies committed to the Slow Food Movement as a counter to the American fast food way of life.

**STANLEY N. REINHOLD PVD**
*Peoria, Ariz.*

Stan was named the American Culinary Fedration Chef's Association of Arizona's Chef of the Year at the organization's annual awards banquet in Phoenix.

**MICHAEL SHANE TOUHY CHS**
*Smyrna, Ga.*

Shane is chef and co-owner of Dogwood in Atlanta.

## 1995

**WALDEN AGUSTIN PVD**
*Chicago, Ill.*

Walden recently accepted a position with the San Francisco Convention & Visitors Bureau as regional director of sales for the midwest in Chicago.

**LEIGH CLARK PVD**
*Bellingham, Mass.*

Leigh is the northeast territory sales executive for Autocrat Inc. in Lincoln, R.I.

Dennis DiMauro Jr. '95, '08 M.B.A.

**DENNIS DIMAURO JR. '08 M.B.A. PVD**
*North Providence, R.I.*

Dennis is vice president, information security officer at Bank Rhode Island.

Food maven, Alice Waters and M'Lisa Kel

**TIMOTHY J. MCCARN PVD**
*Denver, Colo.*

Timothy recently started his own business called Sports Healing Co. H is a sports massage therapist.

**CARMEN PARTON NMI**
*Pittsboro, N.C.*

Carmen was promoted to general manager at Bahama Breeze in Duluth, Ga.

**MARK SCHWABENBAUER PVD**
*Torrance, Calif.*

Mark is director of sales at the Radisson Hotel at Los Angeles Airpo

**LORI A. ZABATTA PVD**
*Warwick, R.I.*

Lori is the director of banquet and catering sales for Chelo's. She was named Employee of the Year - Cate by the Rhode Island Hospitality and Tourism Association.

## 1996

**DONNA ABBRUZZESE PVD**
*Lynbrook, N.Y.*

Donna Abbruzzese is a designer for Marley in New York.

**LUCA CARVELLO PVD**
*Basking Ridge, N.J.*

Luca is part-owner of Trattoria Bolu

**PAUL DANIEL NMI**
*Lehigh Acres, Fla.*

Paul is executive chef at Bonita Bay Marina Club in Bonita Springs.

**CHARLES DUNBAR PVD**
*North Baldwin, N.Y.*

Charles is owner of CheapSteals.co in Long Island.

# ALUMNI OVERSEAS

## 1989

**ARNOR BIELTVEDT M.S. PVD**
*Pasadena, Calif.*

Arnor's paintings, "By the Sea," are featured in a solo exhibition in the Galarie Beelderacht in Scheemda, the Netherlands.

## 1992

**MATTHEW KENNEY '02 M.B.A., PH.D. PVD**
*Grantham, N.H.*

Matthew was appointed visiting professor for Ramkhamhaeng University in Thailand. He will be leading M.B.A. students in financial management. The school is also using his online classrooms, Kenney Globalpreneurship, for its distance learning program.

## 1996

**LEON SIMA PVD**
*Stockholm, Sweden*

Leon is financial consultant for Universal Pictures Nordic and Bonver (ODS) in Stockholm.

## 2002

**PAOLA CINELLI PVD**
*County Dublin, Ireland*

Paolo is manager at Il Fornaio Ltd. in Dublin.

Irmak Otrac '98 M.B.A. and Manny Tavares, dean of international recruitment and training, gathered 35 alumni from Turkey in Istanbul for cocktails and conversation in November 2008. Mehmet Gurs '93 graciously hosted the event at Milka, his newest and one of the trendiest top-of-the-line restaurants in the city.

**STEPHEN OLIVERI PVD**
*Atlanta, Ga.*

Stephen is data control system analyst at SITA in Geneva, Switzerland.

## 2004

**ABIGAIL JONES PVD**
*Phinney, St. Philip, Barbados*

Abigail is event producer at Barbados Conference Services Ltd. in St. Michael.

## 2006

**STEPHANIE SCHIERING M.B.A. PVD**
*Eschborn, Germany*

Stephanie is financial information analyst at Marriott in Eschborn.

## 2007

**MELISSA COLLAZO PVD**
*Huntingdon, England*

Melissa is food and beverage supervisor at Marriott U.K. in Huntingdon.

**CHET GARLAND PVD**
*Zelienople, Pa.*

Chet is owner of Toast! kitchen and wine bar in Pittsburgh.

**KATRINA WARNER M.S. PVD**
*Mansfield, Texas*

Katrina was awarded the Chancellor's Award For Exemplary Teaching by Tarrant County College.

**ABRAHAM WHITE DEN**
*Northbrook, Ill.*

Abraham is director of culinary development at Newly Weds Foods in Chicago.

## 1997

**JOE D. BOTTISTI PVD**
*Ballston Spa, N.Y.*

Joe is president and COO of the Stockade Consulting Group in Schenectady, N.Y.

**DONN CASPER PVD**
*Meridian, Idaho*

Donn is reservations automation manager at Connexions Fulfillment Services in Boise.

**CHARLES P. DAVIS CHS**
*Wilmington, N.C.*

Charles is owner and executive chef of The Sawmill Restaurant in Wilmington, N.C., as well as a partner of The Sawmill Grill in Hampstead, N.C.

**NOEMI GARIH PVD**
*Culver City, Calif.*

Noemi is spa director at Le Merigot, a JW Marriott Beach Hotel & Spa in Santa Monica.

**ERIC LATSCHAR NOR**
*Virginia Beach, Va.*

Eric is executive chef at Blue Pete's in Virginia Beach.

**JEFFREY E. MAURO PVD**
*Chicago, Ill.*

Jeff is executive chef at Jimmy Alexander's Powerhouse Restaurant near Chicago's West Side.

**WENDY MOODY DEN**
*Birmingham, Ala.*

Wendy is owner of Dish'n It Out in Birmingham.

## 1998

**MATTHEW BRODER PVD**
*Glen Cove, N.Y.*

Matthew is executive chef at Sheraton LaGuardia East Hotel in New York City.

**DAVID ENGLER PVD**
*North Las Vegas, Nev.*

David is front desk agent at ALIANTE Station Hotel and Casino Las Vegas.

**Lahsen Bizragane '06 M.B.A.**

**Building a Bridge for International Students**

"Doing what you love and loving what you're doing" is how **Lahsen Bizragane '06 M.B.A.** describes his career. As founder of Global Exchange, USA/Morocco, based in San Francisco, Calif. Lahsen recruits students from Morocco and Canada to the U.S. for higher education. His services range from academic counseling to helping with documentation and financial plans.

Lahsen sees this global educational exchange as imperative. "There is a large demand for educational advisors in today's foreign markets," he says. And with the growth of the Moroccan economy and tourism in past years, "having a global business, hospitality or tourism degree is essential."

Founding Global Exchange is a win-win for Lahsen and the students he helps. "I knew that this was my calling, to assist students in finding and aiding their dreams … My job not only assists students in realizing their true potential, but to achieve the opportunity to study abroad."

Along with his M.B.A. in global business management from JWU, Lahsen holds a bachelor's degree in arts management, a Certificate of Faculty of Law and Legal Studies from Rabat University in Rabat, Morocco and a Certificate of Global Business and International Affairs from Northeastern University.

**Online** > lahsen@alumni.jwu.edu

**DANA HIGGINS PVD**
*Oceanside, Calif.*
Dana is director of marketing for Cal-a-Vie Health Spa in Vista.

Christopher Kirigin '98

**CHRISTOPHER KIRIGIN PVD**
*Croton Hudson, N.Y.*
Christopher is a broker at Olshan Realty in Croton Hudson.

**JEFFREY MCINNIS CHS**
*Miami Beach, Fla.*
Jeff is part of BRAVO TV's fifth season cast of Top Chef and is chef de cuisine at DiLiolo Beach Club in Miami.

**JIMMY REALE CHS**
*Hillsborough, N.C.*
Jimmy is the executive chef at The Carolina Inn in Chapel Hill.

## 1999

**MATTHEW BRIGHAM NMI**
*Mount Pleasant, S.C.*
Matthew is executive chef at Laura Alberts Tasteful Options in Daniel Island.

**THOMAS CASEY NOR**
*Baltimore, Md.*
Thomas is chef and owner of Exquisite Cuisine in Woodlawn.

**DENNIS DEMARINIS JR. PVD**
*New Bedford, Mass.*
Dennis is group sales manager at Sheraton Providence Airport Hotel in Warwick, R.I.

**SHERIE FARAH PVD**
*Santa Monica, Calif.*
Sherie is head chef at BottleRock in Culver City.

**BROOKE KINSEY NOR**
*Duncan Falls, Ohio*
Brooke is executive chef and culinary instructor at Culinary Table in Columbus.

**CHAD E. LOWCOCK CHS**
*Mount Holly, N.C.*
Chad recently started Race City Sauce Works, a Charlotte-based company that produces and distributes a variety of hot sauces, jams and wing sauces using only North Carolina-grown produce.

**BEN MCPHERSON CHS**
*Atlanta, Ga.*
Ben serves as the executive chef at Eclipse di Luna.

**CHRISTOPHER PANDEL PVD**
*Chicago, Ill.*
Chris is a chef at The Bristol in Chicago.

**BARBARA SARNO PVD**
*Brooklyn, Conn.*
Barbara is the executive chef for The Macadamia Nut Brittle Gift online shop.

**HEATHER SINGLETON PVD**
*Providence, R.I.*
Heather is senior vice president of education at The Rhode Island Hospitality Education Foundation in Providence.

## 2000

**DANA HERBERT PVD**
*Bear, Del.*
Dana received the 2008 Best of Bear Award from the U.S. Local Business Association.

## 2001

**RYAN BARNES PVD**
*Auburn, Wash.*
Ryan is marketing executive at Ross Morgan & Assoc. in Pleasanton, Calif.

**MRIDULA CHINTAMANI-MENDELSOHN M.B.A. PVD**
*Wheaton, Ill.*
Mridula is front office manager at Sofitel Chicago O'Hare in Rosemont.

**SCOTT PUSILLO PVD**
*Oak Hill, Va.*

Scott was promoted to corporate director of revenue management and e-commerce at Crestline Hotels & Resorts in Fairfax.

**TIFFANY SY PVD**
*Warwick, R.I.*

Tiffany was promoted to senior vice president and controller at BankRI in Providence.

## 2002

**ALEXANDER ALCANTAR DEN**
*Aurora, Colo.*

Alexander is accountant and assistant manager at Bon Appetit Management Co. in Denver.

**ALEXANDER ALDRICH PVD**
*Hadley, Mass.*

Alexander and brother **Nicholas Aldrich '03 PVD** are co-owners of Eighty Jarvis in Holyoke.

Lyndsy Allen '02

**LYNDSY (ALLEN) MCDONALD CHS**
*Bradenton, Fla.*

Lyndsy is chef and owner of Lyndsy McDonald's Lakewood Ranch Bakery in Southeast Florida.

**SCOTT HILER PVD**
*Union City, N.J.*

Scott is a member of the Town Council in Rockaway.

**BRIAN PANNENBACKER CHS**
*Hartsville, S.C.*

Brian is director of dining services at ARAMARK in South Carolina Governor's School for Science & Math in Hartsville.

## 2003

**MAYUKH CHATTERJEE M.B.A. PVD**
*Atlanta*

Mayukh Chatterjee is regional revenue manager at Intercontinental Hotel Group in Atlanta.

**AMOR ECHEVERRIA NMI**
*Tifton, Ga.*

Amor is pastry chef at Norman's in Orlando, Fla.

**KATJE FUSON PVD**
*East Providence, R.I.*

Katje is director of Fall River operations for SMILES Inc., a mentoring organization in Fall River, Mass.

**NATILY SANTOS PVD**
*Kew Gardens, N.Y.*

Natily is senior sales manager at ARAMARK in Flushing. She was also awarded the Trail Blazer Award in 2008 at the National Sales Training Conference in Phoenix, Ariz.

**CAROLYN STEC '05 M.A.T. PVD**
*Hoffman Estates, Ill.*

Carolyn was a finalist for the Illinois Hotel and Lodging Association's Stars of the Industry Manager of the Year.

**ELIZABETH TARPY PVD**
*Weehawken, N.J.*

Elizabeth published an article about German farmhouse restaurants in the November 2008 issue of *Saveur* magazine.

## 2004

**SARA BRENTON PVD**
*Whitman, Mass.*

Sara recently created and released her own clothing line, called Sizzlin' Curve-Wear, for plus size women. The official debut took place in June 2008 at the Show Stopping Curves Fashion Show, and the online Voluptuous Beauty Boutique.

### Megan Lugauskas '06

**Taking the Creative Approach**

When **Megan Lugauskas '06** was a senior at Johnson & Wales University, she researched her options for a career that would not only be fulfilling but rewarding. She found the perfect match as a graphic designer for Command Technology in Plainfield, Conn. Her Command clients now include such high-profile accounts as the luxury car brand, Rolls-Royce and Tinker Air Force Base in Oklahoma City, Okla.

Along with crafting the look of online branding for the company, Megan works with Web and software developers on the overall look and feel of applications crafted for optimum user interaction. "I enjoy thinking 'outside of the box' and being creative to come up with something different and unique," Megan says.

Graphic design plays a very large role in Megan's life. "I have been recognized by my fellow co-workers in my field for my creative design and work," says Megan. "The praise really pays off with my hard work and dedication to my job."

She finds guiding motivation closer to home. "My mother definitely inspires me. Since day one she has been there and pushed me to better myself in my current position. She always told me that if I want something, that dedication and hard work will pay off in the end and I'll have success while continuing it."

In Megan's spare time, she enjoys attending Red Sox games and camping with her fiancé and is a co-organizer for the Erin B. Lugauskas Memorial Scholarship Fund.

**Online >** malugauskas@hotmail.com

**ADRIANNE CALVO NMI**
*Miami, Fla.*

Adrianne is chef and owner of Chef Adrianne's Vineyard restaurant and wine bar in Miami. She is author of "Taste the World, Savor the Possibilities."

**ANDREW TICER CHS**
*Germantown, Tenn.*

Andrew and **Michael Hudman '04 CHS** are starring in the new reality show "Restaurant 101 in Memphis."

**RYAN TOTO PVD**
*Bedminster, N.J.*

Ryan Toto is president of Toto Group LLC in North Brunswick.

**DONNA VIENS M.B.A. PVD**
*Attleboro, Mass.*

Donna is an instructor at Johnson & Wales University in Providence, R.I.

**DEREK YOUNG PVD**
*Alexandria, Va.*

Derek is public relations assistant at the World Adult Kickball Assoc. in Herndon.

## 2005

**ISAAC AYCOX PVD**
*Ware, Mass.*

Isaac is account executive for the Springfield Falcons Hockey team in Springfield.

## Nikki Haddad '06

**Convention Sales by Day — Volunteering by Night**

Whether at work or on her own time, **Nikki Haddad '06** uses her skills and determination to the fullest. As sales coordinator for the Colorado Convention Center in Denver, Nikki cultivates sales leads and proposals and helps with sponsored and company-run events. "My job is very gratifying," says Nikki. "I work with a great team and I could not see myself doing anything else."

Nikki's gained experience in event planning and hospitality through previous jobs as well as community volunteer work. She served as program coordinator for the Muscular Dystrophy Center in Miami, planning, promoting and raising funds. She was special events assistant for the Miami Heat, and while a student at JWU, she interned for the Denver Broncos' sales team.

The busy alumna also dedicates much time and energy to causes including Think 360 Arts, a full-scale arts and education program for underprivileged children in Denver, and her former high school, helping students with leadership skills and projects. "Volunteering my time to such causes … has really broadened my horizons and made me feel not only good about myself, but for making a difference in other's lives."

Nikki credits JWU with helping her choose the career she loves. "The university has opened many doors of opportunity, and to that, I am very grateful."

**Online >** nikki.haddad@gmail.com

### BRAD DELIBERO PVD
*Peabody, Mass.*

Brad is owner and chef of Mad Martha's Beach Café on Plum Island.

### MICHAEL DUBANEWICZ NMI
*Hollywood, Fla.*

Michael appeared on a food lifestyle radio show, "Join Us At the Table: A Culinary Lifestyle Show." The Internet-based talk radio show is hosted by foodies Robbie Bell and Nancy Ancrum in Portland, Ore.

### RACHEL GAINEY CHS
*Hartsville, S.C.*

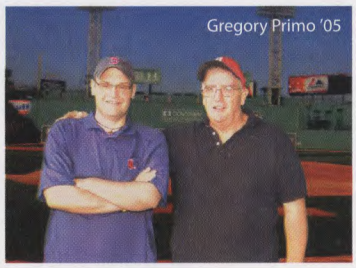
Rachel is a corporal in the South Carolina State Guard in Hartsville.

### JASON LAFFERTY CHS
*Memphis, Tenn.*

Jason is founder of Black and Lafferty Hospitality Group LLC in Mempis.

### ERIN POWELL PVD
*University Place, Wash.*

Erin is pastry chef for Yarrow Bay Grill restaurant and banquet department in Kirkland.




### GREGORY PRIMO PVD
*Fall River, Mass.*

Gregory is former chef instructor at New England Culinary Institute in Montpelier, Vt.

### KRISTINA SEAMANS DEN
*Mesa, Ariz.*

Kristina is legal assistant at the Law Office of Jeffrey Miller in Scottsdale, Ariz.

### DAN WILGA '08 M.B.A. PVD
*North Providence, R.I.*

Dan received his M.B.A. in organizational leadership at Johnson & Wales University. Dan is coordinator of university alumni relations at JWU in Providence.

## 2006

### BRIAN ALLEN '07 M.B.A. PVD
*Bensalem, Pa.*

Brian is a computer science teacher at Bensalem School District Bensalem.

### ANGELA ALMEIDA PVD
*Brick, N.J.*

Angela is assistant director of board services at Chartwells in Connecticut.

### MATTHEW EIERMAN CLT
*Glen Burnie, Md.*

Matthew is IT director of Merchant Processing LLC and the International Organization for Standardization of Electronic Payments (EPI) in Glen Burnie.

### NICHOLAS GROVE PVD
*Fairlawn, N.J.*

Nicholas plays in the Eastern Professional Hockey League for the Brooklyn Aces in Brooklyn, N.Y.

### DENNIS MAYO M.B.A. PVD
*The Colony, Texas*

Dennis is a certified manager of quality/organizational excellence. He works as quality engineer for Lockheed Martin in Dallas.

## 2007

### STEVEN BAILEY PVD
*Warwick, R.I.*

Steven had an article printed in *The Mentor: an Academic Advising Journal*, published by Pennsyvania State University's Center for Excellence in Academic Advising.

### JOHN BOVE PVD
*Cumberland, R.I.*

John is sous chef at Trio in Narragansett

### JUSTIN SUESS DEN
*Dallas, Texas*

Justin is regional business manager at Bobbi Brown Cosmetics in Dallas.

## 2008

### JONATHAN COMBS CLT
*Indianapolis, Ind.*

Jonathan is vice president of production for GLD Inc. in Indianapolis.

### EDGAR GOMEZ CLT
*Charlotte, N.C.*

Edgar is operations specialist at International HIFU located in Charlotte.

### MAURICE HALL CLT
*Columbia, S.C.*

Maurice is Southeast admissions representative for Johnson & Wales University.

### CLAIRE SURRATT CLT
*Charlotte, N.C.*

Claire is marketing extern for the Big South Show in Charlotte. She will be continuing her education this summer at Ohio University in Athens, Ohio.

### JACOB WISHON CLT
*Las Vegas, Nev.*

Jacob is retail manager and safety chairman for retail with the Compass Group in Las Vegas.

# In Memoriam

**ELVIRA UNSWORTH '74**
Feb. 9, 2003

**EDWARD J. UNSWORTH '75**
Dec. 31, 1992

**RICHARD D. CRAWFORD '76**
Feb. 27, 2008

**BARRY ERICKSON '76**
Jan. 16, 2008

**WILLIAM JENNINGS '76**
April 22, 2008

**ELWOOD PYNE '76**
Sept. 6, 2004

**ROGER J. SWEENEY '76**
Nov. 17, 2007

**JOSEPH N. FIDLER '77**
Jan. 23, 1998

**LEONARD T. FORAND, JR. '77**
Jan. 22, 2008

**PETER L. GENTILE '77**
July 2, 2004

**JAMES J. MCCAFFREY '77**
Feb. 8, 2006

**RAYMOND R. PEPIN '77**
Nov. 4, 2007

**RICHARD F. HEROUX '78**
Aug. 14, 2007

**THOMAS A. BRAY '79**
May 5, 2008

**PAUL J. GARVEY '80**
Aug. 9, 2000

**REGINALD J. MESSIER '80**
Jan. 19,2008

**RICHARD J. WAHL '81**
Oct. 14, 2007

**KEVIN A. ROSE '82**
Oct. 27, 2007

**MARK A. MONAHAN '83**
May 5, 2005

**TIMOTHY ZOEBISCH '83**
Sept. 3, 2004

**PETER ZSCHACK '83**
Feb. 28, 2008

**LEO BARSALOU '84**
July 19, 2008

**CHARLES R. BAUER '85**
March 9, 2008

**CLARK A. THIBODAUX '87**
Sept. 28, 2006

**BIPIN PATEL '91**
Jan. 29, 2004

**MICHELLE F. SMITH '93**
May 22, 2007

**ERIC D. FRANKLIN '94**
Jan. 28, 2008

**MICHAEL A. JONES '96**
July 18, 2006

**EILEEN M. O'BRIEN '96**
Sept. 15, 2007

**STEVEN GARCIA '99**
Aug. 27, 2008

**DAVID W. HILDEBRANDT '01**
Aug. 3, 2008

**RACHEL HARMA '02**
Aug. 7, 2005

**JORGE RODRIGUEZ '02**
Nov. 11, 2005

**RANDY M. CUMMINGS '07**
Sept. 11, 2008

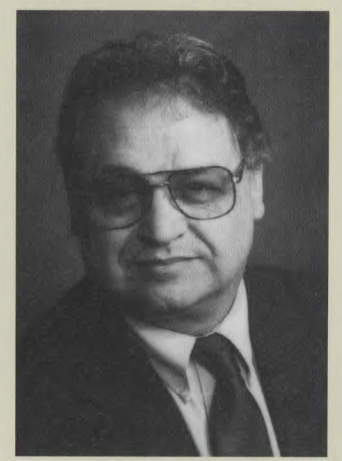
**BARBARA A. GROSS '82 HON.**
June 7, 2008

## Frank Tomassi, D.B.A., '59

**Chairman, Department of Management**

Johnson & Wales University is greatly saddened by the loss of Professor Frank Tomassi '59, D.B.A, 71, in October 2008.

Tomassi was chair of the Department of Management in the Providence Campus College of Business. He joined the faculty in 1977, after 20 years in management at Leesona Corp., a world leader in textile manufacturing. He loved to travel, and did so frequently with students for JWU's study abroad programs in countries that included Brazil, Mexico, The Netherlands and Germany. He also taught the first course offered at the Alan Shawn Feinstein Graduate School, and founded Executive Suite, an annual networking event that linked students with business leaders. Tomassi was actively involved with the R.I. Small Business Development Center, as well as supervising the Larry Friedman International Center for Entrepreneurship.



Tomassi earned an accounting and management degree from Johnson & Wales College, B.A. and M.B.A. degrees from Providence College, and a D.B.A. from Southland University. While at the university he was honored among faculty with citations, including a Special Faculty Citation for Outstanding Service and Dedication, Most Valuable Player, Teacher of the Year, and Faculty Alumni Award.

Tomassi was certified in Positive Mental Attitude (PMA) as was evident in everything he did. He is remembered by his students for his contagious passion for teaching, instilling in them the importance of approaching every day with a positive outlook. To his colleagues he was known as a creative, dedicated teacher with a willing laugh who enjoyed talking to people from all walks of life.

John Gounaris, associate professor of management and a friend and colleague of Tomassi's for 14 years, says he lived by "the five F's — family, friends, faith, food and fun."

"I've never met anybody with a heart as big as Frank's," remembers Gounaris. "He was as kind as they come. If we were asked to do something and we heard it was for Frank, everyone was glad to do it."

Tomassi is survived by his wife of 48 years, Shirley Tomassi, daughter Diane Riccitelli, sons Ronald, Derek, Damien and Jared Tomassi, and eight grandchildren.

His family has established a memorial scholarship fund for students who are management majors at the Providence Campus. Contributions may be sent to the Providence Advancement Office, Johnson & Wales University, 8 Abbott Park Place, Providence, RI 02903. Checks should be made payable to Johnson & Wales University and reference the Dr. Frank Tomassi Scholarship Fund.

# marriages and unions

## 1979

**VICTOR MOSCA**
and Denise Gilbert
May 10, 2008, PVD

## 1991

**JOSEPH FERRARA**
and Saundra Martin
Sept. 14, 2008, PVD

## 1994

**LOVIE MILLER**
and David Thomas
Aug. 30, 2007, PVD

**PIYA SARAWGI '94, '02 M.B.A.** and **Sarosh Fenn '99 M.B.A.**
Oct. 12, 2008 PVD

## 1996

**STEPHANIE BEATO**
and Josh Oldfield
Aug. 16, 2008, PVD

**DONNA GREEN**
and Franklin Prather
Dec. 17, 2006, PVD

## 1997

**PATRICK ROCK III**
and Rebecca Toth
November 2008, PVD

**EMILIE BOUSQUET**
and David Walsh
Aug. 3, 2008, PVD

## 1998

**IRMAK CAGDAS**
and Mustafa Otrac
Sept. 9, 2007, PVD

**AMANDA MILLER**
and Daniel Auble
May 28, 2007, PVD

## 1999

**DEREK ARCHAMBAULT**
and Meghan Johnson
Oct. 4, 2008, PVD

**SHANNA K. LYKINS**
and Saidou Sallah
Nov. 15, 2008, PVD

## 2000

**AMANDA BUKOWSKI**
and Sean Smith
April 28, 2007, PVD

**AMY KUCZMIEC**
and James Kuczmiec
July 23, PVD

**TATOAMA PAOLUCCI**
and **Brian Paolucci '03**
April 22, 2006, NMI

## 2001

**LISA BAKKEN**
and Anthony Corsi
Sept. 20, 2008, PVD

**LEAH BRICKLEY**, NOR
and **Paul Hope '08**, PVD

**SUZANNE URSO**
and Kirk King
Aug.16, 2008, PVD

## 2002

**ERNEST BRUMFIELD III**
and Humelia Navarro
Sept. 13, 2008, PVD

**CRISTINE JOHNSON**
and Edward Del Pizzo
May 19, 2007, PVD

**BRIAN PANNENBACKER**
and **Leslie Gray '03**
July 19, 2008, CHS

**GOKTUG GUNGOR**
and Begum Eda Tunali
June 28, 2008, PVD

## 2003

**JOSHUA BURK**
and Julie Banko
Sept. 2, 2006, CHS

**MEREDITH CERVENKA**
and Andrew Button
Aug. 23, 2008, PVD

**SUE LING**
and Thomas J. Mulligan
Aug.16, 2008, PVD

**KELLY FIELDS**
and Matthew Paisley
Oct. 4, 2008, PVD

**APRIL STUCCHI**
and Robert Eggers, PVD

**TOMAS TOLENTINO**
and Heather Cassidy
Oct. 18, 2008, PVD

## 2004

**LISA MARQUES**
and Paul Jacques Jr.
Aug. 12, 2007, PVD

**NAUREEN MALIK**
and Atif Chaudhry
July 2005, PVD

**MARCELLA GAETANIE**
and **Nick Spezzacatena '03**
Oct. 17, 2008, PVD

## 2005

**REBECCA K. PAYNE**
and Kevin Mercadante
Nov. 29, 2008, DEN

**GENIE S. RUBENSTEIN**
and Darrell Worthman
Aug. 9, 2008, PVD

## 2006

**LINDSAY BOSSERT**
and **Chance Dunston '08**
Aug. 2, 2008, DEN

**CARRIE HURWITZ**
and Don Staniford
Aug. 18, 2007, PVD

**MARGOT WASSER-WHEELER**
and Alex Diaz
July 5, 2008, PVD

## 2007

**KELLY C. LIGHTFOOT**
and Ludwin Fuentes
Sept. 6, 2008 PVD

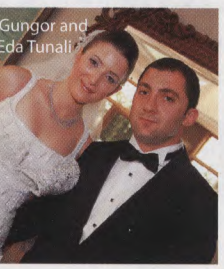
Derek Archambault and Meghan Johnson

Sarawgi
Sarosh Fenn

say Bossert
Chance Dunston

e Urso and Kirk King

Gungor and
eda Tunali



Ling and
nas J. Mulligan

edith Cervenka and
rew Button

# births and adoptions

## 1988

**REBECCA (HOFFMAN) COATNEY**
and Tom Coatney, PVD
Zachary Thomas Leon

## 1990

**NORMAN EHRKE**
and Anne Ehrke, PVD
Claire Elizabeth

**ERYN (REILLY) JENNINGS**
and **Christopher Jennings '89**, PVD
Sarah Mackenzie

## 1991

**FRANCINE (BETTELYOUN) PEDREROS**
and John Pedreros, PVD
Derek

**SUZETTE RIVERA**
and Franklyn Dornellas, PVD
Ethan Joshua

## 1993

**STEPHANIE BARTO '95 M.A.T.**
and **John Paul Barto '95**, PVD
Allison Mae

**ERIC LAW**
and Heather Law, PVD
Zack Shelton

## 1994

**RUSSELL KASTIN** and
Susanne Kastin , PVD
Emma Rose

**KRISTEN REGINE**
and Matthew Regine, PVD
Sara and Emma

**BARBARA ZELLER**
and Robert Zeller, PVD
Cameron Lee

## 1995

**WALDEN AGUSTIN**
and Rachel Agustin, PVD
Walden Jr.

## 1996

**SHERRI ANDERSON**
and Arthur, PVD
Ryan Joseph

**WENDY (WESS) MARCELLO '96, '02 M.B.A.**
and **Derek Marcello '02 M.B.A.**, PVD
Saunder William

**JACQUELINE PRINGLE**
and **Dino Arrundell '98**, PVD
Cameron

## 1997

**COURTNEY (RENK) BRINKMAN** and Derek
Brinkman, PVD
Taylor Marie

**MATTHEW P. HAAR**
and Haley Haar, PVD
Hannah Elizabeth

**CYNTHIA L. NICKERSON**
and Matthew Nickerson, PVD
William "Liam" Matthew

**WENDY (BALUCH) ROGERS**
and Thomas Rogers, PVD
Matthew Bruce

**ELISE SIETZ**
and **Alex Sietz '96**, PVD
Logan Benjamin

## 1999

**JOSHUA AYES**
and Lisa Ayes, PVD
Nathaniel Isaac

**LORI CAMPITELLO**
and Mark Campitello, PVD
Michael Alexander

**BRANDI FERRARA**
and Lou Ferrara III, PVD
Luciana Eve

## 2000

**NAOMI (PIERRE CHARLES) FELIX** and
**Julio Felix '00**, NMI
Elizabeth

## 2001

**APRIL BARTON,** PVD
Domonique Andrea
Mcswain

## 2002

**RACHEL (KLEIN) BEARDSLEY** and Jeremy
Beardsley, PVD
Jack Daniel

**JONELLE (LEE) BERMENT**
and Michaela Berment, PVD
Michaela Marie

**CHARLES GOFFE** and
**Kamela Hunter, '03 M.B.A., '05**, PVD
Gabrielle Mikayla

**CRISTINE DEL PIZZO**
and Edward Del Pizzo, PVD
Louis Michael

## 2003

**STEPHANIE BLAKENEY**
and Jason Blakeney, PVD
Caitlyn Elizabeth

**JONATHAN MARTINEZ, SR.**
and **Lauren Gobrecht '04**, NOR
Elena Sofia

**JAMIE MONTILLA** and
Yudit Arteaga, NMI
Caitlyn Scarlett

## 2004

**VICTORIA B. BAKER**
and Timothy Ford, PVD
Shane Devlin

**JESSICA CORTEZ**
and Chris Cortez, PVD
CJ

**DAVE DARSHAN M.B.A.**
and Hiral Dave, PVD
Aarya

**ABIGAIL JONES**
and Kevin Gibson, PVD
Nathaniel Lukas

**JULIE (PITTSLEY) MAURO**
and Michael Mauro, PVD
Madison Grace

**CARRI TARPEY**
and Jacob Nepini, PVD
Nathan Edward

## 2005

**JESSICA (COLON) CORTEZ**
and Chris Cortez, PVD
CJ

**CHERIE B. DIMMICK**
and Fields Dimmick, CLT
Anna Beth

**CORIE MILTON**
and Jonathon Vazquez, PVD
Adriana

## 2006

**ANOUSHKA COLE**
and Naldo Cole, NMI
Elisabeth Anne

## 2007

**BRIAHN (MONTOYA) BRADSHAW** and
Jacob Bradshaw, DEN
Owen Davis

# Green-Collar Jobs: Create Your Own Career Change

BY GREGORY DISTEFANO

"Green-collar" employment is on the rise. With an estimated 8.5 million U.S. jobs in renewable and efficient energy, and sustainable products and foods, the industry is predicted to grow to as many as 40 million jobs by 2030, according to a recent report by the American Solar Energy Society.

Like an increasing number of professionals, **Tom Dziki** evolved into his current position as vice president of sustainable development for United Natural Foods, the largest publicly traded wholesale distributor of organic and natural products in the United States. Dziki is well acquainted with the opportunities, challenges and rewards of a position in sustainability.

Tom Dziki inspects the solar panel array on the roof of United Natural Foods in Rocklin, Calif.

### Q. How did you get into the "green-collar job" category?

**A.** Prior to my current position, I was vice president of real estate construction at United Natural Foods. United has 20 distribution centers nationwide, all with huge freezers that use a lot of energy, so I became interested in energy efficiency.

We saw solar power as a great way to take a big bite out of our energy consumption, so we installed 175,000 square feet of solar photovoltaic panels on top of our facility in Rocklin, Calif. It generates 1.19 megawatts of electricity and reduces our greenhouse gas emissions, so the project was a natural fit for us. The project's return on investment will be about 4.3 years — and with a 25-year warranty for the solar panels, we believe we're going to get 21 years of free, clean energy. After a similar solar installation project at our facility in Dayville, Conn., our CEO suggested the title change.

### Q. What are the challenges and rewards?

**A.** You need to be looking at the budget all the time, as every project has a cost analysis attached. Fortunately, the cost to build in an environmentally friendly way has come down considerably. It's no longer so difficult to source sustainable materials. With careful research and planning, you can build a green project for less than a one percent cost difference, but the long-term cost savings, reduced impact on the environment and quality of life for employees is immeasurable.

### Q. What advice do you have for career changers interested in moving into a green-collar job?

A. These roles are taken, not given. And they're not being taken by people from one vocation, but rather by people from all walks of life. There's no need to switch companies — you can create these opportunities in your current position. There are all kinds of ways to do something you already know how to do, put into the context of the green agenda. Just take the lead.

Initially, focus on small things that save money — recycling, conservation, motion sensors that turn off lights when people aren't in the room, fluorescent lights. The important thing is to demonstrate a passion and willingness to go beyond your current job. If you're interested in a green-collar position, stop reading fiction and consume as much information as possible. These types of jobs can't be outsourced, and skilled professionals will become increasingly in demand.

**Online >** www.unfi.com

# The JWU Fund… Making a Difference

At Johnson & Wales University, we're providing students like Julie with the best possible education while also making it affordable. The JWU Fund offers alumni, parents, and friends opportunities to join our efforts. By contributing, you are investing in the future of our university.

Strong participation helps ease our students' economic burden. It also improves our academic rankings and helps us compete for grants from foundations and corporations. This year, all gifts to the fund will be designated for scholarships and programs that enhance the student experience inside and outside the classroom.

Gifts ranging from $25 to more than $500 all work together to provide life-changing opportunities for students at JWU — making the difference between a good experience and a great experience. We appreciate gifts of any amount.

All gifts to the JWU Fund are tax deductible. For more information, please contact us at 1-888-JWU-ALUM or jwufund@jwu.edu. Gifts can also be made online at www.jwu.edu/giving.

"Without this scholarship I would not be here today. I could not afford to complete my senior year at Johnson & Wales. Receiving this scholarship has allowed me to return to the school that I love and complete my bachelor's degree in culinary arts."

— JULIE SOUTHERN '09, NORTH MIAMI CAMPUS, RECIPIENT OF AN EMERIL LAGASSE ENDOWED SCHOLARSHIP

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# JWU FUND

JOHNSON & WALES UNIVERSITY

Completed forms and checks made payable to Johnson & Wales University should be mailed to The JWU Fund, University Advancement, 8 Abbott Park Place, Providence, RI 02903

Yes, I would like to support the JWU Fund with a gift of

❑ $25 ❑ $50 ❑ $100 ❑ $250 ❑ $500 ❑ $_____

Please apply my gift to

- ❑ University Fund
- ❑ Providence Fund
- ❑ North Miami Fund
- ❑ Denver Fund
- ❑ Charlotte Fund

I would like my gift to be designated for

- ❑ Scholarships
- ❑ Study Abroad
- ❑ Clubs & Student Activities
- ❑ Health Services, Counseling & Wellness
- ❑ Greatest Need
- ❑ Emergency Fund
- ❑ Faculty Development
- ❑ Service to the Community
- ❑ Athletics

Name _____ Year of Graduation _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-mail Address _____

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Student Christopher Case on the Charlotte Campus reads to students from Irwin Elementary School.