FUTURE FOOD

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CLOCKWISE, LEFT TO RIGHT: ASF Graduate School Professor Trent Theroux celebrates a personal milestone; Kyle Boursiquot '15 competed on culinary Team Haiti, earning a silver medal and congratulations from North Miami Mayor André Pierre last summer; Wildcat spirit ruled the day at the rededication of the recreation center at the Providence Campus in October; Natasha Carter '12 welcomed guests to Charlotte as part of the DNC Host Committee in September.
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As we approach the 100-year mark of the existence of Johnson & Wales University, our growth as an institution of higher education preparing students for what lies beyond is visible in all aspects of our evolution.

In recent months, the excitement of culinarians on every campus was palpable as they immersed themselves in the science-based magic of Modernist Cuisine, and started a new university association with movement guru, Chris Young. Students at our Charlotte Campus got a first-hand look at democracy in action volunteering and interning for a national convention, proving their skills and, in many instances, leaving with employment. At our Providence Campus, athletics fields envisioned 20 years ago are being completed along the waterfront, bringing JWU teams to home fields where traditions will be cemented.

At all levels of our institution we are reshaping structure and direction to make a Johnson & Wales education even more relevant, forward-thinking and accessible. FOCUS 2011 secured the foundation upon which such innovative initiatives will arise.

Our newest strategic plan, 2017: The Centennial Plan, marks the launch of an unprecedented investment in strengthening the university’s future as a recognized leader in higher education.

The education our university will offer in the 21st century is being driven by our high quality students; students who are academically prepared, motivated and in tune with an increasingly more inter-related world. By teaching them to value the rich multicultural tapestry created by the diversity of our students and alumni from 152 countries, we are preparing them, and ourselves, to be culturally intelligent and effective global citizens and bringing us closer together as a university community.

We are excited to continue building upon our past successes, while constantly improving the Johnson & Wales educational experience, ensuring a promising future for our students and enhancing the value of a JWU degree.

Please join me in celebrating our progress.

Chancellor John J. Bowen ’77
For the annual spring issue, we work hard to identify the most successful JWU alumni around the world, from all campuses, in addition to trying to identify younger “rising stars.” We do this through alumni records, RSS feeds, emails we receive from alumni, classmates and internet searches. To identify the campus of graduation of each alum featured throughout the magazine would reveal a disproportionate amount from Providence. We’d welcome any and all suggestions of successful alumni from other campuses as well as those who are doing interesting things.

My former senior year leadership class instructor, Jan-Marie Jackson, forwarded Terrence Willams’s career article (Spring 2012) to me. I shared it with my friends, colleagues, classmates and other expat contacts. Great article, Mr. Williams.

It has now been four years since I graduated and moved to China. I’m still enjoying my role with Microsoft and traveling around Asia. Next month, Vietnam.

— Justin Fleming ’08
Analyst, Microsoft
Shanghai, China

JWU Magazine welcomes letters to the editor. Letters may be edited for length and clarity before printing. Please send letters to JWU Magazine, 5 Abbott Park Place, Providence, RI 02903; or email us at jwumagazine@jwu.edu.
Event-Star Advice
The "go-to" planner for powerhouse events for Ralph Lauren, Louis Vuitton and the inauguration of President Barack Obama was on the Providence Campus in April as the 53rd Distinguished Visiting Professor for The Hospitality College.

Rhode Island native Bryan Rafanelli, founder, president and CEO of Rafanelli Events, advised sports/entertainment/event management students not to wait for success to come to them. Reflecting on his own experience and nerve, he urged them to be aggressive about pursuing career options. Several immediately asked about internships within his firm. By the planner's "we'll-see" grin, the competition is on.

Rafanelli gained national attention for creating Chelsea Clinton's "wedding of the decade." In addition to its Boston headquarters, his firm now has offices in Palm Beach, Washington, D.C. and New York City.

Sophomore Victoria Ayers was the recipient of the DVP Scholarship.
— Miriam Weinstein ’08 MBA

'H Factor' Takes the Cake
When Providence became the only Northeast city in the U.S. to host the Fox television hit "The X Factor," the university was invited to take part by designing a cake sculpture that definitely had the "X" factor.

Positioned on a 48-inch-square platform resembling the stage floor, the 28-inch-high cake was a stack of seven rounds gradually rising in steps from an 18-inch base to a 4-inch top tier. Each was frosted in white fondant based with alternating ribbons of black and red. Fondant silhouettes of anxious auditions were posed on the sides and surrounding "stage" along with hand-sculpted figures resembling stars of the popular music competition. The "X Factor" logo emblazoned the center.

The design team — under the direction of Steven Sandblom, JWU director of campus dining — included 13 chefs led by JWU executive pastry chef Jennifer Schoupppe ’01. The project took 80 hours from concept to final decoration. The show's crew filmed portions of the behind-the-scenes activity at Cuisinart Center for Culinary Excellence. An estimated 25,000 people travelled to the city's Dunkin' Donuts Center to try out for the talent competition which began airing in September. — M. W.

Above, l-r: Jennifer Schoupppe ’01, Steven Sandblom and Michele Hovarly ’08, Baking & Pastry bakery supervisor.

HOSPITALITY EDUCATORS CONVENE AT JWU

More than 500 members of the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) were in Providence, R.I., in August for its 2012 Summer Conference and Marketplace, sponsored in part by Johnson & Wales. The global advocate of hospitality and tourism education offers programs in hotel and restaurant management, food service management and culinary arts. Educators and industry insiders shared insights as they constructed what could become the educational platform for the next decade.

"The industry and its educational aspects are continually evolving. We need to evolve, too, and adapt to these changes," said Kathy McCarty, ICHRIE chief executive officer. Reflecting on the elements that have impacted the industry and hospitality education during the past 20 years, the CEO said, "About 10 years ago, we recognized the need to go global. Now, with students from so many different parts of the world, we need to understand what 'going global' means. We must learn how to recognize and adapt to the differences that exist — politically, culturally. That's the next step in a global realization."

By coincidence, the group began arriving as headlines noted Providence hotels reached an 81.4 percent occupancy rate in June. According to the analysis released by Smith Travel Research, it was the best rate the city has attained since October 2004, boding well for the industry locally. — M.W.

www.jwu.edu
Zesty

Miami’s culinary elite gathered in April for the first Zest Awards, hosted by the North Miami Campus to celebrate the growth of Miami’s blossoming food scene. Bruce Ozga ’92, dean of culinary education, noted that the event brought more culinary and hospitality professionals together on campus than at any other time. Close to 150 local luminaries and culinary leaders from throughout South Florida were on hand to support fellow industry professionals.

Excellence was rewarded in six categories. Bjorn Weissgerber, executive chef of Zuma, was recognized as Culinary Innovator; and Michelle Negron ’10, pastry chef of Timo, Baking & Pastry Innovator.

Early last summer, the North Miami Campus opened its kitchens and residence halls to Team Haiti, competing for the first time in the Taste of the Caribbean culinary competition sponsored by the Caribbean Hospitality & Tourism Association. JWU student Kyle Boursiquot ’15 (second from left) part of the Haiti contingent, captured a silver medal for Junior Chef of the Year and Team Haiti garnered a silver for Caribbean Team of the Year. In all, 11 island teams took part in the event.

Rice Honored by Industry

In June, Larry Rice, Ed.D., ’90, North Miami Campus vice president and dean of academic affairs, was recognized by the Black Hospitality Initiative of Greater Miami (BHI) at the Honoring Our Past and Celebrating Our Future reception. Rice was featured with the Distinguished Service Award for his outstanding contributions to the hospitality industry and his effort to provide opportunities for African-Americans.

He is a long-time member of this group’s board and former BHI chairman.

Established in 1991, BHI is a nonprofit organization of the Greater Miami Convention & Visitors Bureau to advance economic participation and open doors of opportunity for African-Americans and blacks of African descent in the Greater Miami Visitors Industry. The organization focuses on advocacy, talent development and career coaching. Many students involved in BHI have emerged as industry leaders in hotels, cruise lines, restaurants, education and business. — T.E.
Freeze!

High school students from across the western United States were on the Denver Campus over the summer studying and competing in law enforcement exercises ranging from surveillance procedures, court testimony and crime scene photography to release of public information, tactical searches and arrest of armed suspects.

Led by Professor Kara Hoofnagle, Ph.D., students from the campus’ Criminal Justice Association (CJA) helped host the 300 regional Explorers in the educational training program operated by the Law Enforcement Explorer Post Advisors Association of Colorado. Each precinct Explorer post trains all year for the competition, and every competition involves detailed skill and execution of knowledge.

In collaboration with local police precincts, law enforcement equipment including tanks, bomb-squad robots and mobile command centers were on display to show new technology available in the field.

“The program is so good at teaching leadership — at teaching responsibility and accountability,” Hoofnagle says. “It really builds students and their character.”

“Being one of the hosts in this event was a great pleasure,” says CJA member Zachary Tekampe ’15, who helped organize the competition. “I really enjoyed seeing the Explorers go from scenario to scenario and the ways they handled each one. For me, being a part of this was a huge step toward my future career in law enforcement.”

Agencies from federal, state and local levels coordinate the Law Enforcement Exploring programs throughout the United States, and nationally, more than 33,000 Explorers and 8,425 adult volunteers participate annually. The weeklong program is expected to be back at JWU in the summer of 2013.

— John T. Rogers ‘06

Taking a Holistic Approach to Fitness

With students forming routines that for some may include a late night pizza while studying for a big test, or the low-budget Top Ramen® with more than 30 percent of recommended daily sodium intake, JWU decided to take a holistic approach to teaching students how to stay fit.

It began with a “Get Fit JWU” 30-day challenge for faculty, staff and students that had everyone in the gym for a Zumba® workout. Topics for the month included nutrition, fitness, mental health, self-awareness and a Halloween Fun Run.

Chef instructors in the Culinary Nutrition program stepped up to teach the campus community how to live a healthier life. They offered various activities such as neighborhood jogs, “healthy options” tours of the dining hall, self-defense classes, lectures on illness and disease prevention, healthy eating habits and how to make the right decisions “in the moment” when faced with life’s stresses. — J.T.R.

Students kick off the month with a Zumba® challenge in the Wildcat Gym.
Fueling the Pros

Charlotte Campus hospitality students provided world-class service for pros on the links and in the pool last spring. Forty students were selected to work at the 2012 Masters Tournament in Augusta, Ga., in March and April. The crew spent long days cooking and creating meals, from players’ locker rooms and sponsor lounges to the press room and Berckmans Place, a brand-new hospitality venue that offers fine food and drinks. Assistant Professor Piysyan Sukalakamala, Ph.D., worked closely for more than a year with Augusta National Golf Club on the recruiting processes.

“The chefs and managers of Berckmans could not believe we were up and running the new establishment so quickly with quality of product that is suitable for the Masters,” said Assistant Professor Agnew Hopkins.

A month later, many of the same students, members of JWU’s International Food Service Executives Association, created made-to-order omelets and other high-protein, carb-filled breakfast foods for Olympic swimmer Michael Phelps and others at the 2012 SwimMAC Charlotte UltraSwim® Grand Prix.

Wrong Campus, Right Place

Michael Gorius ’13 was wowed by it all: the Greek life, the sports, the size of the campus ... but after the application process, the Kansas City native realized he had studied the Providence Campus website. He meant to apply to the Denver Campus, but applied and was accepted to Charlotte. Gorius thought, “Charlotte! Well, I’ve never been to the East Coast. I’ll give it a try.”

As a freshman, he struggled with the realities of attending a smaller school and wanted a change. But his college coach urged him to stick it out. Four years later, his accomplishments are many, including being a member of Random Acts of Kindness, the Ice Chippers Club and Campus Activities Board. He recently received a prestigious volunteer-of-the-year award from Kansas City’s INROADS, where the minimum community service hours required are 24; Michael performed 186. He currently works at ‘Travelers Insurance’ and is developing a clothing line using his own artwork.

As he completes his senior year, Gorius knows he initially got the wrong address, but ended up in the right place. — M.L.
JESSE FRIEDMAN '05, on faculty in the School of Technology, contributed two cover articles in recent months to .net, the world’s best-selling magazine for Web designers and developers, including one for the May issue on techniques to create responsive websites in WordPress.

THE SMALL BUSINESS DEVELOPMENT CENTER on the Denver Campus was among the recipients of a 2012 Small Business Development Excellence & Innovation Award, presented by the U.S. Small Business Administration during the National Small Business Week Celebration in Washington, D.C., in May.

TAIESA LASHLEY '09 represented the United States Virgin Islands in the 2012 Miss World Pageant in August in Ordos, China. The 24-year-old was born and raised in St. Thomas, U.S. Virgin Islands. She is a veteran in the U.S. Army Reserve and served in Afghanistan with the 478th Civil Affairs Battalion.

URBANSPoon NAMED THE TABLE Orlando among America’s 250 Most Popular High-End Restaurants. Owned by Loren Falsone Brussil '91 and Tyler Brussil '00, it was selected from among 600,000 restaurants after garnering the most attention from food critics, bloggers and the dining public across UrbanSpoon’s website and smartphone apps.

CHRIS COSENTINO '94 championed through to win Bravo’s “Top Chef Masters” Season 4 and a whopping $141,000 for the Michael J. Fox Foundation for Parkinson’s Research. The chef-owner of San Francisco’s Incanto out-cooked 15 competitors including Lorena Garcia '00, who’s been getting lots of TV time herself as advertising spokesperson and designer of the new Cantina Bell menu for Taco Bell.

JWU’S AD TEAM BEAT OUT CHALLENGERS from more than 145 colleges to place third in the nation at the National Student Advertising Competition (NSAC) in Austin last May, for the second year in a row. Students from the College of Business also won Best Plan Book at NSAC, part of the American Advertising Federation’s national conference, ADMERICA.

CHRIS SHERILL '97 was among eight chefs sent across the pond by BP for Spirit of the Gulf, a series of events for Team USA at the London 2012 Olympic Games. Talent from each of the states along the Gulf Coast dished out catfish, Creole shrimp and gumbo to promote local seafood, culture and attractions to the global crowds. Chris and wife, Jenny, are owners of Staycations Beach Weddings Catering and EAT! restaurant in Orange Beach, Ala.
STUDENTS FROM THE HOSPITALITY COLLEGE studying abroad made headlines in the South African newspaper *TigerBurger Ekies River* for building a playground and jungle gym for students at Mimosa Primary School in Bonteheuwel. After almost one year of fundraising and hard work from the JWU 2011 South Africa Study Abroad “team,” the school was able to build a soccer field and purchase nets and balls, as well as put up a fence around the entire space. The bond between JWU and Mimosa was formed during an annual four-day adventure camp that involves the Grade 6 learners from the school and JWU study abroad students. The space was named Daniella Fernandez Playground and dedicated in June in memory of the sister to Jessica Fernandez ’13 whose parents contributed to the effort.

**QUICK QUOTE ...**

“You have Johnson & Wales University here, which is great, and that’s a big part of it.”

— Wolfgang Puck, *SouthPark Magazine* advice for Charlotte restaurateurs and chefs eager to put Charlotte on the culinary national map.

**COLORADO EDUCATIONAL SERVICES & Development Association** named Johnson & Wales Institution of the Year at its annual conference in Avon, Colo. The Denver Campus was cited for committing resources to promote and coordinate access to post-secondary education for all students, particularly students of color and educationally and economically disadvantaged students. JWU was also lauded for recognizing and promoting Colorado institutions and organizations and educating and supporting the community in the process.

**MIKE ERICKSON ’00**, culinary arts instructor at John B. Connally High School in Pflugerville Independent School District in Texas, was profiled in *The Austin Chronicle* for creating opportunities that point students toward careers. He enlisted partnerships with the Hospitality Educators Association of Texas and the Texas ProStart education program. With help from local writer and food activist **Toni Tipton-Martin**, Erickson and two of his students were invited to cook at the James Beard House in New York. He was recently elected to the board of the Texas Restaurant Association Education Foundation.

![Daniella Fernandez Playground](image-url)
Two weeks before the Democratic National Convention, Charlotte was quietly but steadily buffing, polishing, pruning and sprucing. Burly men in uniforms of shorts and polo shirts meticulously whacked weeds around the venues and workers busily installed lights under overpasses. Anticipation crackled in the air.

Johnson & Wales' Charlotte Campus stands less than a mile away from Time Warner Cable Arena — the main location for DNC events. Faculty, staff and students had looked forward to early September with a mixture of excitement and trepidation since the spring.

Students and staff found a variety of ways to get involved, from internships and student volunteers to supplying lodging for the huge number of security personnel. The campus even hosted an event for Rhode Island delegates that included a campus tour and reception.

With JWU's reputation for culinary and hospitality, it's no surprise that a number of students and alumni played a big role in making the conventioners feel welcome.

Austyn Black '13 worked in one of the main convention hotels. She met governors,

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L-R: Business majors Ramell Ridenhour '13, Krystle Haynes '13, Chyna Morgan '13, Frederick Jenkins '13 and Porsche Gaines '13 represented JWU at the Congressional Black Caucus Future Summit held at Johnson C. Smith University in August.
mayors, delegates and secret service agents. But her most exciting moment was meeting First Lady Michelle Obama shortly after her stunning speech.

“She was everything I thought she'd be,” Black said. “Beautiful, humble and gracious.”

Five students from the College of Business attended the Congressional Black Caucus U/Future Summit held at Johnson C. Smith University. The gathering brought together celebrity-activists Hill Harper, Nicole Ari Parker and Alfre Woodard, six members of Congress, such luminaries as civil rights advocate Van Jones and students from 17 colleges and universities.

“The Black Caucus event was informative as well as engaging,” said management major Krystle Haynes ’13. “I enjoyed the fact that students were able to [question] members of Congress. The main question that I had about establishing credit was answered.”

Haynes worked at the Charlotte Renaissance Suites Hotel daily during the DNC and witnessed the impact the convention had on area hospitality businesses.

Volunteer and internship opportunities allowed students to be more directly involved with the convention as well. Marketing major Natasha Carter ’12 and food service management major Danielle Beckett ’12 both snagged spring internships with the DNC Host Committee, a breakthrough chance for the recent JWU grads. Carter was invited to work through the actual week of the convention and landed an events job with Northeastern University’s Charlotte campus after working at the site during the DNC.

“This was a once-in-a-lifetime opportunity,” Carter said. “We not only represented Johnson & Wales, we were ambassadors for the City of Charlotte to make a good impression.”

The interns worked on delegate events at 12 different venues, sometimes with only hours to prepare. They honed their phone and interpersonal skills, dealing with national media outlets such as CNN and political figures such as Charlotte Mayor Anthony Foxx.

“This internship has really helped me get my foot in the door,” said Beckett, whose long-term goal is to have her own event planning business. “With my education from Johnson & Wales and my experience with the DNC, I hope employers will see that I’m prepared to take on huge responsibilities.”

“Having our students involved in the Democratic National Convention allowed the students to gain national exposure through events that they might otherwise not have had an opportunity to participate in,” College of Business Associate Professor Julie Joseph, D.B.A., ’00, ’02 MBA said. “The DNC provided an opportunity to showcase their event-planning skills on a major level. On a campus level, the DNC helped to further community awareness of Johnson & Wales and what we have to offer.”

Brandon Matthews ’13 contacted the Charlotte-based DNC Host Committee as soon as he learned the convention would be held in Charlotte. He also became involved with the national DNC committee. The marketing major’s responsibilities included overseeing volunteers on the day of President Barack Obama’s acceptance speech and helping delegates at the Crowne Plaza next to Time Warner Cable Arena.

“From a marketing standpoint, this has been a fascinating experience,” Matthews said. “Banners are going up everywhere. Social media is blowing up. I had no idea what goes into a convention this size.”
Dustin Pope '12, a sports/entertainment/event management major, not only learned from his work as assistant to the digital operations manager of ABC, he took away a job offer from the Los Angeles ABC News affiliate.

Pope described the event as "hectic, extreme, a learning experience, unpredictable and fun."

"My experiences at Johnson & Wales taught me how to approach people and how to network. That's what got me the job," Pope said. "Then on the job, I had to acquire the technical skills of the media industry. I loved it and I think they loved me."

Katelyn Goetz '09, general manager of the Polka Dot Bakeshop, one of Charlotte's favorites, experienced the convention from the outside, filling large orders daily to satisfy the news organization Politico's sweet teeth.

"We made 350 fresh items from brownies to cupcakes every day and delivered them uptown," Goetz said. Her helpers? Students Ashley Smith '14, Ashley Full '13 and Allys Schrenkel '14 plus alumna Claire McCall '11.

"I love this job," Smith said as she applied buttercream frosting to another cupcake.

Bakeshop owner Michelle Miller said she appreciates the skills that Johnson & Wales students bring to the job. "They're able to hop right in. An event this size doesn't even faze them. They have the training and the preparation for this sort of job."

Johnson & Wales University's Charlotte students made a difference at the DNC, and the DNC clearly made a difference to them.

Food service management major Katelyn Goetz '09 and baking and pastry major Ashley Smith '12 kept the news crew from Politico in desserts.
Your invitation to membership

Become an inaugural member of the Wildcat Circle.

Membership levels have benefits including reserved seating at games, tickets to special events and other campus and sport-specific perks based on level.

Receive a complimentary Wildcat decal!

For details call the JWU Fund
401-598-2185
or go online
giving.jwu.edu/wildcatcircle
It once was a vision — a rendering placed on the desk of the executive director of athletics 13 years ago.

It is now becoming a reality on an absolutely picturesque site at the back edge of Providence’s Harborside Campus.

Construction of Harborside’s outdoor recreational complex is nearing completion, delighting not only Johnson & Wales student-athletes, but a student population which has yearned for a place to throw a Frisbee, play catch or simply unwind after a tough day in the classroom.

The Wildcat varsity baseball and softball teams will have new natural grass fields to call home. The men’s and women’s soccer teams and the newest addition to athletics — field hockey — will have a state-of-the-art synthetic turf field. An intercollegiate club team this year, field hockey is scheduled to become Providence’s 18th NCAA Division III entity in fall of 2013.

The project also includes a new home for intramurals and recreational activities, allowing expansion of programs for the general student population like never before.

The amenities are many, with bleachers and lights at all three major facilities and press boxes that will aid and improve the quality of the broadcasts of Wildcat contests both on the Web and periodically on Rhode Island cable television.

Eighteen years of renting alternate facilities for countless practices or games often led to logistical challenges of planning around other municipal or institutional contests. Teams traveled off campus, further hampering synergy development and the usual school spirit associated with intercollegiate athletics.

Wildcat baseball coach John LaRose calls the new facility “a game changer ... in many different ways.

“Our team will be more visible. They’ll feel more like a part of the culture. Students will be more engaged. So will their friends, family, professors. That facility will become a huge part of the overall experience,” he says.

Creating an actual fan base and engaging the university community has been a critical missing element of the total collegiate experience since the birth of NCAA programs at the Providence Campus in 1995. Baseball, softball or soccer fans had to travel to East Providence or to another institution’s campus to capture the excitement of Wildcat teams that have already won more than 50 conference championships.

Catching Wildcat Fever will soon be as simple as a walk from Harborside’s residence halls or a bus ride from the Downcity Campus. That pleases Jamie Marcoux, associate director of athletics, a major part of Wildcat athletics since those early pioneering days of the mid-‘90s.

“It’s an opportunity to get everyone to a game, sure,” Marcoux says, “but it also brings the entire campus together. Everybody benefits; the construction of the facility adds so much to the university. It allows us to expand programming and activities on campus, and will increase awareness and involvement in what we’re doing. It completes the campus. To see it come to fruition is exciting.”

After undergoing several revisions since the original Harborside master plan was drafted in 2000, the project began in earnest last year. Woodard and Curran of New York was hired as the project’s design engineer and Rich Zarlinga became project manager for Merlin DeConti. JWU’s senior vice president of facilities management.

Finally, last May, crews from DiGregorio Construction of Providence began the first phases of site development and
NEW DIRECTORS: BROADER DIRECTIONS

As Johnson & Wales begins a new chapter in its athletic history, two new faces have joined the effort to bring the Wildcats to the next level.

Mel Graf & Johnson & Wales University’s new executive director of athletics and Sandee Mott is director of athletics at the Denver Campus. Both bring a wide spectrum of experience to their posts. For the past 17 years, Graf served as the senior associate women’s athletic administrator, overseeing 17 intercollegiate teams at Eastern Connecticut State University (ECSU), one of the top NCAA Division III institutions in the Northeast. She was also ECSU’s assistant director for intramurals, recreation and athletic facilities. A colonel in the U.S. Army Reserve, Graf earned the Bronze Star for her service during the first of her two deployments — to Kosovo and then combat duty in Operation Iraqi Freedom.

Mott spent her career closer to the Denver Campus. The former head women’s basketball coach and assistant director of athletics at Western State College in Gunnison, Colo., Mott was named associate commissioner of the Rocky Mountain Athletic Conference in 2005 and was associate director of athletics at Metropolitan State College in Denver before she was hired last June by JWU.

“My roots are here; I live in Denver, and now I have a chance to be a part of something with unlimited potential,” Mott says. “Where we are now is not where we’re going to be five years from now.”

“We have some low-hanging fruit at this campus and we can produce some instant results,” she says with a dose of energy. “We can expose the Johnson & Wales name throughout the city, the state and the region quickly.”

prepared for months of activity at the intersection of Harborside Boulevard and Shipyard Street, adjacent to Narragansett Bay and the recently constructed Urban Coastal Greenway, which winds its way along the coastline for a half-mile.

Turning an eyesore into an asset was challenging, especially during the early construction. Once a drive-in theatre, large pieces of asphalt and concrete were removed and undulations in the contour of the site were smoothed. When complete, the new complex will create a “green” buffer between the new buildings at Harborside and Narragansett Bay.

Zarlenga says there was no better place on campus for the fields. “It’s a fantastic site, aesthetically,” he says. “The views of the Bay nicely complement the Greenway. It transforms former [EPA] brownfields into something the university will be proud of for a long, long time.”

Very soon, those former brownfields, the vision and the rendering on the desk will become the site of scores of Wildcat athletic accomplishments; the site of hundreds of memories and moments in which both student-athletes and their fans can say, “I was there.”

Very soon, that vision will become home.
Swimming Back from a Severed Spine

It was 8 p.m. on Sept. 23, 2002, when Trent Theroux went kayaking under a full moon off Nayaork Point, close to home in Barrington, R.I.

"I was going out to the point to turn around ... I must have drifted out a little too far and the boat must have cut the corner a little too close," he recalls. "That's where our paths crossed."

As a powerboat headed straight at him, he waved his paddle and yelled, but the boat persisted. Theroux slid out of the kayak and swam downwards to avoid getting hit, but didn't quite make it. The boat's propeller made four gashes in his back, severing major muscles and bones in his spinal column. With no feeling in either leg or his left arm, he needed help, fast. Luckily, the boat's pilot returned, pulled him onboard and called for a rescue.

After major surgery, Theroux still couldn't feel or move his legs. But hope emerged when doctors told him he had no permanent spinal cord damage and he knew he wouldn't spend the rest of his life in a wheelchair.

"I was always a very active person, so it was kind of hard mentally to come to appreciate that I might not walk," said Theroux, a finance professor for JWU's Alan Shawn Feinstein Graduate School.

In the hospital, Theroux made a mental list of future goals: walking, running a marathon and swimming from Point Judith to Block Island.

He wanted to take on the rigorous 13-mile swim for two reasons: to raise money and awareness for RISE Above Paralysis (helping victims of spinal cord injuries), and for the pride of rising to the challenge.

On Sept. 8, 10 years after his accident, Theroux swam backstroke all the way to Block Island in 8 1/2 hours. "The waves and currents generated by Hurricane Leslie kicked the crap out of me," he said.

But the arduous journey was worth the effort. Theroux raised $45,000 for RISE with donations still coming in.

—By Melinda Hill and Denise Alvarac '14

Online > backtoblock.org

DIABETES CRUSADER

When Charlotte Campus Culinary Education Dean Mark Allison’s youngest son was diagnosed with juvenile onset Type 1 diabetes at 14 months of age, Allison made eating healthy his crusade. At the Charlotte Campus the accomplished chef runs healthy Chef’s Choice cooking classes with a diabetes focus. Today, son Matthew is 14 and "doing exceptionally well." Last summer, Allison (second from right) was named Father of the Year by the American Diabetes Association. The Chiquita Golf Classic is an annual showcase for his food demonstrations and message. "You just have to look at the current population and how unfit they are to realize we really need to go back to basics and it starts with the food on our plate," he says.
Palette and Plate

North Miami Campus Chef-instructor Patricia Wilson has two palettes: one is of sequins, beads and threads which she hand sews into silk mosaics, the other, the kitchen where she teaches students culinary arts.

Wilson, who grew up in Puerto Rico, studied art in college and moved to New York City to become a painter; it was there she discovered another medium and began to crochet, sew, bead, embroider and appliqué, making wearable art, soft sculptures and wall pieces. It was also where she started cooking professionally, working at the Popover Café and other restaurants.

After her return to Puerto Rico in 1986, she eventually opened Bistro Gambado, as renowned for its unique art exhibits as for its local, farm-to-table cuisine. In 1997 an invitation to join the culinary faculty at JWU brought her to Miami. Through her classes in international cuisine, she impresses on students the importance of knowing a food’s history and culture. “I try to impart to my students that it’s important to know why we’re eating what we’re eating, and where our food comes from.”

Wilson has traveled throughout the Caribbean, Central America, Mexico, Africa, Europe, the Mediterranean, Asia and Canada. Lately she has been traveling to Paris to work on her art, but photos of the city’s local markets, boulangeries and food stalls with their arrays of fresh and prepared foods and examples of the culinary culture, also provide plenty of teaching examples for her culinary students back home.

“I like to compare markets so the students can see how different a market is in Italy, Spain or Paris. We compare and contrast the European markets with the more laid-back style of U.S. farmers’ markets.”

Many of her students have been inspired to study abroad after taking one of her classes. “My students tell me they get the lust to travel after hearing about my passion for travel and international cuisine.”

— Marta Cardona

CLT: Culinary arts instructor Brian Campbell ’04 (above, center) garnered a silver medal at the Internationale Kochkunst Ausstellung (IKA) Culinary Olympics in Germany in September. Campbell and members of the American Culinary Federation’s Regional Team placed fourth out of 47 teams.

PVD: College of Business Associate Professor Peter Bortolotti was one of four national finalists for the Thomas Ehrlich Civicly Engaged Faculty Award. The honor recognizes engaged scholarship and leadership in advancing students’ civic learning, conducting community-based research, fostering community partnerships, civic engagement and other means of enhancing higher education’s contributions to the public good. Bortolotti will conduct a session at the Association of American Colleges and Universities (AAC&U) Annual Conference 2013. Graduate school Professor Lisa Sisco, Ph.D., and Bortolotti were also selected as 2012–2013 R.J. Campus Compact Engaged Scholars Statewide Presidential Faculty Fellows.

NMI: Professor Karen Lieberman, Ph.D., is recipient of The Stevenson W. Fletcher Achievement Award presented by the International Council on Hotel, Restaurant and Institutional Education (CHRIE) at their annual conference in Denver, Colo., in July. The honor recognizes an individual educator for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality and tourism education.

DEN: College of Culinary Arts instructor Ronald Lavallee ’80 was recognized with a letter of appreciation from the military for teaching the food service specialists of the 123rd Aviation Battalion of the Colorado National Guard tricks of his trade. He is a Vietnam veteran and has served in the food industry for more than 45 years.

PVD: Economics Associate Professor Alexander Katkov, Ph.D., presented “Comparative Analysis of Economic Systems and Government Regulation” at the Seventh Annual Conference of the Asian Studies Association of Hong Kong in March.

DEN: Kris Hefley, associate professor of marketing, presented at the Manufacturers’ Agents National Association conference in Chicago in October.
When Gerry Fernandez '86, '96 Hon., founded the Multicultural Foodservice & Hospitality Alliance (MFHA) in 1997, its original goal was to put itself out of business. "Our purpose was to create career opportunities for people of color and minorities. We thought we would make so much progress, there would no longer be a need for us," he says 15 years later.

At the time, businesses were spending millions of dollars on diversity training that mostly focused on issues of race and gender. Intent on avoiding lawsuits over offensive language or racial differences, employers wanted employees trained, but avoided it for themselves. It was common for managers — and everyone else — to mistakenly use the terms diversity and affirmative action interchangeably.

Today, initiatives have moved beyond diversity and inclusion — creating an environment where employees feel like an integral part of the organization — to cultural intelligence. In an intelligent culture, every individual has an opportunity to contribute his or her strongest skills, talents and experiences towards their own success and that of the wider community. Globalization and today's increasingly diverse workplaces require cultural intelligence, Fernandez says: the knowledge and insights needed to engage others and function effectively amid a variety of cultures be they national, ethnic, organizational or generational.

"I am convinced that cultural intelligence will be a core competency going forward," Fernandez says. "Whatever the goal is: to get you on the bus as a tourist, to build brand, to get you medical coverage and get you through the line so that you understand it; if you don't understand how to interact with people across their cultures, you're going to lose out to people who do."

**BOTTOM-LINE BASICS**

According to David Livermore, author of "The Cultural Intelligence Difference," and frequent adviser to government agencies and Fortune 500s, the number one predictor of success in the 21st century world of fluid boundaries is not IQ, résumé or expertise; it's cultural intelligence (CQ). Livermore says research conducted over the last decade in more than 30 countries shows that people with high CQ are better able to adjust and adapt to the unpredictable,
complex situations of life and work in today’s globalized world, and are better at anticipating and managing risk and making decisions that involve multicultural dynamics. Studies of the impact of cultural intelligence on corporate profitability found that 92 percent of those employing cultural intelligence training, hiring and strategizing saw profits increase over an 18-month period and considered cultural intelligence a significant contributor.

As the U.S. workforce and consumer marketplace continue to become more diverse, and global business becomes the norm, it is increasingly evident that organizations that integrate CQ practices into their business culture will not only attract and retain the most talented employees, but more effectively market their brands to a multicultural customer base while gaining brand loyalty.

The advantages and perils of making cultural intelligence a strategic priority, or the consequences of neglect, blaze across headlines. In recent years, CEOs of Walmart, Target, Chick-fil-A and Applebee’s watched revenues dive after insensitive corporate politics drew viral outrage and backlash from offended ethnic, racial, LGBT and religious communities.

All could take lessons from culturally savvy McDonald’s that serves its own bottom line. The Golden Arches caters to the local tastes of discerning Parisiennes with the McBAGUETTE®, provides vinegar in Maine for Canadians who like a little sour on their fries, and offers nothing but real maple syrup on menus that say “maple” for the purists in Vermont.

OPENING CHANNELS

“McDonald’s has figured out how to do it right,” says Fernandez. In addition to sensitivity to the regional tastes of its customers, “they have women, blacks, whites, Latinos and Hispanics at every level of the organization. They have a black CEO, a white male number two and a woman number three because they put the walk in the talk.” For the individual walking the talk, cultural intelligence must take root more deeply than in sampling the foods, languages and musical genres of others. Stepping outside zones of comfort and the familiarity of core beliefs and convictions challenges mental capability, motivations and behavioral reactions to resolving cross-cultural problems. We each have
prejudices and predilections from our own upbringing, values and traditions. Those possessing a higher CQ tend to be consciously aware of others' cultural preferences before and during interactions, questioning cultural assumptions and adjusting their mental models to consider alternate perspectives.

Being intelligent about different cultural groups means knowing enough about oneself to look at the surrounding world through the lenses of others — be that urban, suburban, LGBT, Muslim, Caribbean, Brazilian or Yugoslav. Each has completely different identities, customs and religious, family and social structures, Fernandes notes. “When you paint them all with one brush, it's like calling anybody on the East Coast a Yankee fan. We Red Sox fans take great discomfort with that concept.”

In today’s global business world, we have to adapt to other cultures while remaining ourselves, says Provost Veera Gaul, Ph.D., ’91 M.S., herself a native of India and a driving force to create a culturally intelligent organization at Johnson & Wales. “We don’t have to agree with other people’s beliefs or values, but we need to learn, observe and develop working relationships with colleagues in other cultural groups. It means letting go of having to be right.”

**JWU BUY-IN**
Standing in front of a class of students in The Hospitality College at Johnson & Wales, Fernandes tosses out statistics that bring reason to a discussion on knowing and understanding social, ethnic and racial backgrounds in the emerging marketplace: According to the latest census, more than half the births in the U.S. are to minorities. While 1.1 Caucasians and 1.3 blacks are born for every one that dies, in the Hispanic community that ratio is eight to one.

By 2014, cultural intelligence education will be formally integrated into all Johnson & Wales arts and sciences programs, with every student involved, Gaul says. Revising the university’s mission statement to include a principle on embracing diversity for an inclusive community, leaders realized a diverse student body in itself was not sufficient.

“Every graduate will become part of a multicultural team of some sort,” says Ken Levy, vice president of special projects for JWU. “It’s to everybody’s advantage to be culturally intelligent. It will help them leverage the teams they work with, so they can be more effective.”

**CHAMPIONING CHANGE**
Johnson & Wales was among the first educational institutions in the country to glean the importance of engaging individuals across a broad multicultural range. In 1998, JWU sponsored and became a founding member of MFHA. The nonprofit organization partners with a broad array of organizations to promote diversity and its economic benefits to the food service, hospitality and lodging industries. As the industry’s diversity think tank, MFHA conducts benchmarking research, consults with companies on how to win diverse customers, and works with business leaders, organizations and educators throughout the U.S. Its first meeting was held on the Providence Campus.

“Johnson & Wales University has always been a different place,” says Levy. “We had large enough communities of students from different cultural groups that they were comfortable at our school. When we started working with MFHA, I began thinking about diversity more systematically. I realized that our diversity was organic and that we had not been strategic about creating it. We needed to know more...
about our students in terms of who they were, what community they represented.”

In 2011, JWU collaborated with MFHA to launch its Cultural Intelligence Initiative, to deliver cultural intelligence workshops nationwide and create room for intelligent discussions about race, ethnicity and culture in the workplace. Programs have included “Effectively Engaging Multicultural Employees: Myths, Perceptions and Realities,” and “Cultural Intelligence Experience.”

In February, MFHA, with JWU sponsorship, became the first hospitality industry association to hold an LGBT cultural intelligence event: “The LGBT Opportunity: Innovative Strategies to Engage LGBT Employees and Guests.” Eighty leaders and educators from across the industry attended the program at JWU’s North Miami Campus, and 100 percent of those who responded to a post-event survey said it had an impact on their understanding of and work with the LGBT community.

“JWU is the only institution that I know of where all four campus presidents went through a cultural intelligence experience that we offer,” Fernandez notes.

“We want our students to be effective global citizens able to work in a world where people will be different than they ...Their colleagues may not be down the street. They may be from different generations or religions, and live in China or France,” Gaul says. “We want our students and our graduates to be able to manage their feelings about differences and manage how they behave.”

Current students are already at an advantage. The latest Open Doors Report ranks JWU 85th in international student enrollment among more than 3,000 U.S. colleges and universities, and for those granting master’s degrees, 7th for enrollment and 20th for students sent abroad. Many will be entering service-oriented industries, notes Fernandez as he quizzes students about both their own cultural identities and the deeply ingrained preferences of a broad swath of nationalities and ethnicities.

“You have to get the cultural cues, understand body language, particularly in hospitality,” he tells students.

“Understanding the cultures of employees and customers and showing empathy toward their needs and points of view results in better relationships, returns business and prevents cultural conflicts and mistakes that can be costly.”

Sage advice from someone whose own organization and personal thinking have evolved from diversity training to the wider benefits of cultural intelligence.
Two years on the road through 15 countries — banned from one — with 15 items in a backpack provide ample history for the essays, photos and observations logged in “This Book is About Travel: A Modern Manual” by Andrew Hyde ’04 (CreateSpace). From Nepal, Colombia, Japan, Taiwan and Thailand to Australia, Kenya, Qatar, United Arab Emirates and Panama, Hyde brings energy and insights to the days, people, ethics and philosophy that bridged his worldwide adventure. Now living in Zürich, Switzerland, his work has been featured by “NBC World News,” The New York Times, The Washington Post, Entrepreneur and others.

An Octopus Named Mom” (Three Bean Press), Kathy Flaherty’s ’96 first book, is a whimsical children’s story about a young boy who wants more attention from his mom, whose hands are full with him, his younger sibling and household chores. He imagines how life would be better if his mom had eight hands instead of two, so she could spend more time with him. When his wish comes true, “An Octopus Named Mom” comes to life.

The colorful watercolor illustrations by Jennifer Caulfield Donohoe that accompany the story make the book an all-around delight.

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

The 1990s ushered in a period of growth and change for Johnson & Wales. Under the guidance of urban designer Andres Duany, university officials and business leaders met in 1991 to envision an institutional hub for downtown Providence. Three years later, Gaede Commons became the heart of the Downcity Campus. In 1992 JWU established its College of Business, The Hospitality College, College of Culinary Arts, School of Technology and School of Arts & Sciences. A Rhode Island legislative charter granted Johnson & Wales university status, and in 1993 JWU received regional accreditation from the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges (NEASC) and a six-year renewal of its national accreditation by the Accrediting Council for Independent Colleges & Schools (ACICS). In the same year, the College of Culinary Arts launched a bachelor’s degree program — the first of its kind in the U.S. — and community service-learning became a requirement for graduation.

The decade also saw expansion to North Miami in 1992 for the first full-service campus beyond Providence, with culinary, business and hospitality programs, JWU’s educational influence moved overseas as well, through a partnership with the Institute of Higher Marketing (IHM) Business School in Göteborg, Sweden, establishing a campus base that lasted until 2004. In the summer of 1993, JWU opened a campus in Vail, Colo., for an accelerated associate degree program in culinary arts.

J&W President John Yena and Providence city officials kicked off construction for Gaede Commons as Johnson & Wales was granted university status.
MISSION AND GUIDING PRINCIPLES

The Centennial Plan is a vision of our mission:

Johnson & Wales University … an exceptional education that inspires professional success and lifelong personal and intellectual growth

and guiding principles to

- Undertake continuous improvement and planning for a sustainable future.
- Foster a teaching-focused university that encourages appropriate scholarship and offers relevant programs that maximize student potential.
- Enrich our academic programs with experiential and work-integrated learning.
- Be cost conscious in our endeavor to provide an affordable private university education and be a good steward of our resources.
- Embrace diversity for a richly inclusive community.
- Model ethical behavior and local, national and global citizenship.
- Value our faculty and staff by investing in their quality of life and professional development.
- Provide facilities, technology and resources to meet the needs of students, faculty and staff.

2017

THE CENTENNIAL PLAN

A Blueprint for the Next Johnson & Wales Century

BY CATHERINE SENGEL

The expansive view of downtown Providence, R.I., from Mim Runey, LPD’s executive office on the sixth floor of Coolson Place looks out over the heart of Weybosset Street past Gaebe Commons and southeast toward Johnson & Wales’ Harborside Campus. As new Providence Campus president and chief operating officer, Runey presides over the thought hub of an increasingly emulated model of higher education.

What began with one typewriter 99 years ago is today a nearly $500 million operation employing 2,446 faculty and staff across four campuses to help equip students for careers. At a recent Rhode Island economic development forum of business, industry and education leaders, Runey drew loud applause when she noted that JWU provides stipends to students in unpaid internships.

"Others have supported internships, but not to the extent we have," Runey says later when discussing the university’s most recent strategic initiative — 2017: The Centennial Plan. "We invested over $4 million last year; we’ll spend over $4 million this year. By the end of the plan we will have invested $25 million on internship stipends. I don’t think anyone’s taken it to that level."

As the institution approaches its 100th year, the 2017 plan makes an unprecedented investment in strengthening the university’s future as a recognized leader. Internship

continued next page
stipends are just one of the keys to making a Johnson & Wales education more relevant and accessible.

JWU’s previous five-year plan, FOCUS 2011, called for greater rigor, relevance and excellence in the classroom guided by goals to increase retention, recruit a higher caliber of student and make a JWU education more affordable. A dictate from the success of FOCUS 2011, the university’s newest plan is in some respects “more of the same,” says Tom Dwyer, vice chancellor and executive vice president.

FOUNDATION REVISITED

In the process of aligning past direction with future goals, administrators tested JWU’s mission statement with students, staff and faculty across its four campuses and found its promise “to equip students with the conceptual and practical tools required to be contributing members of society and to achieve success in employment fields with high growth potential” no longer resonated.

“Our new mission is more apropos of where we are today,” says Dwyer. “We didn’t change the who we are; we just changed the expression of who we are” — Johnson & Wales University … an exceptional education that inspires professional success and lifelong personal and intellectual growth.

Changes began with JWU’s foundation. To prepare for the goals of 2017, reporting structures were reorganized when Runey stepped into her role in July 2011. The centralized University Office was scaled down and student services, admissions and finance became lodged at the Providence Campus, with administrators acting as advisors to the regional campuses.

With the Providence Campus as anchor, leadership is more campus-based, and regional campus presidents report to Runey.

Pivotal to the 2017 vision was the decision in 2006 to solicit students by different criteria in an effort to bolster retention rates. In addition to academic preparation, performance and outside activities, measure will now be given to motivation. The formula is proving positive. For the 2006–07 academic year, 67 percent of new students returned for another year of study. Fall 2012 saw the retention numbers reach 74.1 percent across all campuses (76.6 percent in Providence).

The success of FOCUS is a taxing blessing. Greater numbers of students increase stress on facilities. More students choosing to stay on campus challenges capacity, Dwyer notes. “Parking has always been a problem in Providence; now it’s a bigger problem. Increased retention in North Miami is causing some of the same demands for added space. And our residence halls in Charlotte are filling up, too.”

To bring facilities in line with need, $300 million is earmarked for improvements universitywide. Construction will include new academic buildings in Providence and North Miami, plus much-needed ball fields and a parking garage in Providence.

ENGAGING STUDENTS

The programs and types of instruction the academic structures will house are also being driven by a different quality of student. “In the classroom, we couldn’t affect academic rigor without having the student that could benefit from a higher level of work,” Runey notes. “We’re expecting different things from our faculty than what we expected before. We have to keep up with the expectations of the population we’re recruiting.”

To that end, 2017 commits $5 million annually to hire more full-time faculty and to support efforts to enhance credentials and reach full potential as teachers and scholars. Dwyer envisions shifting workloads and roles to adapt to varied learning styles, and instruction delivered through new media, online classes and the advanced technology that students expect from a top-tier 21st-century institution.
The arts and sciences curriculum is being reshaped to deepen students’ communication abilities and critical thinking skills within a context of what is expected by industry. New degree programs are planned along areas of future industry growth and better paying jobs — health sciences, communication studies and food sciences. Graduate accounting programs are already placing students on a fast track to certification, more targeted professional programs are being shaped and the university is pursuing provisional accreditation from the Accreditation Review Commission for a physician assistant’s master’s program.

To acclimate students to emerging work paradigms, an interdisciplinary approach to study and real-world classroom projects will allow marketing students to work alongside hospitality majors and future chefs to develop business plans with budding entrepreneurs. Education alliances with other institutions of higher learning throughout campus regions will widen opportunities for global learning and broaden both university and student potential.

**CHALLENGING COST**

Since its inception in 1914, Johnson & Wales has been a pioneer in education coupled with work experience. In recent years students have increasingly stepped from internships into full-time employment, but many have had to forego promising opportunities because of finances.

“We finished 2011 dealing with one of our biggest negatives — unpaid internships. We’ve turned them into stipend internships,” Dwyer says. Stipends will allow more students to take advantage of internships to become engaged partners with the university and employers in their progression toward careers.

“When people talk about experiential education and internships, Johnson & Wales will be at the forefront of that conversation,” says Runey.

But paid or unpaid internships are just one aspect of making college affordable. The biggest challenge facing universities, Dwyer notes, is the escalating cost of higher education.

“We have to make sure we’re not keeping people from benefiting from the value of a Johnson & Wales education because the entrance fee is too high. We can talk about the value of a Mercedes-Benz, but if you can’t get into the showroom it doesn’t matter what the value is.”

FOCUS 2011 opened doors by significantly increasing scholarship support. While student debt rose nationally by 8.3 percent at four-year colleges and universities over the course of the plan, JWU student debt decreased by 7.7 percent. Under 2017, financial aid will move beyond awarding progressive scholarships based on high school achievements to rewards for merit as students move through JWU. The Centennial Plan intends to distribute more than $150 million in annual scholarship aid for a total of $750 million by the plan’s completion.

“We don’t want someone borrowing $100,000 for a Johnson & Wales education,” Dwyer underscores. To foster a more financially astute population, students and parents are offered workshops in financial literacy and, along with alumni, now have access to iGrad, an online debt management and financial advising tool.

“Our plans are ambitious and expensive. We need to make sure we have a business model that allows us to do that,” he adds.

**STRUCTURAL STRENGTH**

An enhanced fundraising infrastructure has been developed to support strategic goals. The JWU Fund, established under FOCUS 2011 is one part of a more comprehensive approach to alumni programming and giving.

When Runey looks into the future, she anticipates Johnson & Wales continuing as a financially strong institution that is more rather than less affordable. "I see a minimum of 80 percent retention with a 60 percent graduation rate, with our graduates working in good jobs and becoming leaders in their professions."

Dwyer expects a new Center for Culinary Innovation will lead to different career paths in the food industry, from food science and culinary medicine to food product development — "the science and business of food and not just the art."

Building on the traditions of decades to shape the future, 2017: The Centennial Plan provides the foundation for a leading-edge institution positioned globally as a thought leader in 21st-century experiential education.
FUTURE FOOD

Johnson & Wales University has joined forces with “Modernist Cuisine” co-author Chris Young to redefine culinary education for the 21st century — and beyond.

BY ANDREA FELDMAN

PHOTOS BY PATRICK O’CONNOR PHOTOGRAPHY
It's a crisp, sunny fall day and 20 culinary deans, department chairs and chef-instructors from all four JWU campuses crowd around Chris Young — chef, biochemist and co-author of “Modernist Cuisine,” the culinary masterpiece that revolutionized science-based cooking — as he pours steaming liquid nitrogen into double-walled vacuum flasks.

In his uniform of chef’s whites, goggles and heavy blue gloves, Young looks equally suited for the kitchen or the laboratory — appropriate, because he's at JWU's Providence Campus to teach a modernist master class in the science of how cooking works.

Back in the kitchen, the liquid nitrogen is put to all sorts of uses, from cryo-shucking oysters and deep-freezing rib-eye steaks (all the better to fry them) to making frozen lime and green tea sours (a clear favorite).

Every corner of the kitchen hums with the barely contained excitement of chefs discovering new ways to use familiar ingredients. Vacuum-sealed watermelon slices emerge as crisp as Granny Smith apples. Clarified butter powder melts on the tongue, just like real butter, while olive-juice spheres pop like savory candy.

As the chefs crowd around stainless steel workstations to taste one another’s creations, words like “mind-blowing” and “inspiring” echo around the room.

Young’s class marks the start of a new era at JWU, a seismic shift in how JWU instructors — and subsequently students — will think about food and cooking.

“In the past, culinary education in general has focused almost exclusively on the how. Students have learned by rote,” says Karl Guggenmos ’93, ’02 MBA, university dean of culinary education. “JWU’s new culinary curriculum, set to roll out in 2014, will integrate the true science behind cooking, looking carefully at the hows, whys and what ifs.”

Currently in development, this truly contemporary curriculum will “provide a perspective on cooking and culinary technique that will benefit all of our culinary students,” notes James Griffin, Ed.D., ’88, ’92 M.S.

What is modernist cuisine? How did it evolve? Is it the same as molecular gastronomy, a term that critics align with the deeply technical style of cooking associated with such globally acclaimed avant-garde chefs as Spain’s Ferran Adrià, New York City’s Wylie Dufresne ’07 Hon. and Chicago’s Grant Achatz?

The Evolution of Modernist Cuisine

The term “molecular gastronomy” was first coined in 1992 as the title of a scientific workshop held in Erice, Italy, co-chaired by Oxford physicist Nicholas Kurti, French chemist Hervé This, Berkeley, Calif., educator-chef Elizabeth Cawdry Thomas and Harold McGee, whose influential 1984 book “On Food and Cooking: the Science and Lore of the Kitchen” is widely regarded as an essential text for anyone interested in the science of cooking.

“Erice normally hosted significant talks on physics and chemistry,” explains Young. “Kurti wanted a term that seemed serious enough for the posters.”

Although the media quickly latched onto the label as shorthand to describe chefs using innovative techniques — much to the dismay of academics and chefs alike — the Erice conferences positively influenced a whole generation of chefs looking to explore new possibilities in the kitchen.

McGee watched this paradigm shift with interest: “When my book came out a lot of the attention was more novelty
value," he notes. "But I gradually started hearing from chefs who were grateful for hard facts."

**Unguided Discovery**

Part of that first wave, Sam Mason began his education at JWU and continued it as part of New York’s wd-50 opening team. Back in 2003, when he and Dufresne were experimenting with new techniques to use in the restaurant, there were very few books — and certainly no Internet resources — to help them. "We were reading all these heavy science books to try to work out all the dishes we wanted to put on the menu," he says of those pioneer days. "We used to get one-pound samples of modernist ingredients [instead of the tiny amounts needed] because the laboratory supply companies didn’t know how to supply to us."

Although he and Dufresne loved the sense of freedom and discovery that operating without a safety net afforded them — "We came up with applications that no one had ever seen," Mason recalls — being part of the discovery phase brought its own challenges. "It was exciting to learn on our own, but we had a lot of help."

Two chefs who stepped in to assist were Heston Blumenthal, chef-owner of acclaimed U.K. restaurant The Fat Duck, and Chris Young, The Fat Duck’s head of culinary research and development, both of whom had been tinkering with modernist techniques in the restaurant’s experimental laboratory.

In 2007, Young returned to the U.S. to collaborate with former Microsoft chief technology officer Nathan Myhrvold on the book that would become "Modernist Cuisine." They chose the title to help push public perception beyond the myopic focus on flashy sci-fi techniques — gels, foams, foods disguised as other foods — and more toward the underlying science of everyday cooking. Young considers the work a distillation of McGee’s "On Food and Cooking," expanding its laser-precise explanations into step-by-step visualizations of the physical and chemical reactions that most cooks take for granted, such as

searing meat, frothing egg whites or emulsifying mayonnaise.

He is quick to assert that the majority of the techniques put under the microscope in "Modernist Cuisine" and in his master classes at JWU have been in use for hundreds, if not thousands, of years. He's just delving deeper into the science behind them.

**Simple Science**

Likewise, Young’s JWU classes are, at their essence, a study of "cooking as the manipulation of water and heat."

"We’re looking at water and heat as ingredients in a very detailed way," Young explains. "Heat is how we transform food, yet the way it actually works is deeply misunderstood by many chefs because it’s never been taught."

He cites a common example: "Chefs talk about 'moist' cooking versus 'dry' cooking. To a physicist that’s a meaningless distinction. What you’re really bringing in is the idea of humidity, but nobody talks about the implications that has on heat transfer or how seemingly similar techniques can yield different results."

Water is an equally potent force, "not only because it creates humidity, but because food is pretty much water with a bunch of impurities in it," Young says. "Carrots are a testament to nature's ability to engineer structure out of a liquid. One carrot has as much water in it as a glass of milk — roughly 88 percent water and 12 percent other stuff."

How much water is in a vegetable (or a piece of protein) determines how you cook and use it. Understanding this concept goes to the heart of what makes cooking work, and it’s the jumping-off point for Young’s intensive work with JWU faculty whose expanded awareness will filter into the curriculum currently being developed.

"We are a culinary university, not just a 'cooking school,'" emphasizes Guggenmos. "As such, we have a strategic commitment to embrace culinary arts as equal parts art, craft and science, with the full depth and breadth of the university’s infrastructure behind it."
Bringing the practical, scientific and creative aspects of the kitchen into balance will be a crucial goal of the new curriculum. Guggenmos and Griffin are quick to emphasize that culinary fundamentals will continue to be essential, ensuring that students develop core skills as well as a solid work ethic. “To truly understand modern cooking you must first build off a firm understanding of traditional cooking,” explains Griffin. But, he adds, “it’s always fun to play with old and new ideas in the kitchen. It can lead to innovation.”

Understanding Food
Just ask those who have attended Young’s master classes. His “question everything” approach has proven hugely inspiring to faculty, who, despite being seasoned professionals with well-honed styles and areas of expertise, found themselves challenged to recalibrate their culinary beliefs.

For chefs like Colin Roche, it was deeply revelatory. At first Roche, department chair of JWU’s North Miami Campus’ College of Culinary Arts, found Young’s lectures “in many ways contradictory to the traditional methods in which I had been trained.” Yes, the more he listened to Young’s plain-spoken explanations of the scientific principles behind common cooking techniques, the more he came around. “I realized this was analysis and critical thinking in action. It was eye-opening.”

Roche sees the potential for integration and application into the curriculum as multifaceted: “By breaking down what food is and what it is really made of, our students can gain a new understanding of food — which will in turn help them ask new questions, try new things and prepare for the future.”

Food science associate professor Lynn Tripp agrees. “Helping students better understand how science applies to food will ultimately make them better and more interesting chefs. Learning these scientific principles will also encourage our students to think analytically as well as creatively outside the box.”

To date, roughly half JWU’s culinary faculty have trained with Young and more than 1,000 students have attended his lectures. How students will benefit from this broader knowledge base is up to them. “These days, you don’t go to culinary school just to become a chef,” says Mason. “There are so many different areas you can go into — food science, R & D — and kids today are so much more receptive to the possibilities.”

Going Boldly
Although Mason was largely self-taught in modernist techniques, he acknowledges that students need a framework. “You really need someone to explain it to you. It has to be part of a curriculum, without a doubt.”

“This is a bold step for JWU,” says Philip Preston, president of PolyScience, the company that pioneered and popularized precise temperature cooking with their popular line of sous-vide circulators — and sold Dutresne one of their first models. “Students will gain a comprehensive understanding of basic principles, applications and food safety within the proper context. And that opens up a lot of possibilities for creativity. It’s going to have a phenomenal impact.”

“Cooking in the 21st century should be about embracing technology and having the desire to constantly gather knowledge about the past and the future,” notes Sean Brock ’00,
acclaimed chef-owner of Charleston’s McCrady’s and Husk, named Bon Appétit’s 2011 Best New Restaurant in America. “The more knowledge you have about the science of cooking, the more control you can have over the final product,” says Young.

In other words, science can help students become more efficient, consistent and creative in the kitchen. “Until you understand why you’re doing something, you can’t intelligently break the rules,” says Young.

Solid Foundations

At his restaurant Manta, in Los Gatos, Calif., owner and chef David Kinch ’81 sees far too many interns who know how to use hydrocolloids but have neglected essential skills, like how to roast a perfect chicken. Stressing that “those skills have to be second nature,” he cautions students against viewing some of the flashier modernist techniques as the solution to everything, or as an accelerated pathway to a personal style. “Abstract expressionists were all great realists before they forged a new style. You need a solid foundation first.”

As JWU and Young work on delivering that “solid foundation,” other aspects of the university’s multi-year project focused on culinary innovation are in various stages of development. JWU and Tulane University School of Medicine recently announced a groundbreaking long-term collaboration that unites doctors, nutritionists and chefs in improving the nation’s health through the teaching of culinary medicine. A bachelor’s degree in culinary science and a master’s in culinary nutrition are in the planning stages. The common thread running through both of them: Melding culinary arts with science.

“We already have hundreds of alumni working in research and development, food manufacturing and culinary nutrition,” says Griffin. “Expanding our offerings in the areas where culinary arts overlaps with science is a natural evolution for JWU.”

And by mastering the underlying science that drives culinary innovation, he notes, students will be able to take advantage of alternative career paths as well as creative opportunities for career progression.

A New Approach

Ultimately, JWU’s next generation of young culinarians will have to forge their own culinary aesthetic out of the many techniques and cuisines they will learn in class and through internships. And modernist techniques will be just another tool in their arsenal, opening students to new paths and ways of thinking about food and cooking.

“Even if students decide to do something the ‘simple way,’ their way of approaching cooking will have been changed by their exposure to modernist concepts,” says McGee. “The freedom of thinking is the most important thing.”

No matter what, says Brock, the goal should always be to make food that’s delicious. Ultimately, he says, “We need rustic food to comfort us and modern food to intrigue us.”

A plate from Chris Young’s Modernist Cuisine dinner at the Providence Campus
GET MODERN

Master the techniques of modernist cooking with Chef Chris Young, senior consultant to JWU and co-author of *Modernist Cuisine: The Art and Science of Cooking.*

ChefSteps.com, Young's new free online culinary school for professional chefs and home enthusiasts, offers a totally new approach to learning the art and science of cooking.

Learn step-by-step techniques for creating new flavors and textures from a world-renowned team that makes the technology of food easy.

Sign up at www.chefsteps.com

**Purchase Modernist Equipment at a Discount**
Special discount pricing of thermal circulators (for sous-vide cooking) from leading manufacturer PolyScience for alumni, students, faculty and staff.
Purchase online: www.jwuharborside bkstr.com
Hilton Worldwide Provides JWU with $1 Million Gift

Students in The Hospitality College at the Providence Campus cheered at the presentation of a $1 million check from Hilton Worldwide to Johnson & Wales University in September. In a packed Schneider Auditorium, JWU trustee Clay Snyder '93, director of brand performance for DoubleTree by Hilton, and Robert Palleschi '86, DoubleTree global head, were joined by Hilton Worldwide’s Rodney Moses, vice president of global recruiting, and Meghan Magette, campus recruitment manager, along with JWU leaders, for official ceremonies.

"The Hilton Corporation was one of the first companies to come on the Johnson & Wales University campus to recruit new employees," said Chancellor John Bowen '77. "We are proud to have maintained such a strong, mutually beneficial relationship for so long, and accepting the generous gift from Hilton on behalf of almost 17,000 JWU students was a definite high point in our longtime partnership."

Snyder and Palleschi told their audience about the history of Hilton Worldwide, its business model and opportunities for internships and programs available for current students. Speaking about their own experiences with the global hospitality company, they credited JWU with preparing students to be great employees for Hilton Worldwide.

Both enjoyed their return visit to their alma mater.

"It is great to see the knowledge level of the students and the bright futures that they have ahead of them," Snyder said. He noted that getting Hilton Worldwide more involved with the university and its students will continue to be one of his constant goals. "I'm looking forward to celebrating many more successes together."

Palleschi was excited by the atmosphere. "There is such great positive energy, passion and a commitment to excellence. Clearly the university is preparing these future leaders to take our industry to new heights."

Funds from the $1 million gift will support student scholarships and faculty development opportunities.

Page Sciutto

Above, L-R: Robert Palleschi '86, Providence Campus President and COO Mim Runey, LRD, Clay Snyder '93, Michael Petrillo, Maureen Dumas, Rodney Moses, Chancellor John Bowen ’77 and Meghan Magette.

Left: JWU trustee and director of brand performance for DoubleTree by Hilton Clay Snyder Sr. ’93 spends time with students at a reception at Schneider Auditorium.
New Team Takes Lead in Charlotte

With a new director onboard backed by a staff of already well-known members of the JWU family, a full Development & Alumni Relations team is ready to work with alumni and friends on the Charlotte Campus and surrounding areas.

Darlena Goodwin joined the staff as director in May. A native of North Carolina, Goodwin has executive-level fundraising experience with the United Way, hospitals, higher education institutions and public television. She became an admirer of JWU during the 20 years she spent in Rhode Island.

Vanessa Garcia, who served as a manager of alumni relations from 2007 through 2010, rejoined the Charlotte team as assistant director in February, after a stint at Barry University’s director for alumni programs. In August, Chris Plano ’93, ’95 M.S., was promoted to manager of alumni relations. Plano was previously student activities coordinator and was part of the team that opened the Charlotte Campus in 2004.

Victoria Doughty, development assistant, completes the team. A JWU employee since 2010, her responsibilities include supporting the department’s fundraising and outreach efforts.

“We have assembled a strong Development & Alumni Relations staff enthusiastically working to enhance relationships with JWU alumni, students and friends,” notes Charlotte Campus President Art Gallagher. “We have many exciting plans for this year and beyond, which will continue to strengthen JWU throughout the Southeast.”

— Darlena Goodwin

STUDENTS MEET CERTIFIED ANGUS BEEF DONORS

Eric Tirone ’13, of St. Louis is majoring in culinary arts and food service management and hopes to work in the industry after graduation and to one day join his brother, Christopher Tirone ’04 in opening a restaurant. Afiya Augustus ’14 is from Christianssted, St. Croix, U.S. Virgin Islands and majoring in culinary arts and food service management. Like many students, her family has been impacted by the economy, and scholarships have made the difference.

For several years, representatives from Certified Angus Beef (CAB) have visited Johnson & Wales to observe the academic and hands-on programs that give graduates the competitive advantage in the workforce. When meeting students, they were taken with their work ethic and the fact that many held full- or part-time jobs while in school to help with expenses. Mary McMillen, director of consumer marketing for CAB, announced earlier this year that a scholarship fund has been established at JWU by the global purveyor of high-quality beef products to assist students in the College of Culinary Arts at all four campuses.

“We recognize that students are faced with many challenges today in paying for their education and through the scholarship fund, recipients will have some help in attaining their goals. We are impressed with the quality of graduates coming from JWU, such as those employed by Certified Angus Beef. Our hope is to help future industry professionals with the scholarships.”

Tirone and Augustus were awarded the first scholarships to Providence Campus students for the 2012–2013 academic year. Both had an opportunity to meet McMillen and her colleague, Mark Polzer, vice president of business development, during a recent campus visit.

“This scholarship has helped me tremendously. It has given me more peace of mind and encouraged me to continue my education,” said Augustus. “Thank you for helping me to achieve my dreams.”

Tirone said, “Receiving this scholarship allows me to continue my education and I am inspired to do well. I am grateful and appreciate this gift.”

— Fran Audette

ABOVE, L–R: Karl Guggenmos ’93, ’02 MBA, university dean of culinary education, with Mary McMillen, Eric Tirone ’13, Afiya Augustus ’14 and Mark Polzer of Certified Angus Beef.
Message from the Outgoing Alumni President

During my time as Alumni Council president, I witnessed a number of firsts that will lead to exciting engagement opportunities for our alumni in the near future. From campus panel discussions to alumni business exchanges and reunions, our alumni found meaningful ways to give back and to stay connected. I’m proud of our accomplishments and look forward to what Bryant McCombs ‘87, our new Alumni Council president, will achieve during his tenure.

You are part of a vast network of alumni pursuing successful careers across the globe. We are now more than 89,000 strong with alumni worldwide. As alumni, supporting your local alumni chapter, assisting with recruiting new students and supporting the JUW Fund should be top priorities. Your support helps to ensure that the university succeeds in providing exceptional learning experiences for current and future students. So let’s continue this legacy at JUW!

As I settle into the role of past president of the Alumni Council, I look forward to attending alumni events and connecting with as many of you as possible.

Best Wishes,

Staceyann Sinclair ‘01

Online > stacey403@yahoo.com

Your Support Ensures Our Progress

After serving as Philadelphia Chapter president for nine years and as Alumni Council vice president for one year, I now have the honor of serving as your new Alumni Council president. I must admit it’s going to be a difficult task to follow in the footsteps of our past president, Staceyann Sinclair ‘01. I appreciate all of her efforts and her unselfish service to the university. Knowing Staceyann, we will continue to benefit from her involvement.

As president, I will focus on increasing active alumni participation and support of the university’s strategic objectives. We hope to improve channels of communication and look for ways to deepen engagement through affinity-based programs. Our chapters will continue to aid in student recruitment, develop scholarship programs and enhance student and professional growth. Together we can influence the future of our alma mater and build a legacy that will maintain the name of the university while strengthening our reputation and increasing the value of our degrees.

As alumni, you are encouraged to frequently visit our alumni website and Facebook page to stay connected and abreast of pertinent activities within our chapter network.

There are many avenues to reconnect and get involved with your local chapter. Please contact your local chapter president and offer your time and talent. It is through your active support that our alumni chapters remain relevant and growing.

As we move forward, I ask for your candid feedback and suggestions, and I encourage you to email me and let me know what issues are important to you.

Best Wishes,

Bryant McCombs ‘87

Online > bmccombs@alumni.jwu.edu
All in the Family

Being a Wildcat is a family affair—if you went to Johnson & Wales, the university considers your family a part of the JWU alumni family. We invite you to embrace JWU traditions and enjoy the Wildcat spirit by attending alumni events, sporting JWU merchandise and spreading the good word about the university.

Lately, many Wildcat families have gotten more involved with the school and with other alumni. They’re turning out in high numbers at special events such as touring Gillette Stadium during a Patriots game, dressing in costume and partaking in Halloween festivities at the Charlotte Spooktacular, engaging in friendly lawn game competitions at a Chicago picnic, and cheering on the Atlanta Braves at Turner Field.

Alumni events are a way to share the excitement of being a Wildcat with those you cherish. This even holds true for kids. Although they may not be thinking about college yet, it’s never too early to feel the Wildcat pride. Childhood can actually be the ideal time to bring your kids to your alma mater’s campuses. Sporting events, community activities and other events can spark excitement in youngsters who aren’t yet worried about grades or finances. It’s also a great way to introduce pre-teens and younger teens to new social networks and let them see the special role that colleges and JWU in particular, have in the community and in the lives of their graduates.

Many JWU alumni were the first in their families to go to college and blaze new educational and professional trails. It is a fact of which JWU is very proud. We want to continue that inspirational attitude by making it easier for children of alumni to pursue their dreams by awarding them JWU Legacy Scholarships. It’s our way of helping you build a tradition of educational excellence in your family. The JWU legacy is more than a generational bond between you and your child, it’s an endowment for the future.

—Shannon Robbins and Terrence Williams ’89

To learn more about JWU Legacy Scholarships, call 800-DIAL-JWU.

Online > www.jwu.edu/Alumni-Sub.aspx?pagoid=62752

WAYS TO STAY CONNECTED

Join the conversation on Facebook.
Facebook > facebook.com/JWUAlumni

Gather with friends both new and old at special alumni events.
Alumni events > alumni.jwu.edu/events

Post job openings for alumni or provide a student with an internship.
Jobs & internships > jwu.experience.com/er/security/login.jsp

Use the alumni finder to stay in touch with friends and keep your info updated so they can find you.
Alumni finder > alumniconnections.com/ocl/membersonly/JWU/memberupdate/memberupdate.cgi

Publicize your accomplishments and news by submitting a classnote to JWU Magazine.
Classnotes > alumniconnections.com/ocl/membersonly/JWU/classnotes/classnotes.cgi

Support the JWU Fund to keep the JWU name going strong.
JWU Fund > alumni.jwu.edu/JWUFund

Ask your employer about matching your donation to the JWU Fund to double its impact.
Matching gifts > giving.jwu.edu/retcommunity/page.aspx?pid=350

Advocate JWU to promising prospective students.
Advocate JWU > www.jwu.edu/alumni

Show your pride by wearing JWU apparel.
JWU apparel > www.jwubks.com

Take Control of Your Future With iGrad

As part of its commitment to affordable education as well as student and alumni financial literacy, JWU is proud to offer iGrad, a financial management and job search tool.

Seeking employment? See what’s out there through iGrad’s job search tool. Take control of your future. Check out iGrad now.

Online > igrad.com/schools/jwu

Graduates from the classes of 2011 and 2012 can also access iGrad through jwulink.

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FALL/WINTER 2012 35
Wildcat Center Dedication

On a beautiful October Saturday, a few hundred alumni, students, faculty, staff and friends christened the newly-named Wildcat Center on Providence's Harborside Campus. Later in the day, 100 former athletes attended the 4th Annual Athletes Reception, where they caught up with former teammates and coaches and got to meet the new executive director of athletics, Mel Graf.

2013: industry events

January

14 – 15 Hotel Investment Forum India, Lesia Kompinsky, Gurgaon, India
23 – 26 Anfas Hotel Equipment, Amsa, Turkey
28 Marketing to Latinos Travel, Tourism and Hospitality Conference, New York, N.Y.
29 – 31 37th Annual Hotel, Motel & Restaurant Supply Show of the Southeast, Myrtle Beach Convention Center, Myrtle Beach, S.C.

February

5 – 7 ONE Travel Conference, Westin South Coast Plaza, Costa Mesa, Calif.
22 – 24 Los Angeles Times Travel Show, L.A. Convention Center, Los Angeles, Calif.
26 – 27 Mobile Host Show, Orlando, Fla.

March

3 – 4 Ocean City Hotel & Restaurant Spring Trade Expo, Ocean City Convention Center, Ocean City, Md.
3 – 5 CABS InnSpire Conference, Hyatt Vineyard Creek, Santa Rosa, Calif.
3 – 6 GBTA Australia/New Zealand Government Travel Symposium, The Bravern, Medina, Washington, Australia
6 – 10 ITB Berlin, Berlin Exhibition Grounds & ICC Berlin, Berlin, Germany
12 – 13 World Cargo Symposium, Doha, Qatar

For upcoming alumni events or information visit: alumni.jwu.edu/events
Summer Sizzler

Orlando alumni kicked off the season in style when almost 50 alumni filled the Walt Disney World Swan hotel on May 31st and celebrated with friendship and prize giveaways.

Atlanta Braves Game

A handful of alumni got together in September to tailgate before a game at Turner Field, then took in the game against the division rival Washington Nationals.

Spooktacular

The Charlotte Campus hosted Halloween festivities including pumpkin bowling, bobbing for apples and pumpkin painting for 150 alumni, family and friends.

Brewery Tour & Tasting

In May, 40 alumni toured Cigar City Brewery in Tampa, Fla, and sampled the craft beers brewed from locally sourced ingredients.
1978

ROGER ST. LAWRENCE PVD
Myrtle Beach, S.C.
Roger is corporate culinary support and Southeast regional executive chef for Orations Food Services. "I've always loved the menu planning and travel part of my job, going to other venues for high-profile events and incorporating new menu ideas. My new position encompasses all of that and more. Since January, I've been throughout the Southeast, Tennessee, Pennsylvania and New York. Next up: Sonoma (Calif.) County Fair to run a gatstropub from mid-July through mid-August. Life is good!"

1979

STEVEN BISHOP PVD
Winnisnton, S.C.
Steven is executive chef and food and beverage manager at White Oak Conference Center in Winnisnton.

JOSEPH GIAQUINTO PVD
Auburn, Mass.
Joe opened his own sandwich shop, Joe's Sandwiches and Deli, in Worcester. With 30 years of experience, his emphasis is now on fresh foods — cooking his own meat, cutting his own fries, and baking his own bread — and spreading his stores to locations throughout Massachusetts.

1980

KATHY (KEARNS) CASO PVD
Jamestown, N.C.
Kathy is office manager at Brotherton Ford Yeoman Berry & Weaver PLLC in Greensboro.

MEG JOHNSON PVD
Bridgeport, Conn.
Meg and her husband, Eric, are owners of Bridgeport's Great Event Decorations. Since expanding in the '90s, Great Event Decorations has been able to serve proms, birthdays, corporate events, graduations and more. They have pioneered new trends and received praise from local businesses.

1981

ROLAND GLOVER PVD
Manchester, Conn.
Roland is executive chef for Sodexo ECHW in Manchester.

1982

BRUCE SILVERLIEB PVD
Lynn, Mass.
Bruce is founder and owner of The Party Specialist in Lynn.

1984

JOSEPH DUNBAR PVD
Ellicott City, Md.
Joe is corporate quality manager at Enterprise Information Services in Vienna, Va. He, his wife, Cheryl, and their three teenagers live in Ellicott City.

BRYAN KALMAN PVD
Roslyn, N.Y.
Bryan is director of catering for The Roosevelt Hotel in midtown Manhattan, capitalizing on his extensive experience with deluxe hotels.
1988

REBECCA 'ROBIE' (HOFFMAN) COATNEY PVD
Lincoln, Neb.
Robie is owner-breeder at Harlequin Hedgehogs at The Quillery in Lincoln.

MATT BROUGH CHS
Atlanta, Ga.
The 2004 hurricane season forced Matthew to close his beachside restaurant, Matt's Tropical Grill, but
he bounced back in 2008 with Matt's Casbah, in Melbourne, inspired by his
years traveling the world.

JEFFREY SWIRSKY PVD
Jeffrey is general manager at Hilton Garden Inn Philadelphia Center City.
He was assistant general manager at the Radisson Resort Orlando.
Jeffrey moved with his wife, Dawn, and four children to the Philadelphia area.

MIAH TARGIA PVD
Irmo, S.C.
Michael serves as manager for audits at assurance practice Moore Beaulieu & Woodham LLP in West Columbia.
He is a certified forensic accountant and designs internal controls, inspects
fraud cases and assists in litigation.

PETER WARD PVD
Waterville, N.Y.
Peter is technical counselor at Rich Products Corp. and Flavor Right Foods in Buffalo. In the two years I have been
with Flavor Right Foods, I have traveled all across the East Coast working with
in-store bakeries, showing new products and decorating ideas. I have even
traveled to Saudi Arabia to show new icing to bakeries in Jeddah and Riyadh.

1989

ROBERT CARTER CHS
Mount Pleasant, S.C.
Robert's latest project is Carter's Kitchen in Mount Pleasant, where he is chef, owner, mentor and teacher.
He previously worked as executive chef at The Inn at Blackberry Farm
in Tennessee and helped open and operate the Peninsula Grill in Charleston for many years.

CHRISTOPHER CRAMER PVD
Plantation, Fla.
Christopher is executive chef at Panorama at Coconut Grove in Miami.

VIRGINIA PHILIP PVD
West Palm Beach, Fla.
Virginia is owner of The Virginia Philip Wine Shop & Academy, offering eight courses about wine appreciation and
sommelier accreditation. She is one of only 21 women in the world to have earned the title Master Sommelier.
Jessica Tien '85

**Personal Crisis Becomes a Career**

"In order to make sure something is done right, I prefer to do it myself," says Jessica Tien '85.

After completing her double major in marketing and management at the Providence Campus, Jessica worked for six years as an operations analyst and quality assurance auditor for a bank. Then, her personal life took a turn that propelled her into a new career.

When her ex-husband threatened to sue her for custody of their son, Jessica knew the stakes were too high to trust anyone else with the job. So she studied for the LSAT, went to law school and was admitted to the Florida Bar in 1998. Her Motion for Contempt for child support in arrears was her first act as an attorney.

In addition to a new profession as an attorney, Jessica had found a niche: children’s legal battles. Upon earning her J.D., Jessica established her own law firm, Tien Law Group, specializing in child custody, family law and juvenile law. Jessica finds helping children, especially those who have been abused, so enriching that she volunteers her legal services as an attorney ad litem, or guardian of their legal proceedings. She cherishes the opportunity to represent the voices and the best interests of her underage clients and especially enjoys watching them "growing up, getting adopted, getting their lives back on track."

Outside of practicing law, Jessica is active in the local sports scene. She is a football referee for youth and high school leagues and a member of the Tampa Bay Chinese Dragon Boat team which will be competing in Taiwan’s Dragon Boat Festival Race next year and, with her son as her teammate, is a competitive billiards player hoping to make it to the 2013 national APA competition. —S.R.

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**MARIANNE PIZZITOLA PVD**
Shippensburg, Pa.

Marianne opened Our Community Farmers’ Market in Shippensburg to bring farmers, local artisans, chefs and bakers together to showcase locally grown food and agriculture. “Buy fresh, buy local. We pair restaurants with farmers for a true farm-to-table meal. In addition, I run a dedicated gluten-free and allergen-friendly bakery.”

**RICHARD THOMAS '92 M.S. PVD**
Westfield, N.J.

Richard is vice president and general manager, responsible for U.S. and Canadian field sales and operations, for Experis, which provides professional resourcing and project-based workforce solutions.

**1990**

**DAVID SMITH PVD**
Atlanta, Ga.

David is owner and life coach at I Speak Life Coaching in Atlanta.

**HEIDI WILSON PVD**
Portsmouth, N.H.

Heidi is Salisbury Bank’s new branch manager for its Lakeville location.

**1991**

**JOAN BABCOCK CHS**
Faison, N.C.

Joan is co-founder and co-owner of Southern Exposure, a weekly tradition for Faison churchgoers gathering for Sunday dinner. The restaurant also accommodates special events and hosts community and social organizations.

**GREG GRISANTI CHS**
Batavia, Ohio

Greg developed the new Primetime Burgers for Frisch’s Big Boy in Cincinnati and has been promoting them on radio and television.

**GREG MOMAT PVD**
South Plainfield, N.J.

Greg is director of operations and support for CRMC-Wyndham Hotel Group.

**KAREN SNOW PVD**
Houston, Texas

Karen is performance development consultant at CWT Meeting & Events in Houston.

**1992**

**MICHAEL FITZPATRICK PVD**
Conway, Mass.

Michael is co-founder of Aroma Tavern & Grill in Manomet, Mass., after 25 years of experience in Boston. Quincy and South Shore area restaurants. He describes the menu for Aroma as "new American cuisine."

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**Online: tienlaw.com**

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40 www.jwu.edu
ALUMNI OVERSEAS

2003
ATUL PANDEY PVD
Haryana, India
Atul is general manager at Best Western India in Ahmadabad, Gujarat, India. He was promoted from director of food and beverage.

ASHISH SHARMA PVD
New Delhi, India
Ashish is convener of a national cell of "Friends of the Bhatiya Janta Party," the main opposition party in India. He is also director of marketing and business development for the Pride of India group of companies.

CHARLES VOUDOURIS PVD
Miami Beach, Fl.
Charles is executive sous chef for Coba restaurant in a Viceroy Anguilla luxury resort. He trained under

2009
TAIESA LASHLEY NMI
St Thomas, U.S. V.I.
Taisa represented the U.S. Virgin Islands at the 2012 Miss World competition in Ordos, China. She also volunteers for Habitat for Humanity.

2011
DEANDRA EBANKS NMI
Grand Cayman, Cayman Islands
Deandra is reservation sales manager at Red Sail Sports in Grand Cayman.

LISA POMEROY PVD
Northampton, Mass.
For the second consecutive year, Lisa earned the AHP Editorial and Graphics Award for Freelance Writer, Equine-related Journalism, with an article in the Spring 2011 Issue of Horses in Art magazine entitled "Hats Off for the Horses," a profile of haute-couture milliner Sally Faith Steinmann of Maggie Mae Designs and her support of retired racehorses. The award was presented in June in Williamsburg, Va. Lisa is also media liaison for the Intercollegiate Horse Show Association.

1993
CHRISTOPHER BIMER PVD
Scottsdale, Ariz.
Christopher is district sales manager for Sysco in Toulouse.

GREGORY HOWARD PVD
Colorado Springs, Colo.
Gregory founded an Internet-based company, Live On Local.

PAMELA KERN PVD
East Patchogue, N.Y.
In 2011, Pam earned her master's degree in social work from Columbia University within the World of Work program, examining the effects of human behavior in workplace environments on companies' revenue streams and bottom lines. Influenced by her 14-year career at sea, she researched occupational conditions unique to maritime work settings. She joined Holland America Line in 1995 as a front desk supervisor and worked her way to guest relations manager, where she developed a valuable understanding of the psychosocial dynamics on a "floating city.

She will be a guest speaker at numerous conferences in 2013.

ERIC WEINER PVD
Cranston, R.I.
Eric founded All Occasion Limousine in 1990, while a sophomore. In 2008, he was named Small Business Person of the Year for the State of Rhode Island. In 2010, after 20 years, he sold the business. "I am proud to be working with small businesses in the hospitality field to help them work on growing their business. I specialize in helping business owners work on, instead of in, their business."

CHERYL WILLIAMS PVD
Frederick, Md.
Cheryl is general manager at Hampton Inn in Martinsburg, W. Va.

1994
JOHN BYNUM PVD
Salem, N.H.
With Star Island Corp. since June 2011, John was recently promoted to food service manager. In his new role, John creates healthier dishes for events such as the post-reception of the Gosport Regatta, held at the Oceanic Hotel in June at Gosport Harbor and Star Island.

KENDRA LORING PVD
Albuquerque, N.M.
Kendra is a featured blogger at www.ponyupkentucky.com.

1995
JAMES HARRIS NOR
Brigantine, N.J.
James has been recognized by Worldwide Who's Who for excellence in leadership in culinary arts. He credits his success to his career-driven mentors in the field. He is restaurant chef at Berkshire Grill in Atlantic City where he specializes in gluten-free meals.

JOHN MORRISON NOR
Onancock, Va.
"Johnny Mo, the Musical Chef" began cooking and playing guitar early in life. At 13 he worked as a prep cook in his godfather's restaurant. Today, he is the owner of Mallards at the Wharf, Mallards Sidewalk Cafe and Mallards Catering & Entertainment. He has produced two book-CD packages, "Rock in the Kitchen" and "Rock the Party," which combine recipes with recordings by his band.
KAREN NICOLAS PVD
Boalsburg, Pa.
Food & Wine magazine named Karen among the Best New Chefs of 2012. Karen is executive chef for Equinox Restaurant in Washington, D.C. She has previously worked at Hawthorne Lane in San Francisco and Gramercy Tavern in New York.

THEODORE STAY NMI
Ingleside, Ill.
Theodore is executive chef of the Park Avenue Wine Bar in Barrington and at its sister restaurant, McGonigal’s Pub, featuring American cuisine. Theodore was formerly chef at Stonewall Orchard Golf Club in Grayslake.

1996
JASON BACH PVD
Austin, Texas
Jason launched Chicago-based Education Litigation Group LLC, representing students, parents and teachers nationwide. He also owns The Bach Law Firm LLC in Las Vegas and The Bach Law Group PLLC in Austin.

JEFFREY BANE CHS
Fort Wayne, Ind.
Jeffrey is dean of culinary education for The Chef’s Academy, overseeing the development of curriculum at both the Indiana and North Carolina campuses. He received the 40 Under 40 Leadership Award from Triangle Business Journal. His efforts with nonprofits have provided roughly $500,000 meals for poverty-stricken families of North Carolina.

CORinne ‘CORie’ CURTIS PVD
Matthews, N.C.
Corie is interim executive director of North Carolina Biotechnology Center’s Greater Charlotte office. She started with NCBiotech as a regional coordinator in 2011 and before that was executive director of the Lucille Ball Desi Amaz Center in Jamestown, N.Y.

JEFF JOHNSON PVD
South Carver, Mass.
Jeff is director of food and beverage operations for the Hyatt Regency in Minneapolis, Minn. In 2007, he was awarded Manager of the Year at the Hyatt Regency in Sarasota, Fla.

ANTHONY PERN A NMI
Ponce Inlet, Fla.
Anthony and his brother, Danny, are opening their diner, DC-7, in New Smyrna Beach, by restoring a 1956 DC-7 airplane. It will seat 49 guests and evoke nostalgia for the luxury air travel of the 1950s.

DANA (GOLDSTEIN) SHEFSKY PVD
Memphis, Tenn.
Dana is director of brand and guest technology at Hilton Worldwide, charged with designing and implementing its next-generation guest services platform. Dana is a Certified Hospitality Technology Professional, certified by the Hospitality Financial and Technology Professionals Association. She is one of fewer than 400 worldwide.

1997
DAVID BIRNBAUM PVD
Brooklyn, N.Y.
David is area sales manager at David Rosen Bakery Supplies in Brooklyn. He was previously employed at American Golf Corp. as event sales director. “Now I am working with a bakery supply company. We furnish all the raw ingredients for your finished baked product.”

MICHAEL FERNANDEZ DEN
Tuscaloosa, Ala.
Michael opened Moes’ Original Bar B Que restaurant in Vail, Colo., with his two longtime friends, Jeffrey Kennedy and Ben Gilbert, after they became homesick for southern-style cooking. Today, “The ‘Bama Boys,” as they are known, offer original Alabama barbecue at 20 locations across the country.

ANISHA (JONES) JACKSON PVD
Kansas City, Mo.
Anisha is sourcing manager at Ericsson in Overland Park, Kan. She was previously employed at CenturyLink as senior sourcing analyst.

JEFFREY SATTERLY CHS
Cary, N.C.
Jeffrey worked with Chef Marco Shaw to transition from his role as executive chef at Frazier’s to become Piedmont Restaurant’s new chef de cuisine in Durham.

KATHRYN SACKLIN ‘02 MBA PVD
Tiverton, R.I.
Kathryn will begin the Becker CPA Exam review course in June. “With the guidance of [accounting professor] Kevin Fountain, I know I will pass the first time. I just retired from the USPS and I’m looking forward to my new journey!”

JENNA (HARGRAVE) VILLALOBOS CHS
Banning, Calif.
Jenna is corporate director of reservations and leisure sales for KSL Resorts. She was formerly director of revenue management at Rancho Las Palmas Resort in La Quinta.

MICHAEL WASLE CHS
Raleigh, N.C.
Michael is an independent representative and business owner who does book fairs and fund-raising around North Carolina. He has been doing this for 12 years.

1998
AMANDA (MILLER) AUBLE PVD
Coventry, R.I.
Amanda recently purchased PD’s Pizza in Peace Dale. “PD’s Pizza has been located in the South Kingstown area for over 15 years and I look forward to the challenges that owning my own business will bring.”

MICHAEL BLOISE NMI
Hollywood, Fla.
Michael is executive chef at SUSHISAMBA in Miami. During his five years as executive chef at Wish, he garnered major awards, including five Mobil Four Star Awards and five AAA Four Diamond Ratings.

DAVID ENGLER PVD
Gurley, Ala.
David is guest service manager at Holiday Inn Downtown in Huntsville. David was previously night auditor at Hampton Inn and Suites. “I was looking for a change and to grow in the industry. Currently, I am trying to get fully staffed and adapting the older staff to the changes I am wanting for a better future.”

DAVID FELTON PVD
Fanwood, N.J.
Working closely with local growers, David is executive chef at Ninety Acres Culinary Center at Natirar Estate in Somerset County, which is 80 percent farm-to-table. In 2009, he was named The People’s Best New Chef in the New York area by Food & Wine magazine.

ADAM GOLOMB PVD
Pittsburgh, Pa.
Adam is director of marketing for new formats, at Giant Eagle in Pittsburgh. He was previously employed as director at Earl Park Hospitality Group. “In my new role, I am responsible for the marketing for a $2.5 billion portfolio of grocery and convenience store concepts (Market District, Get Go, Giant Eagle Express, and Valu King).”

JENNA JOHANSEN VAIL
Denver, Colo.
Jenna was featured on Bravo TV’s “Around the World in 80 Plates,” which debuted in May 2012. She faced off against 11 other contestants in a 40-day culinary competition that took them around the globe, learning different styles of cuisine and applying them to kitchens in famous restaurants.

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ALISTAIR KRIE PVD
Monroe, Conn.
Alistair is information technology director with NexVue in Stamford. He began with NexVue in the summer of 2000 as an enterprise network specialist.

DAVID LANI CHS
Round Hill, Va.
David is head chef at La's Bistro in Ormond Beach, Fla. After gaining experience on Long Island at Oakdale House and Park 70 Bistro, he is inspired by the passion both his parents had for cooking and by his family's Italian heritage.

GREGORY ROTHMAN PVD
Chester, Conn.
Greg has been at The Sagamore Resort for four years and recently was promoted to head chef of Bella Vita Restaurant.

1999

SAUNDRA 'MICHELLE' BLANTON PVD
Miami Beach, Fla.
Michelle is area sales manager at Southern Wine & Spirits in Miami Beach.

CHRISTOPHER EDWARDS CHS
Sterling, Va.
Christopher is executive chef for the Restaurant at Patowmack Farm in Lovettsville. His career began as a kitchen worker at Red Robin, he subsequently worked as chef at McCrady’s Restaurant in Charleston, S.C., at El Restaurante El Bulli in Spain, and at Ritz-Carlton’s Maestro in McLean, Va., with Fabio Trabocchi.

MELANIE KAMAN PVD
Denver, Colo.
Melanie is sommelier at the esteemed Flagstaff House restaurant in Boulder. She was formerly wine director of Mirepoix restaurant. She is a certified Specialist of Wine and earned a Certified Sommelier accreditation from the Court of Master Sommeliers.

TIMOTHY LABONTE PVD
Portland, Maine
Timothy is executive chef for Eve's at the Garden in Portland Harbor Hotel. Timothy has worked as a sous chef at the Key West Hilton Resort & Marina, executive chef for Bagatelle in Key West and executive chef at the Pier House Resort & Spa in Key West, Fla.

ERIC MORSE PVD
New York, N.Y.
Eric heads the new licensing department of Spirit Halloween, a subsidiary of Spencer Gifts LLC. He will be working with licensors and vendors on a variety of products. Spirit is the largest Halloween retailer in the country, with nearly 1,000 stores. Eric has worked as director of licensing for Global Toys, with Sesame Street Workshop and most recently as head of marketing for Dylan's Candy Bar in New York City.

THOMAS O'GARA PVD
Germantown, Md.
Thomas is in charge of food and beverage operations for the America's at Marriott International in Bethesda.

2000

PAUL TRAMONTE PVD
Baltimore, Md.
Paul relocated from The Ritz-Carlton, Atlanta, to Washington, D.C., where he joined the team at the Mayflower Renaissance Hotel as director of event planning. He lives in Baltimore with his partner, Jacob.

PAUL TRAMONTE ’99

Michael is training and implementation specialist at M3 Accounting Services in Gainesville.

TIMON BALLOO NMI
Weston, Fla.
Timon is executive chef for the latest restaurant by SUSHISAMBA, Sugar-cane Raw Bar Grill in Miami, where the atmosphere is a mix of Miami's easy-going attitude and South American enthusiasm. Timon moved to this

INSPIRED BY THE FIRST LADY

Having worked in the culinary industry for years, Jason Morse '95 was searching for a way to use his expertise to help others. Inspiration struck when he was invited to the White House to participate in the Chefs Move to School initiative (part of the Let's Move! campaign), hosted by First Lady Michelle Obama. Jason was so motivated by his experience with the program that he created 5280 Culinary LLC.

5280 Culinary is a “full coverage” consulting service that helps business owners with all aspects of their operations. “From conception to development to promotion; from recipe creation to menu concepts; from job placements to marketing,” 5280 does it all. It also recently launched a line of spices, with offerings like Fire Salt and Oink, and are developing a full line of sauces.

In addition to the culinary arts, Jason loves motorsports. It’s a special treat when he’s able to combine the two, such as the events 5280 has catered for Aston Martin, Ferrari and Lamborghini.

Outside of 5280, Jason dedicates much of his time to the industry. He serves as the ACF Colorado Chefs Association’s 2nd year culinary instructor and culinary apprenticeship director; he also works with school districts and Pro Start programs. —S.R.

E-mail > 5280culinary.com

Online > 5280culinary.com
Gloria Picinini '06

Kitchen Queen

After completing her culinary degree, Gloria Picinini '06, a native Brazilian, worked as a culinary demonstrator on behalf of JWU's Admissions office at the Denver Campus. Being able to engage easily distracted teenagers showed her that she had the goods to succeed. Gloria later went on to become a personal chef for NBA star Nene Hilario.

While she liked the autonomy of being her client's sole chef, she couldn't resist a newspaper article mention that the local food bank was looking for someone to run some new programs. Excited to make a difference in countless people's lives, Gloria switched from one extreme to another and became kitchen manager at Weld Food Bank in Greeley, Colo.

At the food bank, Gloria combines her loves of food and children. She cooks more than 400 meals a day, teaches classes on healthy and affordable cooking and is establishing partnerships with local restaurants and organizations to create a training program for people interested in food service careers. Gloria couldn't be happier to have this "amazing opportunity" and is really enjoying helping so many kids and families in need.

—S.R.

DONNA (SHAEDLE) BEAUSOLEIL PVD
Donna is senior credit analyst at TD Bank in Philadelphia. She was last employed at Bank of America as credit products underwriter.

TYLER BRASSIL PVD
Orlando, Fla.
The Table Orlando is owned by Tyler and his wife, Loren Faison Brassil '91. The restaurant serves a five-course meal of the chef's choice. The typical dining experience lasts three to four hours, beginning with cocktails and ending with dessert. It is the first restaurant of its kind in Central Florida.

LORENA GARCIA NMI
Miami Beach, Fla.
Lorena is upscaling Taco Bell's offerings into a new selection of products including the Cantina Bowl, with a higher nutritional value. She currently operates her own restaurant, Lorena García Cocina, at the Miami International Airport.

JOSEPH KRENN PVD
Charlottesville, Va.
Joseph is general manager and CEO of Farmington Country Club in Charlottesville.

LORI LIGUORI '00 E.D.D. PVD
Westerly, R.I.
Lori presented at the 2012 Social Thinking Providers Conference in San Francisco. The title of the presentation was "Social Thinking as an Integral Part of an Elementary School Social Skills Curriculum."

ANISH PATNEY '00 M.S. PVD
South Windsor, Conn.
Anish is general manager at the newly remodeled Sheraton Hartford Hotel at Bradley Airport in Windsor Locks.

ERIC PORTER PVD
Brown's Summit, N.C.
Eric and his wife, Stacey, opened The Porterhouse Bar & Grill on Market Street in Greensboro. The Porterhouse offers a variety of foods ranging from its signature hand-cut steak to slow-roasted chicken.

JERRY WEIH Brecht NOR
Virginia Beach, Va.
Jerry, executive chef and co-owner of Joe's restaurant, teamed up with Kelham Vineyards to present a seven-course wine dinner at The James Beard House in July.

2001

WILLIAM HUGHES PVD
Daphne, Ala.
Will has returned with his wife, Kelly, and baby, Molly Catherine, to Mobile, where he operates Will Hughes Catering & Market, bringing "new tastes" learned in New Orleans to the Eastern Shore area. Formerly employed at the English Turn Country Club, he had the distinction of being the venue's youngest executive chef.

CHRISTOPHER HYLER CHS
Lexington, S.C.
Christopher is executive chef at the Rosebank Farms Café on Seabrook Island where he uses local produce.

JOSHUA RUSSELL PVD
Atlanta, Ga.
Joshua was a distinguished visiting chef with the American Culinary Federation-accredited baking class at College of Coastal Georgia's School of Business and Public Affairs. Joshua is on "The Food Network Challenge."

2002

KYLE TAYLOR CHS
Irmo, S.C.
Kyle is founder and owner of Pawleys Front Porch restaurant in Columbia.

MATTHEW BREHM PVD
Hamburg, N.J.
Matthew is sous chef at The Skylands at Randolph. He was previously a banquet chef at Crystal Springs Resort and Hotel in Vernon.

DAVID BROWER, PH.D., ’02 MBA PVD
Oneonta, N.Y.
David received a Ph.D. in organizational leadership from Capella University in January.

BARBARA GREALISH DEN
Boulder, Colo.
Barbara usually cooks Mexican food, but since becoming the official chef for a Boulder-based pro cycling team, Team Garmin-Barracuda, she is producing...
specialized menus and gluten-free meals, adapting to the challenge of cooking on the road and following the team for a few of its big races: the Tour of California, Tour of Utah and Colorado's USA Pro Cycling Challenge.  

BENJAMIN LIEBERMAN DEN  
Seal Beach, Calif.  
Ben is executive chef for Bai Hai Restaurant in San Diego, where he heads a team of 30. He was previously chef at Caesar's Palace in Las Vegas and Katsuya restaurant in Los Angeles.  

SILVERIO 'SMOKEY' MASTERS  
CHS  
Charleston, S.C.  
Smokey is chef at Cafe Johnnie at Cameron Art Museum in Wilmington, N.C. Fresh produce from the local Pine Valley Market distinguishes his menu from typical museum concession fare.  

2003  
JENNIFER BACKMAN PVD  
Westerly, R.I.  
Jennifer is executive chef for The Weekapaug Inn, serving a farm-to-table menu with foods traditional to the Westerly area. She was previously executive chef at nearby Ocean House.  

DWAYNE KEYS '05 MBA PVD  
Providence, R.I.  
Dwayne is assistant branch manager at Bank Rhode Island in Providence. Dwayne recently was employed at Sovereign Bank as senior personal banking representative.  

JALIL LINDSEYLOWE NOR  
Hampton, Va.  
In June, Jalil took part in the OpSail 2012 Virginia Fleet Chef Challenge, a competition pairing local chefs with ships cooks, preparing meals using native ingredients. Jalil founded Custom Eatz Inc. in 2008, a culinary nutrition consulting business that teaches the benefits of being healthy. He also works with nonprofits and offers private cooking lessons.  

NICK MASTRASCUSA NMI  
Kailua Kona, Hawaii  
Nick is chef at the Beach Tree Restaurant at the Four Seasons Resort in Hualalai.  

MERVIN MORALES PVD  
New Britain, Conn.  
Mervin is coordinator for commercial operations at ESPN in Bristol.  

PHILIP NEWTON CHS  
Abingdon, Va.  
Philip is executive chef at Harvest Table Restaurant, named Best Locavore Restaurant and Best Organic Restaurant for Western Virginia 2012 by Virginia Living magazine.  

MICHAEL PENDERGRASS CHS  
Henrico, Va.  
Michael is owner and chef at On the Rox bar in Richmond, designing a large and varied menu to go with a wide selection of beer and alcohol served on site. Michael has worked with Danny Meyer and Tom Colicchio at Gramercy Tavern and Craft in New York City.  

KEVIN SRAGA NMI  
Willingboro, N.J.  
Kevin is one of five of the world-celebrated chefs that Food & Wine asked to join Holland America Line's culinary arts center. During the summer season, Kevin taught as part of a culinary enrichment program aboard M.S. Noordam's 10-day Roman Empire Cruise. As winner of Bravo TV’s "Top Chef" Season 7, he opened a restaurant in Philadelphia.  

MARK SEBASTIANELLI PVD  
East Lyme, Conn.  
Mark, previously manager of Skipper's Dock and Outback Steakhouse, is enthusiastic about his newest business venture, Stone Fleet Tavern Restaurant in New London, offering American-style rustic cuisine. "Stone fleet" refers to the heavily ballasted New London whaling ships sunken as part of the Civil War blockade.  

MICHAEL SOKOLSKI PVD  
Rochester, N.Y.  
Michael is executive chef at the Upstairs Bistro in Canandaigua. He was previously executive chef at Jojo Bistro and Wine Bar in Buffalo.  

2004  
JAMES 'JIMMY' BANNOS PVD  
Park Ridge, Ill.  
Jimmy is chef and partner (with his family) at The Purple Pig in Chicago. He is also author of "The Heaven on Seven Cookbook," inspired by his New Orleans-style chain of restaurants. He is a popular TV talk show guest and received the March of Dimes' Chef of the Year Award in 2011.  

ADRIANNE CALVO NMI  
Miami, Fla.  
Adrienne is executive chef for NBA superstar Dwyane Wade's Basketball Pro Camp, where she combines her love for helping children and her dedication to her home city.  

BRADLEY CUBBAL PVD  
Twinsburg, Ohio  
Bradley is co-owner and founder of Village Martini & Wine Bar in Chagrin Falls.  

BARBARA MARSHALL NOR  
Barbie was one of 18 contestants on the 10th season of Fox's "Hell's Kitchen," competing for a head chef position at Gordon Ramsay Steak at Paris Las Vegas. Barbie has worked for both 1225 Raw Sushi and Philadelphia Fish & Co.  

CHRISTINE NAGIN PVD  
Westbury, N.Y.  
Christine is starting her ninth year as the farm manager and trainer at the Old Westbury Equestrian Center LLC in Old Westbury. I also started my own business, Bucephalus LLC, importing and selling European Warmbloods for hunter, jumper and equitation markets.  

TRACY WILCZEK PVD  
Brookline, Mass.  
Tracy accepted a position as nutrition director at Compass Group, USA in Boston. She recently was employed at Prítikin Longevity Center in Florida as a diettitan.  

2005  
JOSEPH BALLARO PVD  
Shelton, Conn.  
Joseph and his fiancé, Tiffany, are venturing into the business sector with their new bar-restaurant, Bar 140, hoping to attract customers by filling the need for more local hangout spots in Shelton.  

PATRICK CARROLL NMI  
Leetsburg, Va.  
Patrick is executive chef at Worcester’s Gumbo restaurant, after working at Flip Flops and Northampton’s Eastside Grill. Located in the Canal District, Gumbo offers traditional Louisiana cuisine.  

SALVATORE GRACEFFA PVD  
Framingham, Mass.  
Sal is currently dishing out 200 to 600 pounds of his own brand of potato chips every week at locales such as the Copley, SOWA and Pru farmers’ markets in Boston as well as the Twist Bakery & Cafe. His mission is to add his own spin with ingredients such as rosemary truffle, herb cheeses and dark chocolate.  

ALAIN LEMAIRE NMI  
Hollywood, Fla.  
Alain, along with friends, launched Soleil Entertainment LLC, a production company based in Miami, to promote the arts — especially Haitian theater, gastronomy and music. “We specialize in full-blown productions from layout to bringing the show in itself. Our team of culinarians specializes in creating a moment that will be forever etched in your memories.”
Edgardo Gonzalez ’10

An Endless Artist

As a child living in Puerto Rico, Edgardo Gonzalez ’10 was fascinated with the beauty of his homeland’s natural landscape. “I remember the sunlight reflecting on the plants, flowers and valleys — reflecting bright colors. It was then I became fascinated with art.”

When he was bullied by other children, he turned to art as a passage to an alternate reality. Now, as a retail marketing management graduate prominent in the Providence and Boston fashion and artistic communities, Edgardo still feels the same connection to art. “To me, art is an escape from our daily routine ... I feel a thoughtful and emotional tranquility.”

That internal peace is also translating into a successful career; Edgardo recently became the first Latino artist showcased in connection with Boston’s Fashion Week. His next show has garnered nationally branded sponsors, and he has earned press coverage by numerous national print and television outlets.

He sells his art, under the business Edgardo & Arts, from his studio in the Merrimack Valley of Massachusetts. Known for using vibrant oil paints, he notes that his art is symbolic — every piece has a message. A self-described “endless artist,” he finds inspiration in everyone he meets and everything he sees, and tries to pass that creativity along by creating artwork that will affect its viewers’ ways of thinking.

When he’s not painting, Edgardo acts as COO of MLR Artist Management, a booking agency for makeup artists, hair stylists, wardrobe stylists and photographers. MLR is celebrating its one-year anniversary in fall 2012.

In addition to his painting, MLR and Indra Salon, Edgardo works as a makeup artist, photographer and backstage manager at fashion shows. — S.R.

MARINA SALEK CHS
Jacksonville, N.C.

Marina just launched the company Lavender’s and was offered management of a Kid’s Culinary Camp for summer 2012. “It’s an amazing opportunity that I have to be my own boss, potentially impact the lives of kids and ignite their passion or love of culinary arts.”

DEROLL SCARLETT PVD
Brooklyn, N.Y.

Derrill is founder and chief executive officer of Scarlett Career Services in New York.

SHAUN SELLS NMI
Fort Myers, Fla.

Shaun joined the Harbor View Hotel on Martha's Vineyard as executive chef, where he leads cooking demos for the island’s residents.

2006

JENNIFER ALBRECHT PVD
Branson, Mo.

Jennifer is food manager at Silver Dollar City Theme Park in Branson.

LAUREN ALEVAS PVD
Patchogue, N.Y.

Lauren works for ARAMARK as club supervisor, managing two Champions Clubs at Citi Field in Queens, home of the New York Mets. This year she was honored as an ARAMARK All-Star.

GERALD ALLEN PVD
Mesa, Ariz.

Gerald is executive chef for Calistro California Bistro at Hilton Village in Scottsdale, Ariz.

KARLA BOSWELL CLT
Charlotte, N.C.

Karla is supervisor at Compass Group USA in Charlotte, “moving forward with the company into management.”

KEVIN PONS PVD
Lewisburg, Pa.

Kevin Pons, M.E., is assistant director of residential education for sorority affairs at Bucknell University in Lewisburg.

KATHLEEN (DECKER) CASELLI PVD
East Hampton, Conn.

Kathleen is executive chef at Saint Clements Castle in Portland. She was previously employed at Mystic Marriott Hotel & Spa as banquet chef.

LARKEN EGLESTON CLT
Charlotte, N.C.

Larken was appointed to the executive board of the Charlotte International Cabinet as a Charlotte City Council board member.

WESLEY FEIST DEN
Helena, Mont.

Wesley is high-school-to-college pathways program manager with the Montana Commissioner of Higher Education.

BRYAN GIORDANO PVD
Westery, R.I.

Bryan is chef and co-owner of Guyannio’s restaurant in Westerly.

DONTRELL HAM CHS
Norcross, Ga.

Dontrell is executive chef and general manager of Hi Life Restaurant, “now managing all public relations and mass marketing to continue to make a new brand for the path I envision for Hi Life and its owner.”

KEVIN PONS PVD
Lewisburg, Pa.

Kevin Pons, M.E., is assistant director of residential education for sorority affairs at Bucknell University in Lewisburg.
ANTHONY PRICE DEN
Pueblo, Colo.
Anthony is associate financial consultant at Charles Schwab & Co. in Colorado Springs. He was previously employed at U.S. Bancorp Investments Inc. as financial advisor.

MATTHEW PRIMUS PVD
West Hartford, Conn.
Matthew is line cook at Max’s Oyster Bar in West Hartford.

KELLY (POORMAN) REDDY-BEST PVD
Corvallis, Ore.
Kelly is pursuing her Ph.D. in design and human environment at Oregon State University, concentrating in apparel design. She and husband, Brendan, are exploring the West Coast in their down time. Kelly hopes to land a tenure-track university position that will bring her back East, possibly to Rhode Island. “When I moved to Providence from New Jersey to attend Johnson & Wales, I fell in love with the city and made so many friends and family that I hope we will end up back there.”

TOVA (SCHWARTZ) SCHERZER DEN
Lynnwood, Wash.
Tova is technical account manager for TrueSample at SurveyMonkey in Seattle. She recently was employed at MarketTools Inc. as senior project manager for the West region. Tova received an MBA in technology management from the University of Washington in June 2011.

MAI VANG DEN
Wausau, Wis.
Mai is human resource director and manager for Mole Lake Casino. “This is one of my greatest accomplishments so far in my career.”

2007

TORI ANDERSON NMI
Miami, Fla.
Tori is an associate attorney at C. Humphrey & Associates P.A. in Miami. “My role at CHPA Law allows me to combine my culinary arts degree and my law degree in many instances. We advise food and drug manufacturers on regulatory compliance and litigation matters.”

STEVEN BAILEY PVD
Warwick, R.I.
Steven is assistant registrar for Rhode Island School of Design in Providence.

MELINDA BOTTESINI PVD
Providence, R.I.
Melinda is administrative assistant for the Judge Group in Providence.

RHADA BOUJIL DEN
Morrison, Colo.
Rhada teaches finance, economics and management courses and handles academic advising matters at DA University. “It has been a couple of years since I have made this major change of career, going from the banking industry to teaching at the university. Teaching is a passion for me; I enjoy it to the fullest. I am planning to go back to grad school to earn my Ph.D. soon.”

JOHN CASSELLA NMI
Carlstadt, N.J.
John is executive chef at The Hoboken Gourmet Co.

ANNA DUVAL NMI
Tampa, Fla.
Anna is supervisor at HMR Host in Tampa. She recently was employed at South Florida Bar-B-Que of Hillsborough.

JESSICA (DRAKULICH) FOUST PVD
Chicago, Ill.
Jessica is manager of nutrition and culinary at McDonald’s Corp. in Oak Brook.

RUSS HRYZAN ’09 MBA PVD
Providence, R.I.
In June 2010, Russ was promoted to global program manager at Pfizer in Groton, Conn., and marked his seventh year working for Pfizer in June. “I am also living in the Washington Park area of Providence, near Johnson & Wales University’s Harborside Campus, and am running as a Republican for state senator, representing District 6.”

LAUREN (CRAWFORD) WELCH DEN
Hubert, N.C.
Lauren is currently part of a committee in Onslow County to end homelessness in 18 years. “I am helping to build an empowerment center, a financial one-stop shop for low-income, at-risk individuals and families. I am also providing free budget and debt counseling to military and civilian individuals in the community.”

2008

CARISSA ALBERGARIA PVD
Wakefield, R.I.
Carissa, manager of Dave’s Coffee in Charlestown, has created a natural version of their already popular coffee syrup from Brazilian coffee beans and cane sugar.
2009

VINCENT EGAN PVD
Randolph, N.J.

Vince has overseen the Irish-themed Cattle ’n Clover steakhouse from its beginning. His understanding of his staff comes from knowing every chore and challenge of the business.

ANDREW HYDE PVD
Pascoag, R.I.

After his travels around the world, Andrew compiled “This Book is About Travel,” released last summer: “more an anti-guidebook than a specific guidebook.”

EMILY JOHNSON PVD
Paronippany, N.J.

Emily is membership sales director at The Club at Morristown.

EVAN LEMOINE ’10 MBA PVD
Vernon Rockville, Conn.

Evon is senior operational auditor at AIX Group in Windsor. He formerly was employed at PricewaterhouseCoopers as an experienced assurance associate. “This new opportunity is actually for a FinC client, and will align better with my overall career goals.”

JOHN O’CONNELL ’12 M.A.T. PVD
Catasauqua, Pa.

John is executive chef at Sterling Heights Retirement Community in Bethlehem, a brand-new facility that opened this fall, focusing on good nutrition and 100 percent cooking and baking from scratch. He was previously employed by the Lehigh Valley IronPigs.

PAUL PERSAUD NMI
East Elmhurst, N.Y.

Paul is national project manager for the National Action Network (NAN), where he served as panel co-organizer with Michael Hardy, J.D., at NAN’s 20th Anniversary National Convention. He also manages website content for Facebook and Twitter accounts. Paul has gained an interest in civil rights and the nonprofit sector since he started with NAN and hopes to grow with the organization. Prior to working at NAN, he was involved in planning Super Bowls XLI, XLIII, XLIV and XLV as a coordinator for all game-day guest services and security personnel.

JASON FINA, ED.D. PVD
North Providence, R.I.

Jason is vice president of student affairs at Bridgewater State University in Bridgewater, Mass. He recently was employed at the University of Rhode Island as assistant vice president and dean of students.

ANTHONY ROBERTS NMI
Daytona Beach, Fla.

Anthony is marketing assistant at Covenant Village of Cromwell, Conn. “After graduating with my master’s, I was unsure where I would end up. I was always open for relocation anywhere that was, as Johnson & Wales would call it, a ‘best fit.’ I am proud to say that happened when I acquired this position.”

MARY (ERWIN) SIMPSON CLT
Washington, D.C.

Mary received a master’s degree in entrepreneurship from Carland College in June. “I graduated with a perfect 4.0 GPA.”

JASON WILDER CLT
Charlotte, N.C.

Jason is general manager for a new Krispy Kreme store. He recently participated in the closing bell ceremony at the New York Stock Exchange.

2010

Seth Barnett ’10

SETH BARNETT DEN
Fort Worth, Texas

Seth received a graduate degree in public administration from Walden University in November 2011.

RYAN BURKART PVD
Scottsdale, Ariz.

Ryan is general manager at Hotel Indigo in Scottsdale. He recently was employed at Holiday Inn Express as general manager.

KIMBERLY BURNETT PVD
Orlando, Fla.

Kimberly was promoted from complex room service captain to executive meeting specialist at Walt Disney World Swan and Dolphin Resort. “Since I have come to Orlando, I have been driven to follow my major of sports/entertainment/event management. Becoming a complex room service captain opened a doorway into the network that I needed. This new position is essential to my growth and development in the profession of meeting planning. I am honored by the position and enthused by all the possibilities it creates.”

KAITLIN COOGAN PVD
Des Plaines, Ill.

In June 2011, Kaitlin visited France for three weeks. She saw most of the Tour de France, got to experience the cuisine and learned how to make chocolate mousse from scratch. “I loved it so much that I am going back this year for my birthday, the big 23! In 2012, my mom passed away from a heart attack in her sleep. In March of the same year, I went to Riviera Maya (Mexico) and am
planning a trip to Greece. I currently work in Chicago as a prep cook at Terzo Piano, which lets me be creative with my meals, and has taught me so much about culinary arts." Kaitlin applied to Le Cordon Bleu Paris for its pâtisserie de base program.

TYLER DOUTE DEN
Denver, Colo.
Tyler recently traveled to Charlotte, N.C., for Levy Restaurants to help produce food for the Coca Cola 600 NASCAR race at Charlotte Motor Speedway.

CHRISTOPHER HENRY DEN
Los Angeles, Calif.
Christopher is chief executive officer and co-founder of Majestic Hospitality Group of Los Angeles, developing eco-resorts in California as well as in Southeast Asia. Christopher recently sat on a panel at the Southern California Development Forum to discuss re-energizing the hospitality industry.

FRANCISCO MENDEZ PVD
Chicago, Ill.
Francisco is working as international flight attendant for American Airlines, based and living in Chicago and traveling the world.

CHRISTOPHER PALMER PVD
Northford, Conn.
Christopher is a police officer for the City of Northford. He previously trained new workers and evaluated their computer software skills. He also served as a junior volunteer firefighter in high school.

AUDREY QUETEL CLT
Liberty, N.C.
Audrey is regional marketing coordinator in the Raleigh-Durham market for Organic Valley, a farmer-owned cooperative headquartered in La Farge, Wis.

LUIS RODRIGUEZ, JR. PVD
Boston, Mass.
Luis is president of MLR Artist Management in Boston. MLR is a full-service hair, makeup, wardrobe and photography agency. The company produced more than a half-dozen designer fashion shows during Boston Fashion Week.

KEITH SEEBER PVD
Ithaca, N.Y.
Keith received his master’s degree in hospitality management from Cornell University’s Statler Hotel School in May.
1985
JESSICA TIEN
and James Flood
March 24, 2012, PVD

1993
GREGORY HOWARD
and Ari Knaup
June 30, 2011, PVD

1995
AMY PARATORE
and Scott Lisser
March 2, 2012, PVD

1997
MICHAEL WASLE
and Allison Plute
Sept. 11, 2010, CHS

1998
AMANDA FRASIER
and GREGORY ROTHMAN
Dec. 3, 2011, PVD

1999
R. TYE THOMAS
and Brandi Vice Thomas
April 29, 2012, PVD

2000
EMILY HENSON
and Aaron Pelitt
April 28, 2012, CHS

2001
CHRISTOPHER MUSHELL
and Hilary Steele
Nov. 8, 2010, CHS

2002
JULIE SCHWARTZ
and Fredric Rosenberg
Dec. 10, 2011, DEN

2003
STEPHANIE MEDEIROS
and GREGORY SCORPIO
’09 MBA
Aug. 27, 2011, PVD

2004
MATT ROTH
and Sompon Maria Oerlemans
May 12, 2012, PVD

2005
AMANDA MONTOLA
and Jeffrey S. Walker
June 16, 2012, PVD

2006
KRISTINA LUJAN
and James Stanford
July 18, 2009, DEN

2007
JENNIFER RICHARD
and Christopher Hoyle
Oct. 7, 2011, PVD

2008
FABRIZIO COLOMBI
and Paloma Fernandini
Aug. 4, 2012, NMI

2009
ASHLEY ANDERSON
and NORBERT POLANCO ’11
May 31, 2012, CLT

MARY ERWIN
and Kevin M. Simpson
Feb. 17, 2012, CLT

STEPHANIE KEARSLEY
and CHRISTOPHER MORRIS
Sept. 14, 2011, PVD

2010
GABRIELLE MILOVSKY
and EDUARDO PERDOMO JR.
June 23, 2012, PVD

RYAN BURKART
and Emily Sabatino
May 18, 2012, PVD

JANELLE EIDSON
and CHRISTOPHER SCHMIDT
Oct. 14, 2012, DEN

LAUREN WHELAN
and Naveed Iqbal
Apr. 9, 2011, CLT

CHELSEA LANGE
and Edmund Irings
June 2, 2012, DEN

2011
LARISSA TOWNLEY
and RICHARD RATTNER
June 9, 2012, PVD

NICOLE MCALISTER
and TYLER BEVERAGE ’11
April 13, 2012, CLT

EMILY HENSON
and Aaron Pelitt

KATHLEEN DECKER
and Thomas Caselli
1998
AMANDA (MILLER) AUBLE
and Dan Auble, PVD
Karyssa Madalyn
ROXANNE (CACCAVO) GALBRAITH
and Dan Galbraith, PVD
Jayne Barbara
GREGORY ROTHMA
and Amanda Fraiser, PVD
Savannah Phillips
SARAH JO WILLEY, PVD
Will

1999
MICHAELA (HUNT) FINLEY
and Daniel Harrison, PVD
Abigail Amelia

2001
CHRISTINA (ABERNATHY) HARTMANN and MATTHEW HARTMANN, CHS
Paige
CHRISTOPHER MUSHALL
and Hilary Mushall, CHS
Nicolas Robert

2003
LISA (DUBY) NOVELLI ‘05
MBA and Christopher Novell, PVD
Jocelyn Marie
JUSTIN WILSON
and DANIELLE WILSON ‘04, CHS
Callie Christine

2004
CHRISTIAN BLACK
and Monica Black, DEN
Claire Evelyn
EMILIE CAHN PVD
and David Sanchez, PVD
Che Sanchez
JENNIFER EDDY
and Jason Eddy, PVD
Gianna Mae

2005
KRISTINA (LUJAN) STANFORD
and James Stanford, DEN
Christopher James
and Johnathan David
KATHRYN (CARTER) HILL
and MICHAEL HILL, PVD
Kayleigh Mae

2006
ARIANNE BOYNTON
and Paulo Tanasio, PVD
Oliver Wyatt

2008
LUVENA (CLEMENTE) CAMPBELL
and Carlo McAdams, CLT
Chase Jordan
COURTNEY HARRISON
and Justin Crop, PVD
Autumn Olivia

2009
AMBER GONZALES
and CARLOS CALDERA, PVD
Aidan Joseph

2010
LAUREN (WHELAN) IQBAL
and Naveed Iqbal, CLT
Ryan Naveed

SUBMISSIONS
If there's news in your life you'd like to share with fellow alumni, please send us photos and announcements about recent weddings, unions and additions to your family.

Submitting Images
To submit images from your event, please provide high resolution digital files (min. 300 dpi, 5 x 7 inches) or actual photographs.
Who Do People Say You Are?

BY NATASCHA SAUNDERS '07 MBA

Personal branding is defined as the process by which you market yourself to others. It is how you position yourself for success. Branding is not just for the rich and famous; it's for the educator, financial advisor, chef, computer specialist and parent. Branding impacts everyone regardless of age, race, gender or occupation.

Your brand is in play 24 hours a day. When you wake up and your child looks you in the eyes, they have formed an opinion about the type of parent you are. When you walk by the cleaning staff in your office and don't say, “Good morning,” you've branded yourself.

We are officially beyond the days where you can have a distinct “personal” and “corporate” image. You must decide today who you are and who you want others to think you are, and act on it. You must determine how you will differentiate yourself from the mass of humanity.

Everything about you should speak to your brand message:

- Have a clearly defined and written personal vision statement of where you want your career and life to go.
- Be sure your brand is consistent with your vision, values, interests, personality and accomplishments, and that you can explain the characteristics that make up your brand.
- Have a clearly defined brand positioning statement and target audience for your brand message.
- Clearly present your brand on your résumé or CV.
- Know and be able to articulate how your personal brand is better than competitors’.
- Have a finely honed elevator pitch that clearly speaks to the attributes that make you unique and better qualified than other job-seekers.
- Have a professional website or blog specifically designed to deliver your brand message and showcase your accomplishments.
- Have a mentor who helps with your career goals and personal branding strategy.
- Have a network of contacts who know your brand value and are able to communicate it.

- Have a strong “Googleability” rating and online presence.
- Track, quantify and report your key accomplishments to your supervisor and network of contacts; keep a personal report.
- Have a plan for reducing and eliminating any real or perceived negative elements of your personal brand.
- Solicit feedback about your brand from associates, friends, family and colleagues at least twice a year.

“Brands are built on what people are saying about you, NOT what you are saying about yourself.”

— Guy Kawasaki, Apple Fellow, author and venture capitalist

Online > www.slideshare.net/nataschasaunders

Natascha Saunders '07 MBA is CEO and founder of The Youth Career Coach Inc. and a certified career coach and motivational speaker. She is also a former member of the JWU Experiential Education team and coaches individuals from diverse backgrounds on clarifying their purpose and taking action to achieve their goals.

TAKING STOCK

According to Carol Goman, author of "The Silent Language of Leaders," we only have seven seconds to make a first impression. Everything about you — performance, appearance and attitude — should speak to your brand message.

To help you assess the effectiveness of your brand, you should evaluate:

Materials: business card, résumé, cover letters, thank-you notes, stationery, biography

Image: clothing, shoes, briefcase, scent, hairstyle, teeth, hands, nails

Communication: grammar, penmanship, personal branding statement, attitude, eye contact, posture (standing and sitting), smile, handshake

Reputation: personal and professional references; testimonials — ask friends, family, co-workers, classmates and enemies to describe you in an anonymous three-word description;

Online: personal website, profile on company website, LinkedIn, weekly Google search; online portfolio, Slideshare, YouTube Channel demonstrating your talents and magazine articles.

No online presence? Make one!
Promote your business and you could win an iPad 3!

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Showcasing alumni-staffed businesses in major U.S. cities.

Register today to promote your business and win an iPad at alumni.jwu.edu/getshowcased.

Available for download soon
2017 will make an unprecedented investment in Johnson & Wales’ future, strengthening its status as a recognized leader.