

Spring 2015

Hospitality News, Spring 2015

School of Hospitality - Providence

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JOHNSON & WALES
UNIVERSITY



HOSPITALITY NEWS

J.W. Marriott Jr. Receives Tiefel Professorial Chair Award



J.W. Marriott Jr. at Johnson & Wales University

J.W. “Bill” Marriott Jr., executive chairman and chairman of the board at Marriott International Inc., was awarded the School of Hospitality 11th annual 2015 Tiefel Professorial Chair Award on Thursday, April 9th. This award began in 2003 as William R. Tiefel, an industry icon and long-time Marriott executive, promised a lifelong commitment to education with the belief that “it is the foundation upon which our industry builds its future.”

Johnson & Wales’ School of Hospitality hosts industry partners every year where students gain the opportunity to interact with experienced hospitality executives, learn valuable insight, and attend a symposium featuring top leaders of the industry discussing current trends.

During his visit, Marriott spoke to a live audience of 500 students from the Providence campus, with at least 700 additional students viewing a live stream at the university’s regional campuses in North Miami, Florida, Denver, Colorado, and Charlotte, North Carolina. This turnout is without surprise since Marriott has been an avid supporter of Johnson & Wales’ hospitality programs. In fact the company employs more of our graduates than any other hospitality program.

Marriott spoke to the students about his guiding principle, “It’s all about the culture. If you take good care of your people, they’ll take good care of your customer, and your customer will come back.” His nearly 60 years of leadership

experience allowed him to share insight about the innovations that drive the brand’s success. These key elements include ideas such as growing the brand, innovation, design, teamwork, knowing the business, technology and the millennial market. Millennials currently comprise approximately sixty percent of the hospitality market and a predicted eighty percent in the near future. Companies must tailor their brand to fit the needs of the consumers, which includes a greater reliance on technology with innovations such as check in and out on a mobile device or even the possibilities of choosing an exact room type online and keyless hotel rooms.

According to Marriott, “We don’t manufacture any products, we manufacture hospitality.” He encouraged students to focus on improving their listening skills, to have a personable character, maintain good ethics and to always persevere. These four traits epitomize a Marriott employee and they are part of what has made Marriott International an industry leader.

Welcome Dean Paul McVety

The School of Hospitality is pleased to welcome Paul McVety, Ed. D. as the new dean. Dean McVety is responsible for the content and quality of the academic programs offered, fostering an environment of continual improvement and innovation to maintain excellence in teaching and learning.

His career with Johnson & Wales University began almost 37 years ago in 1978 as a food service academic instructor. He went on to be promoted to department chair in 1980 and became assistant dean in 1992, associate dean in 1996, dean of culinary academics in 2004 and interim dean for the college of culinary arts in 2012. McVety has played an intrinsic part in the publishing of all textbooks by Johnson & Wales University, acting as project manager and co-author for multiple editions of five different books. In addition, he has co-authored two books on the topics of menu planning and food service cost control. McVety is a past recipient of Johnson & Wales’ prestigious Escoffier Award

which recognizes the faculty member who has contributed most to inspiring future culinarians. Most recently, McVety was the dean of academic program development where he held a leadership role in the formation of several new program offerings.

A graduate of Johnson & Wales, McVety holds an associate degree in culinary arts and a bachelor’s degree in food service management. He also earned his master’s degree in education administration of secondary schools from Providence College and his doctorate in educational leadership from Johnson & Wales University.



Second Annual Sports, Entertainment & Event Management Leadership Conference



The SEEM Leadership Conference Organizing Committee pictured with Professor Patrick Leary

The Second Annual Sports, Entertainment & Event Management (SEEM) Leadership Conference was held in April. Over 600 students participated in the SEEM career fair, kick-off event and conference. According to Marie Bernardo-Sousa, senior vice president of administration, the objective of this event is “to connect industry leaders of today with the leaders of tomorrow.”

The highlight of this two-day event included a career fair, panel discussions and networking functions. Among the distinguished guests were Joe Andruzzi, former New England Patriots player, Dennis Rebelo, chief education consultant of Alex and Ani Institute, Kevin White, president of the International Special Events Society (ISES), Cher Przelomski, CEO of Planning Factory International and Thomas Cantone, senior vice president of Sports & Entertainment for Mohegan Sun.

During his opening keynote session Kevin White shared his advice about being successful

in a career: “know yourself, know what you don’t like, prove yourself, show what you can do, pay attention and get involved.” During the panel discussion, Cher Przelomski stated that the first criteria she looks for when conducting an interview are the interviewee’s willingness to work and authenticity.

This conference was researched, planned and executed by a team of fifteen students who participated in a Directed Experiential Education program. Under the guidance of Professor Patrick Leary, the planning process began in the fall term and continued throughout the winter and spring terms. As a student-run event, the conference reflects the university’s spirit of the experiential-based education mission.

Caroline Gaughan, a sophomore, stated that being a student ambassador and organizing committee member was an unforgettable experience for her and helped to confirm her career path. “I have learned so much from the past eight months, and it has been wonderful being able to put the skills I have learned in the classroom to the test. I genuinely enjoyed planning the 2nd Annual SEEM Leadership Conference, and was able to personally confirm that I have chosen the right career path for myself.”

*Article submitted by Zamir Zaki,
Staff Writer for the Campus Herald*

Guest Service Management Panel

When asking a hospitality industry professional which skills are most valuable for students to have gained upon graduation, one of the first responses is guest service skills. Professor Leslie Kosky has found that one of the best ways to do this is by inviting guest panelists who represent the different areas of customer service into the classroom for a hands-on experience. At the end of the term Professor Kosky and her students host a Guest Service Management Panel. Part of the assignment is for students to find an industry professional to serve on the panel and provide proper hospitality on the day of the guest panelist’s visit.

Each class works in small groups to research companies, review information on the guest panelists and prepare questions for the end of the session. The panelists who participated in the Spring term included Jim Beller, concierge at Hotel Providence; Mark Brodeur, director of tourism at RI Tourism; James Chao, manager at Tillinger’s Concierge; Kim Ward, director of public and community affairs at Twin River Casino; Sharon Sullivan, president of Sullivan Custom Planning; and Nicholas Makris, Johnson & Wales Assistant Professor and owner of Andreas Restaurant. These industry professionals were able to share information and details with students regarding the guest service they provide.

Faculty Development

Eldad Boker
Sport Tourism in RI Conference

Jane Boyland
• Exchange Program:
CETYS Universidad, Mexico
• NENA Council on Hotel, Restaurant,
and Institutional Education
Conference
• Institute for Course and Campus
Internationalization (Presenter)
• International Educators Association
Conference (Presenter)

Christopher DeSessa
Cruise Line International Association
Conference

Brian Warrener (Presenter)
Nicholas Makris
Michael Sabitoni
Brian Van Gyzen
Night Club & Bar Show and
VIBE Conference

Matthew Samel
• National Association of College
& University Food Services:
Northeast Regional Conference
• Key Contributor Award
JWU Information Technology

Dale Silva
• Hospitality Sales & Marketing
Association International: “How to
Leverage Multi-Channel Marketing”
• NENA Council on Hotel, Restaurant,
and Institutional Education
Conference

Karen Silva (Presenter)
Rhode Island Health Care
Association Annual Conference

Douglas Stuchel
• WCVB Channel 5 television
interview: Customer Service in the
Food Industry
• RI in Action– *Feeding Children Where
They Live, Learn and Play* summit
(Presenter)

Brian Warrener
• Articles published in Nightclub & Bar
Magazine entitled “Controlling the
Big Three” and “Fighting Back:
Dealing with Negative Reviews and
Social Media Bullies”
• Article published in Bar Business
Magazine entitled “Working in
Harmony: Why Can’t We all Just Get
Along?”

Peter Zacchilli
Granite State Human Resources
Conference

Familiarization Trip

The culmination of the Travel and Tourism internship experience is a Familiarization (FAM) Tour to a selected international destination. Students are responsible for researching, planning, negotiating, budgeting and implementing the tasks of a tour escort/tour guide. This includes wake up calls, creating itineraries, planning dinners within a set budget, accounting for passengers and overall general execution of a tour day.

The Spring 2015 FAM trip explored The BENELUX in Western Europe which includes: The Netherlands, Belgium and Luxembourg. Students from both the North Miami Campus and the Providence Campus had the opportunity to experience the local food and hospitality within these countries and visit several attractions.

Highlights included visiting the Anne Frank House, Keukenhoff Gardens, Rijks Museum, Delft Museum, Peace Palace, Mini Amsterdam, Heineken Experience, Cuysstraat Market, Van Gogh Museum, American Memorial and Graveyard and Waterloo. Student Bethany Davis stated, "The trip was very educational and rewarding with the information that it had to offer and I think that this Familiarization Trip was a great way to get the students started into what will become our careers."



Familiarization Trip students in the Netherlands

New England Tequila & Rum Festival

Johnson & Wales University and Twin River Casino hosted the New England Tequila & Rum Festival. This festival helped showcase the work of Professor Brian Warrener and his students who participated in this Directed Experiential Education (DEE). The DEE courses are specific industry-based projects that offer students a learning opportunity where they can apply the skills and knowledge they have acquired in the classroom.

The weekend provided several opportunities for JWU students and faculty to participate in the many events associated with the festival. This included hosting William Ramos, Bacardi Rum senior brand master, on campus where he spoke to approximately one hundred hospitality students and a series of four seminars held at Twin River Casino's Club 100 that featured industry luminaries such as Marshall Altier, International bar & beverage design consultant at Spirit House Inc.; Jennifer Ferreira, East Coast brand ambassador at Lucas Bols B.V.; Benjamin Jones,



JWU Student Mixology Team

Regional Director at SPIRIBAM SAS - RHUM CLEMENT; and Will Thompson, New England representative for Tequila Ocho. Johnson & Wales Culinary Arts Museum also hosted a grand tasting and education event on May 1st where approximately seventy five students participated in sampling the entries and networking with brand ambassadors. The event finished at the Twin River Casino Event Center where \$5.00 from every ticket sold was donated to the Johnson & Wales Student & Faculty Fellowship Program.

Congratulations

Professor Matthew Samel was awarded the 2014-2015 Student Involvement & Leadership Advisor of the Year Award for the Club Managers Association of America. Professor Michael Sabitoni received the Fraternity and Sorority Life Chapter Advisor of the Year Award for advising the Delta Sigma Phi Fraternity. These awards have been designed to recognize an individual who has done an outstanding job in advising a co-curricular club or organization at Johnson & Wales.



Welcome New Faculty

Brian Ferguson
Assistant Professor
International Hotel School

Professor Ferguson comes to Johnson & Wales University after a successful career in the hotel industry. A Cornell Hotel School alumnus, Ferguson has held positions such as vice president of Strategy and Marketing for Smith Travel Research based in Hendersonville, Tennessee. He has also served in different corporate level positions at Expedia, including vice president of Supply Strategy and Analysis and vice president of Market Management.

James Griffin
Associate Professor
Food Service Management

Professor Griffin is no stranger to Johnson & Wales University. He has spent two decades with the University where he has served in several senior executive roles including associate provost, campus vice president, dean of academic affairs, associate dean of academic affairs as well as assistant director of education and associate professor. Professor Griffin has held corporate level positions with leading foodservice corporations, including serving as president and CEO of Coolfish, a division of Slade Gordon.

Community Service with the RISPCA

Professors Ronald Blum, Patricia Bowman, Nicholas Makris, Douglas Stuchel and Brian Van Gyzen hosted the Rhode Island Society for the Prevention of Cruelty to Animals' (RISPCA) Annual Pasta Dinner. Together with the help of 35 Johnson & Wales students, the event helped to raise over \$16,000. Jim McGee, director of development and volunteering expressed, "The support from special friends like you helps us continue our mission of giving animals a second chance and helping bring justice against those who abuse them. Through your time and commitment, futures are saved and hope is created in speaking for those who cannot speak for themselves."



Faculty and students volunteering at the RISPCA Pasta Dinner

Club Managers Association of America 88th World Conference



Students at the CMAA World Conference in San Antonio

The Club Managers Association of America's (CMAA) 88th World Conference on Club Management and Club Business Expo was designed for professional managers of membership clubs and college student chapter members. This year the event was in San Antonio, Texas and it offered a wide variety of learning and networking opportunities. Programming included three student-specific education sessions, student networking event/icebreaker, student achievement breakfast, student chapter officer roundtables, mentor luncheon and the Career Opportunities and Mentoring Showcase. Students were also

welcomed and encouraged to attend manager education sessions and the Club Business Expo. For more information about joining the JWU CMAA Junior chapter contact us through the involvement network!



National Society of Minorities in Hospitality Week

The National Society of Minorities in Hospitality (NSMH) celebrated their annual Hospitality Week in April. During this week, members participate in hospitality-themed events. This year they toured the Dean Hotel and the Omni Hotel in Providence, attended a dessert reception with J.W. Marriott Jr., executive chairman and chairman of the board at Marriott International Inc. and other Marriott International executives. NSMH members also participated in community service by cooking meals for the homeless at Crossroads Rhode Island and presenting to high school students at East Providence High School about the hospitality industry as well as answering questions about college life.



NSMH members preparing food for Crossroads Rhode Island

Guest Speakers

Geraldine Barclay King
Director of Programs
Blackstone Valley Tourism Council

Cassie Bruner
Human Resources Manager
Sodexo

Bill Dessel
Co-founder
Keel Vodka

Miles Eaton
Sales Manager
Greater Tacoma Convention & Trade Center

Steven Feinberg
Executive Director
Rhode Island Film Institute

John Gyza
Regional Vice President
Morrison Senior Dining

Jon Houg
Deputy Director
Greater Tacoma Convention & Trade Center and Tacoma Dome

Lindsey Kittredge
Executive Director
Shooting Touch

Colleen Marasco
Event Support Specialist
Ticketmaster

Emily Olson
Owner
Echo Events

Allison Pangagkis
Freelance Event Manager
Volvo Ocean Race

Leo Pollock
Network Coordinator
RI Food Council

Joe Rocco
President
Newport Comedy Series

Jesse Rye
Co-executive Director
Farm Fresh RI

Eric Schneider
Assistant Athletic Director
Brown University

Danny Smith
Executive Director & Writer
"Family Guy"

Gary St. Laurent
Volunteer Coordinator
Waterfire

Erica Trombetti
Owner & Event Planner
Infinite Events