

Fall 2015

Hospitality News, Fall 2015

School of Hospitality - Providence

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JOHNSON & WALES
UNIVERSITY



HOSPITALITY NEWS

Distinguished Visiting Faculty: Jan Freitag

The International Hotel School welcomed Jan Freitag to campus during a three day visit in October. Freitag is senior vice president at STR, the recognized leader in lodging industry benchmarking services. During his ten plus year tenure at STR, Freitag has overseen a variety of projects that focus on the gathering and interpreting of global lodging data. With this data, he has been able to use his years of experience in the hotel and lodging industry to serve as a trusted source for various trade publications and the general news media, in addition to frequent speaking engagements, investor meetings and universities.

During his visit, Freitag experienced the entirety of Johnson & Wales as he was guided through a walking tour of the Downcity Campus, ate lunch in Bistro 61, guest lectured in multiple hospitality classes, hosted a student roundtable, participated in a discussion with industry executives from within the community and presented a keynote session in Schneider Auditorium.

Freitag's presentation focused on how the city of Providence compares with national trends within the hotel and lodging industry. Discussing topics such as occupancy, average daily rates, revenue per available room (RevPAR), room rate growth, room

supply and demand and the effects of hosting large events. Freitag illustrated the current standings and potential growth of the Providence area: "We have very strong performance from both an occupancy and rate standpoint, and with growth rates that are above the national average we would expect that room rate growth is going to continue to be healthy for the foreseeable future."



Jan Freitag presenting in Schneider Auditorium

TeamWork Consulting: Founder & President Visits Campus



Buffy Filippell pictured with SEEM students

In association with the annual Hospitality & Food Service Career Fair, the Sports, Entertainment and Event Management (SEEM) department and Experiential Education and Career Services welcomed Buffy Filippell, founder and president of TeamWork Consulting, as a keynote speaker. With countless years of experience within sports, entertainment and live events, Filippell has helped recruit over 90,000 individuals into jobs within the industry through her executive search practice TeamWork Consulting and TeamWork Online. She has developed and maintained long-lasting client relationships with

NASCAR, the PGA Tour, NBA, NFL, NHL, MLS, International Motor Speedway, Olympic Governing Bodies of Skiing, Cycling, and Boxing, in addition to various sports teams, leagues, associations, arenas, high profile sporting events, corporate sponsors, sports marketing agencies and major events.

During her visit, Filippell gave numerous classroom presentations to SEEM students and presented keynote sessions on both the Downcity and Harborside Campus. Filippell's presentations focused on what employers are looking for and provided advice on how young professionals can best present themselves to prospective employers.

Key takeaways from Filippell's presentation include the steps of developing your professional identity and achieving success within your job search. These steps include conducting a focus group on yourself in order to determine your strengths and what others think of you. She emphasized the importance of determining where your skills are needed, finding various search methods that connect your skills to companies that need you and developing a personal brand message. In addition to building and maintaining a network, she emphasized continuing to develop your skills, controlling the interview, knowing that employers check your references and knowing what they will say about you as well as submitting a complete application online.

Nightclub & Bar Media Group Student Fellowship

Johnson & Wales University had the privilege of collaborating with the Nightclub & Bar Media Group yet again this year as we expand a preexisting partnership. This partnership has served as the foundation for the annual Nightclub & Bar and JWU Student Fellowship Award that aims to recognize deserving students within the School of Hospitality. Dedicated to fostering growth of aspiring hospitality industry professionals, the Student Fellowship Award seeks to honor individuals who have a strong educational background and hands-on experience in the food and beverage industry, as well as a desire to gain further knowledge and insight into their future careers.

This year's fellowship award recipients include students from all four campuses: Jaclyn Libasci, Kelly Swatek, Leana Wathey, Jaclyn Magnowski and Mary Ellen Frank. After careful consideration of an overwhelming number of applications, the recipients' credentials and enthusiasm for the award impressed the members of the selection committee.

Jaclyn Libasci and Kelly Swatek are enrolled at the Providence Campus. Libasci is a graduating senior pursuing a Baking & Pastry Arts and Food Service Management degree. She is hoping to become a recipe tester and food writer. Swatek will also be graduating in May 2016 as she works toward her Sports, Entertainment and Event Management degree. She looks forward to a career within the beverage operations management field.

As the recipients of the Nightclub & Bar and JWU Student Fellowship Award, this year's fellows have been granted admission and full access to the Nightclub & Bar Convention and Trade Show in Las Vegas, in addition to three nights lodging, a \$400.00 stipend to defray the costs of travel and expenses, a feature on Nightclub.com and recognition during an awards ceremony at the Convention and Tradeshow. Congratulations to this year's recipients!



Onsite Learning: Rhode Island State House

As part of Professor Chris Desessa's Orientation to the Hospitality Industry (HOSP1001) course, approximately 60 students visited the Rhode Island State House. This introductory course highlights the various segments within the hospitality industry including lodging, food service, travel and tourism, and sports, entertainment and event management. With this in mind, Professor DeSessa wanted to integrate classroom learning with on-site experiences as he exposed his travel and tourism students to the characteristics of a successful tour guide, such as being charismatic, interactive, confident and most importantly having good communication skills.

The student group viewed period architecture in the State Reception Room, Governor's Balcony, State House Library and Senate Chambers. They also learned about the numerous historical artifacts that fill the State House including the Gettysburg gun from the First Rhode Island Light Artillery damaged during the battle of Gettysburg and Gilbert Stuart's original portrait of George Washington. The Rhode Island State House is familiar territory as previous Johnson & Wales' travel and tourism students have participated in internships that offered the opportunity to learn about the State House and provide guided tours to visitors and locals alike.



Professor DeSessa and students outside the Rhode Island State House

Faculty Development

Ronald Blum
Food Service Technology Conference

Jane Boyland
NAFSA: Association of International Educators Conference

Elizabeth Covino
Donna Faria
Leslie Kosky
Dale Silva
Teaching Professor Conference

Chris DeSessa
Atlantic Center for Learning Communities Conference

Donna Faria
RI Food Safety Task Force: Food Safety Conference

Brian Ferguson
International Association of Hospitality Consultants meeting

Drew Fraser
Association of Luxury Suite Directors Conference

Michel Gilbert
Billboard Touring Conference Awards

Jim Griffin
EXPO2015—World's Fair of Food

Patrick Leary
North American College Directors of Athletics Convention

Dave Morris
Sabermetrics/Analytics Conference

Louis Pullano
NCAA Faculty Athletics Representative Fellows Institute

Robert Stewart
International Association of Venue Managers Conference and Trade Show

Douglas Stuchel
Society for Hospitality and Foodservice Management Conference

Elizabeth Van Patten
Game Changers Conference

Peter Zacchilli
Dale Silva
New England Educational Assessment Network Conference

National Society of Minorities in Hospitality Conference

Members of the university's student chapter of the National Society of Minorities in Hospitality (NSMH) attended the tri-regional conference at the Baltimore Harbor Hotel in Maryland. NSMH's mission is to educate in order to aid in the recruitment, retention, support and advancement of minority students in the hospitality industry.



NSMH members with Professor Dale Silva

Seventeen current members attended the annual regional conference. They networked with students and recruiters from other colleges and universities. Various panel discussions and group sessions gave members professional insight into the hospitality industry.

The focus of this conference was to view your career as a marathon, rather than a sprint. Therefore many of the sessions focused on: planning a long-term career in hospitality,

necessary interview skills and the ever important soft-skills. The highlight of this conference was the interview session where recruiters asked common interview questions to a panel of students. Students not only had the chance to answer questions, but were also critiqued. This was a terrific way to give everyone the opportunity to participate, while learning about common interview mistakes.

*Excerpted from an article written by:
Taylor Shultz, JWU NSMH member*

Boston Celtics Career Speaker Series

Students studying Sports, Entertainment and Event Management took part in the Boston Celtics Careers In Sport Speakers Series at the TD Garden. The students received excellent advice from industry professionals such as Mandy Petrillo, director of legal operations with the Boston Red Sox; Jon Goode, executive vice president of Corporate Communications with the Lowell Spinners; Cathal Colon, vice president of marketing with the New England Revolution; and Christian Megliola, senior vice president of communications with the Boston Celtics. They also had the opportunity to network with additional executives from the Boston Celtics, Boston Red Sox, New England Revolution and TD Garden. The day ended watching the Celtics take on the Raptors. Professors Patrick Leary and Drew Fraser, coordinated and chaperoned the event. Both the participating students and professors want to extend a thank you to the Celtics organization for an excellent event!

Club Management Student Scholarship

Members of the Club Managers Association of America (CMAA) student chapter attended the New England Club Managers Association annual members meeting held in October at the Haven Country Club in Boylston, Massachusetts.

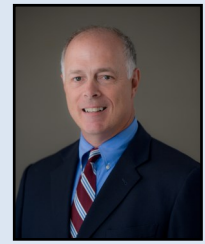
Kevin Duffy, JWU CMAA student chapter president, was one of only seven regional recipients of a \$2,500 David Meador Scholarship. The David Meador Foundation provides educational and training opportunities for club managers and students engaged and employed in the private club and hospitality industry.

The CMAA student chapter offers many opportunities for students to become acquainted with the club management profession and the path to leadership. Members of this student organization take steps to further their professional development through meetings, events, practical experiences, internships, education and conferences.



CMAA members with Professor Samel

Congratulations!



Lee Eskilsen

Co-authored the International Association of Venue Managers textbook: Public Assembly Venue Management: Sports, Entertainment, and Convention Venues. This book is organized in a logical sequence that takes the reader through the history and role of public assembly venues, followed by the other significant areas of venue management.



Drew Fraser

Received the International Association of Exhibitions and Events Bob Dallmeyer Educator of the Year Award. This award is presented to members who possess outstanding creativity, a positive attitude and the ability to transfer knowledge through good communication skills and innovative teaching to promote lifelong learning to exhibitions and events industry professionals.

Professor Fraser was also appointed to the International Association of Exhibition and Events Faculty Advisory Task Force.

Paul Bagdan

Presented: *The Big Changes in Customer Service Management* at the International Council on Hotel, Restaurant, and Institutional Education Symposium.

Michael Sabitoni

Appointed to Governor Raimondo's Job Initiative Task Force.

Brian Warrener

Named to Nightclub & Bar's National Advisory Board



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