Growing up on a farm may not be the most common path for a future restaurateur, but for Josh Rutherford (HTM ’98) it’s the one thing he felt that made him perfect for the industry. Josh grew up just outside of West Lafayette in the small town of Montmorenci. His family farm consisted of almost 1,000 acres, and had a feedlot with about 200 head of cattle. He says the long days of working on the farm with his dad, along with the self-starting mentality that a farmer needs, helped him to grow into the operator he is today.

While at Purdue, Josh was involved in many different activities outside of the Hospitality program. He was a Purdue Pete for four years, an active member at Lambda Chi Alpha fraternity, and a member of Gimlet. Josh’s love of the restaurant industry was sparked when he started working at one of the most iconic drive-in’s in Indiana, The Frozen Custard. Rutherford had been washing dishes at Chili’s when he met Rachael Lodde (daughter of Kirk, the owner of The Frozen Custard) in Ghiselli’s HTM 291 class, and asked if they needed help at her dad’s place. Kirk quickly took Josh under his wing, and showed him the importance of friendly service, maintaining regulars, and having a positive work environment – all of which have become key elements in the success of Josh’s Chicago restaurants.

Because Josh was heavily recruited from Purdue he had to make a difficult decision. He considers the one he made to be one of the best in his professional career; he went to work for Houston’s Restaurants. Josh started in Winter Park, FL as a manager. He quickly made a name for himself and was transferred a total of four times over the next two years. His first promotion came when he was asked to move to San Francisco to take over the AGM role in a restaurant that wasn’t performing up to the high standards of Houston’s. According to Josh, transferring from city to city gave him a knowledge that could only be learned by living it. At age 26, Josh became one of the youngest General Managers that Houston’s had at the time. While working for Houston’s Josh was in thirteen different locations in four different states; but it was during his tenure at the Chicago Bandera Restaurant that he decided Chicago was the city for him.

Houston’s had taken him across the country and back a couple of times and it was now or never. In the spring of 2005, Josh took the leap. He had become friends with Doug Dunlay, Derek Rettell, and Mike Dunlay while at the Chicago Bandera, and the four of them were ready to create a restaurant company of their own: 4 Star Restaurant Group was born.

“Our mission from day one was: It’s all about our guest. We wanted to own and operate neighborhood restaurants that people would visit more than once a week.” Their first restaurant, Dunlays on Clark, was a welcome addition to Lincoln Park. The restaurant had a huge following from the first day. Situated at the corner of Clark and Wrightwood, the restaurant was a prime location in the heart of the neighborhood and, most importantly, had a large outdoor seating area for the summer. This became one of the many features that the 4 Star Restaurant Group would look for in future properties.

Dunlays on the Square was next. People thought they were crazy to open a restaurant in Logan Square, which then was a “slowly gentrifying neighborhood.” This location is truly a prime spot for what has now become one of the hottest restaurant and bar neighborhoods in Chicago. “We basically took our exact plan from the original restaurant, and replicated it in a neighborhood that we thought had a lot of potential.” The Logan Square location is close to the interstate, has multiple EL (train) stops nearby, and has a bike friendly traffic pattern.

The decision to open more restaurants was easy; but finding sites that 4 Star loved was the challenge. “When The Smoke Daddy location became available we jumped on it!” Josh said. It was a couple blocks from the train, had a sidewalk space that was 18’ x 50’, and was a cuisine that the group had a special place for in their hearts. Smoke Daddy has had many accolades, from mentions in the Wall Street Journal to multiple Food Network appearances.

The future of 4 Star was becoming more defined as they grew through their next three restaurants: Frasca Pizzeria and Wine Bar, DOC Wine Bar, and Crosby’s Kitchen.

The downtown market became the next chapter in the life of the 4 Star Restaurant Group. “We decided it was time to make the move downtown where we thought we could add another layer to our target market - tourists.”

Last summer 4 Star opened two locations downtown. Remington’s is a 9,000 square foot restaurant located on Michigan Avenue.
On October 9, Purdue President Mitchell E. Daniels, Jr., announced Ever True: The Campaign for Purdue University. “As we approach the 150th anniversary of Purdue’s founding, we are embarking on a campaign — Ever True — that will elevate our University’s reputation for research excellence and intellectual achievement in a new era of accountability in higher education,” Daniels said. “We invite the support of the entire Purdue family in this historic undertaking.”

With a goal of $2.019 billion raised by 2019, Ever True is the largest fundraising effort in Purdue history. The campaign spans July 1, 2012, through June 30, 2019, concluding in the University’s 150th anniversary year.

This campaign will propel the Purdue Moves initiatives — Affordability & Accessibility, STEM Leadership, WorldChanging Research, and Transformative Education — and reinforce the University’s overarching commitment to keep a rigorous college education within students’ financial reach. More broadly, it will unite the Purdue community around three key priorities:

PLACE STUDENTS FIRST — Students are the heart of the University, and fostering their talent is our highest calling. Our students will grow as leaders and global citizens who enjoy a lifelong relationship with Purdue that equips them for the future’s broad, ever-changing challenges and opportunities.

BUILD ON OUR STRENGTHS — Intersecting with the arts, humanities, social sciences, and business disciplines, we will increase investment in areas that have the greatest potential for impact and explore innovative ways to leverage our historic strengths.

CHAMPION RESEARCH AND INNOVATION — Faculty research requires a nimble, state-of-the-art ecosystem that attracts and celebrates creative minds — a fusion of people, resources, facilities, and environment that spurs collaboration across disciplines, expands the boundaries of knowledge, and positions faculty for success. The theme of the campaign, Ever True, springs from the lyrics of “Hail Purdue!” and speaks to the loyalty and commitment our Boilermaker family has long demonstrated.

To learn more, visit www.purdue.edu/EverTrue or connect with #PurdueEverTrue on social media.
It’s All About Our Guest  (cont. from p. 1)

Avenue just across the street from Chicago’s famous “Bean” (Cloud Gate), and The Windsor is a 5,000 square foot restaurant just off Michigan Ave, on Huron across from Northwestern Hospital. “We felt both locations would have a good combination of business, local and tourist trade.” Both of these places are beautiful build outs, with plenty of room for private parties, but most of all they are consistent with what Rutherford and the team have built: great service, great food, and a warm, welcoming environment.

4 Star Restaurant Group is not stopping there. Rutherford shared plans for the opening of two restaurants set for late summer 2016 and the spring of 2017. Both are yet to be named but he promises they too will emulate the culture the group has set forth. “We have hired some amazing corporate staff in order to help ensure our standards are being maintained and improved.” Kelly Hoxie, a long time restaurateur, came to 4 Star from a regional manager’s position with Cheesecake Factory. Todd Stein, a long time Chicago chef, is the culinary master. Tony Burger is the Director of Operations, a Level 2 sommelier, and the operations guru. Hillary Greene, a graduate of the CIA and the Hospitality Management program at Cornell, is the director of HR and recruiting. “We have the firepower to continue to build this company at a controlled pace. Our plan is to open at least one restaurant a year for the next five years and see where that takes us.”
Legendary HTM Professor to Close Long Career at Purdue

When Professor John Rousselle finishes grading his accounting papers this spring, it will mark the close of a 39-year career at Purdue University. Professor Rousselle joined the RHI Department in January of 1978. When he arrived at Purdue, RHI had about 200 students and 6 faculty. Within a few years there were 14 faculty and 1,000 undergraduate students. Classes were large and the faculty taught a variety of courses. Even though he taught accounting and cost control for the majority of his career, he also taught hotel housekeeping, club management, and other classes. According to Rousselle, it was challenging for him because he did not have a degree in hospitality management and had not taught before coming to Purdue. The textbooks in the field were not very good so the faculty relied on each other and shared their ideas. Rousselle estimates that he taught over 7,000 students during his time at Purdue - and while he might not remember each and every one, he does remember many of them - and their stories.

Rousselle’s first year at Purdue was scary but he always felt his decision was the correct one. “I always thought that being a college professor would be a great career with great quality-of-life and the opportunity to be surrounded by intelligent people, and a free exchange of ideas.” The opportunity to prepare young people for the rigors of a career and family life and to help them understand that there is more than one way of looking at things is something that he found compelling.

Professor Rousselle believes that success in the hospitality industry is difficult to achieve so he tries to teach those things that lead a student to be successful. He strives to teach his courses in a way that allows students to apply what they learn in all situations whether they remain in the hospitality and tourism industry or pursue a different path. He wants his classes and the overall curriculum not only to help prepare students for a job - but success in life. He felt that it was nice to be popular as an educator but if he had to choose between being popular and being effective - he would take being effective. Giving lots of homework and rigorous exams might not always have been popular, but he felt it better prepared students for the demands they would be facing.

The School of Hospitality and Tourism Management at Purdue has been fortunate to have had John Rousselle on the faculty. John has received many teaching awards during his time at Purdue including the Bruce Lazarus HTM Teaching award and the Mary Matthews award. In 2008 he was inducted into the Purdue University Great Book of Teachers. According to Professor Howard Adler, who has worked with Rousselle for 35 years, “I strongly believe that John has been able to establish a rare connection with students that allowed him to excel at teaching. Many times John and I would have lunch and discuss how lucky and blessed we were to have had the opportunity to pursue our chosen careers at a place like Purdue University.” “John has dedicated himself to being an excellent teacher - but more than that he has been a great leader in the school of HTM and could always be counted on to help out or take the lead where needed.”

Dr. Richard Ghiselli, Head of the School of Hospitality and Tourism, went on to say that John always brought a unique perspective to any issue that we were facing whether it be curriculum change, name change, or issues related to our future direction. We will miss that.

Recently, Dr. Adler sat down with Professor Rousselle to get his thoughts on a number of different topics:

**What have been the most rewarding parts of your career at Purdue, and what have been your most difficult or challenging?**

I would say working with a single student or group of students in...
industry. I would also have to say that I really loved doing study abroad programs and wish that I had started doing them earlier in my career. Being able to run programs and watch students grow was a fantastic experience. I also loved the fun things like helping students with the Spaghetti luncheons we used to do before home football games as a fundraiser, and being faculty advisor for student organizations like Club Managers of America.

Most challenging and always the least amount of fun has been grading papers. I never liked that and it did not get any better - but evaluation is an important part of the overall job.

What would you say are the biggest changes to hospitality education since you started?

By far the biggest change has been the use of computers. Nowadays, students use them to retrieve information, produce reports, and deliver presentations. Faculty use them for many of the same purposes and also course management. Also, I detect that students seem less comfortable speaking in class, and that they have a harder time taking negative feedback.

What kind of advice have you given your students that has been most valuable?

There are many things that people have to know in order to be successful in the hospitality industry. These obviously include things such as accounting, HR, sanitation, legal issues, marketing and so on. All need attention in order to survive in this industry. Further, I believe that the School of Hospitality and Tourism does a good job in preparing students for the rigors of the industry, and I hope that HTM will continue on this path. We need to keep insisting that students have a well-rounded education. We are preparing our students to enter the industry, but we also need to do a better job of preparing our students to be able to move to upper management and corporate level positions.

I like to share with my students a phrase that I want them to remember “Our customers don’t need us, we need them.” Owners, managers, and employees should start each day repeating this phrase to themselves. Operations obviously need to set limits as to what is done for customers, but it means that an operation needs to have clear standards and products and services delivered. It also means that the financial structure of the firm and operations needs to be sound and that control processes are in place.

What have been the biggest changes that you have seen in the hospitality industry during your career?

At one time management suffered from a lack of information. Today, however, the use of computers has changed that. The problem today seems to be how to use the mountain of information that is generated, and how to analyze it to make good decisions. Information management is the key.

I think that some other very important changes have been the huge increase in the popularity of ethnic operations and the great diversity in American tastes. Even in small towns consumers have a wide variety of ethnic food choices such as Mexican, Italian, Chinese, Thai etc., as well as a variety of typical American fare.

Consumers today are more demanding and less tolerant of bad operations and I think it is because of the variety of choices they have. In addition, bad experiences get shared within minutes. Success is more difficult because your competitors are getting better and better.

Lastly, the lodging industry is vastly different today than it was 39 years ago. It is segmented by price, level of service, size, quality, location, ratings, etc. Each chain has tried to widen its customer base by offering products that cater to almost all segments, and consumers have more options in how to access them. Chains today make up over 80% of all hotel rooms in the U.S. - but not all are created equal.

When you look back at your accomplishments, what are you most proud of and what will you miss the most and least?

I am most proud of the students that have done well in their careers. I like to think that in some way I have contributed to that success. Frequently former students come back and tell me how much my classes helped them and that has encouraged me to continue with my methods. For example, there was one student who came into my office as a senior and asked about the cruise industry. I told him I really didn’t know much about it. Nonetheless, he indicated that he really wanted a career in that area.
Howard Adler, Chair of the Hall of Fame Committee. We have two top industry individuals and the founding head of the RHI Department. The following individuals are very deserving and we are pleased to be able to induct them into the HTM Hall of Fame.

### THIS YEAR’S INDUCTEES ARE:

**Joseph J. Cioch** was Head of the Department of Restaurant, Hotel and Institutional Management at Purdue from 1974 to 1986. When Joe came to Purdue the RHI department had just changed its name. It was previously known as Institutional Administration (IA), and was located in the School of Home Economics. Joe was charged with making the Purdue community aware of the change and for bringing national prominence to the program.

Dr. Cioch arrived after having earned his Ph.D at Penn State University. When he came to Purdue there were less than 100 students in the RHI department and it was an uphill struggle to gain credibility on a campus known for engineering and agriculture. Joe had a vision to build the department into one of the top programs in the country and set about making it happen.

By the mid 1980’s RHI enrollment had reached 1,000 students and classes were overflowing. Dr. Cioch recruited faculty from around the United States and the world to serve the growing number of students. His strongest suit was that he knew how to go after the best people, and to let them do what they do best. The groundwork that Joe laid eventually led to the department being ranked number 1 in the country. Dr. Cioch was a tremendous proponent for the industry and helped establish the RHI Management Institute which was engaged in industry studies all over the country. Also, he helped countless students achieve their career goals and dreams through his contacts.

Dr. Cioch left Purdue in 1986 to become the Dean of the Conrad Hilton College of Hotel Administration in Houston, and later went on to serve as Dean at the California Culinary Academy. Dr. Cioch passed away in 2008 but his contributions to the School of Hospitality and Tourism Management live on.

**Hoyt Jones** is President of Jersey Mike’s Subs, a sub sandwich franchise with 1,500 stores open and under development nationwide. Started at the Jersey Shore in 1956, Jersey Mike’s serves authentic fresh sliced/fresh grilled subs on fresh baked bread – the same recipe it started with nearly 60 years ago and has a long history of community involvement and support.

Since Hoyt joined in late 2007, Jersey Mike’s has more than tripled the amount of restaurants open in the U.S. For two years running, Jersey Mike’s has been the #1 fastest growing chain in the country, according to Nation’s Restaurant News Top 100 (2014 & 2015).

A recipient of many awards during his career, Hoyt brings a deep understanding of both the franchisor and franchisee perspective. In his more than 30 years in the quick serve restaurant industry, he has done it all from working behind the counter as a past multi-unit Domino’s Pizza franchisee to being responsible for several thousand franchise stores as Executive Vice President of U.S. Franchise Operations for the pizza chain.

Hoyt graduated from Purdue University with a Master’s degree in hospitality and tourism management and, three years later, with a PhD in Education. He was an associate professor at his alma mater, teaching marketing and purchasing. In 2004, Purdue University’s School of Consumer and Family Sciences recognized Hoyt and other alumni for their contributions to the school and for leadership within their professions.

Hoyt has been married to his wife, Joni, for more than 32 years, and they have three children, Mallory, Taylor, and Haley. Hoyt lives in Sea Girt, NJ.
2016 HTM Hall of Fame

Stein Kruse is Chief Executive Officer for Holland America Group. He has full responsibility for Holland America Line, Princess Cruise lines, Seabourn, and Holland America Princess Tours. He joined Holland America in 1999 as Senior Vice President and in 2003 he was named President and Chief Operating Officer. Stein is responsible for 37 ships, 12 hotels/lodges, and thousands of employees who serve over 2 million guests per year. Prior to his time with Holland America he held executive positions with Seven Seas Cruises and K Line, a Japanese Global Shipping Line. Stein received his Bachelor of Science Degree from the Department of Restaurant, Hotel and Institutional Management at Purdue University and is a graduate of the Harvard Business Schools Advanced Management Program. He is a native of Oslo, Norway and currently lives in Bellevue, Washington. Stein serves on the boards of the U.S. Coast Guard Foundation and the University Of Washington Foster School Of Business and he is on the advisory board for Cruise Lines International Association (CLIA).

Thanks to Dr. Howard Adler, Associate Professor in HTM and Chair of the HTM Hall of Fame Committee.

Legendary HTM Professor (cont. from p. 5)

in 1982. He is now the President of Holland America Cruise lines. Those types of things make you feel really good. I am particularly grateful for the emails, letters, and phone calls and the former students who stop by my office to tell me how useful and practical my classes were. They seem to remember comments that I made that had an impact on them – many of which I don’t recall.

I will also miss it when students come into my office and ask my advice because they have several job offers and don’t know which one to take. I will miss the interaction with HTM students, faculty and staff. All Purdue people, students, alumni, staff and retirees are outstanding human beings. I have established lifelong friendships with HTM faculty and other staff members throughout the university. What I will miss least is grading papers. However, I do enjoy the occasional surprise when a student does much better than expected.

What does the future look like for John Rousselle?

I am looking forward to living my life without a watch or a calendar. Bev and I love to travel so we hope to do more of it. We have been fortunate to see 49 of the 50 states and plan on exploring the ones that we have only skimmed over. We also have some international friends that we hope to visit. There is a very good chance that we will be spending more time in the Phoenix area so that we can be close to our granddaughter, and explore the southwest.

I feel that I have really lived a dream and, as I find myself at the end of a long road, I am thankful for the opportunity to help people learn, and to help prepare young people for the rigors of a career, family, and citizenship. All of these drove me to be a college professor. When I was a student I would look at the person in front of me and know that I could do a better job of teaching than he/she could. I suspect that many of my students have similar thoughts in my class.

Closing thoughts:
Professor Rousselle has made a great contribution to hospitality education over the years and will truly be missed by our students and faculty. We wish John and Bev the best of luck in the next chapter of their lives. People who want to stay in touch with Professor Rousselle or want to wish him well can email him at rousselj@purdue.edu.
“You can make positive impact!” that is the advice from Matthew Sampson, HTM’s Outstanding Senior for 2016. Matthew Sampson, has achieved a lot during his undergraduate career in HTM and his experience shows that every student can make a difference. Matt has been actively involved in HTM life. He has served dignitaries at Westwood, the president’s residence, and is Culinary Assistant Director for this years’ Black Tie Dinner. He has been active in his fraternity and both a Team Leader and a Team Supervisor for Boiler Gold Rush.

Matt has not only kept his grades up, but he has shown his commitment to the quality of the academic program in both HTM and HHS. He served on the HTM Undergraduate Curriculum Committee and the HHS Undergraduate Educational Policy and Curriculum Committee.

Matthew, is committed to making Purdue a better place, and is a founder and past president of Purdue Greek Allies. Purdue Greek Allies promotes acceptance of all within the Greek system regardless of their sexual identification. It promotes education on inclusion within the Greek system. Greek Allies ground breaking work has been recognized by other colleges across the United States.

We asked Matt to share his thoughts on his time in HTM. Here’s what he had to say:

**How would you describe your approach to student life?**

I would say that my approach to student life is “work hard, play hard.” It’s very important to me to be successful in school, ultimately that’s why I’m at Purdue; but I also want to make sure that when I leave here in May, I have plenty of memories with my friends that make me appreciate my time at Purdue.

**How do you juggle academic activity with other commitments?**

I don’t know honestly. Between school, work, organizations, and social life, my time at Purdue has been busy to say the least. I would say that for me it comes down to prioritizing school, work, and organizations each week. It’s figuring out what are the most important things that have to get done this week, but then blocking out a period of time for me to spend with myself or my friends so that I don’t go crazy. I have had to make many sacrifices during the past few years, but when it comes down to it I always remind myself to “do what makes you happy at the end of the day”.

**What tips would you give students to get the best results from their time in HTM?**

Get involved! I would highly suggest getting involved within HTM, but also get involved outside of HTM. Find an organization that has nothing to do with HTM but has everything to do with one of your own interests. Also, get to know your professors. Some of them may seem scary or intimidating, but they will be your best resource while at Purdue. The best advice I’ve been given at Purdue has come from professors that I’ve gotten to know over the years. The faculty we have in our program are truly the best and, in my opinion, they have truly shaped me and helped me be as successful as I’ve been.

**What were a couple of highlights from your time in the HTM program?**

My first highlight would be working at Westwood with Chef Lulay. The opportunities that Westwood has given me are incomparable. Never in my wildest dreams did I think that I would get to cook for a NY Times food critic or a US Secretary and his secret service agents. Another highlight for me would be the HTM Alumni Golf Outing this past fall. I had the opportunity to

*Continued on page 9*
HTM’s Outstanding Graduate Students

Ksenia Kirillova
OUTSTANDING PHD 2015

Originally from Krasnoyarsk, Russia, Ksenia Kirillova graduated in 2015 from HTM and now is a faculty member at Hong Kong Polytechnic. Her research interests include consumer, particularly touristic, experience, tourism aesthetics, and host-guest relationships in tourism. Ksenia’s research output to date includes six first-authored peer-reviewed articles, of which five are published in top-tier hospitality and tourism journals. She also co-authored seven peer-reviewed stand-up papers and two poster presentations at national or international conferences. One of her conference papers, titled “Interpretation of Hospitality Across Religions” received a Best Paper Award at the International Society of Travel & Tourism Educators 2013 Annual Conference. Also, she recently received a Best Paper award, along with current PhD Student Saerom Wang and faculty member Dr. Xinran Lehto, at the 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism in Philadelphia. The title of the paper was “Reconciling Unsatisfying Tourism Experiences: Message Type Effectiveness and the Role of Counterfactual Thinking”

Gaeul “Autumn” Kim
OUTSTANDING MASTERS 2015

Studying food science and nutrition in college, Autumn has always been curious and passionate about foods and consumer engagement. Working in the consumer food industry as a marketer in South Korea, she expanded her area of expertise to include food service management, which brought her to Purdue in the fall of 2013. Her research interests lie in marketing communications and corporate social responsibility (CSR) in food service settings, as her master’s thesis was focused on both areas. She believes that there is always a sense of achievement and satisfaction when consumers engage with the brand and products. After graduating, she will pursue a career in brand management in the food service industry. She is an enthusiastic member of Toastmasters, a fan of Chinese food, and a novice writer.

HTM’s Outstanding Senior (cont. from p. 8)

play with Dr. Ghiselli and our Career Day keynote speaker, Susan Santiago. Talking to Ms. Santiago throughout the day about her career path and her company, Hyatt Hotels, gave me a direction in which I wanted my own career to go. My third highlight in the HTM program would have to be the learning community trip to Chicago during my freshman year. That trip showed me all of the possibilities for my career, but was also the culminating event for the group which had given me so many of the friendships that I cherish today. HTM has given me a lot, but mostly it’s given me numerous friendships that I couldn’t imagine Purdue without.

As you look back over the last few years, what were the most important things you learned in HTM?

HTM has taught me a lot. I’ve learned the importance of finding a mentor. A mentor can really make your time navigating your potential career paths and your studies a lot easier, and my mentor has done that for me. As much as I hate to say this, HTM has taught me that group work is essential for our industry and so all of those dreaded group projects were preparing me for my future career. Lastly, HTM has taught me how important our industry is and gave me the confidence that I was in the right program at Purdue. Being at a STEM-based university, some students tend to laugh when you tell them you’re majoring in a non-STEM major. During my time at Purdue, the HTM program has taught me and shown me how necessary we are and how much good the hospitality industry can do for the world. The faculty in our program have taught me how to be confident in everything I do at Purdue, and have truly prepared me to be successful in the industry. I’m truly grateful for the people in our program and I know that Purdue HTM is the best there is!

The Outstanding Senior Award is presented each year to a student that has distinguished themselves in scholarship, leadership, professionalism and service to others.
Thirty-One Students Tour New York City

By: Isabella Murray, President of HTM Society

Last November, thirty-one students and two faculty advisers from the School of Hospitality and Tourism Management at Purdue University attended the 2015 Hotel Experience Show in New York City. While there, the students toured various hospitality and tourism sites in and around Midtown Manhattan. All the students that participated in the field trip were active members of both Purdue’s American Hotel and Lodging Association (AHLA) and the Hospitality and Tourism Management (HTM) Society.

Upon arriving in Manhattan, the students toured the famous Radio City Hall of Music. The group learned what it takes to preserve this historic landmark and to put on the annual Radio City Christmas Spectacular featuring the world renowned Rockettes. The students also had the chance to network with AHLA Student Chapter members from other hospitality programs across the United States at the gourmet food court at the Plaza Hotel on Fifth Avenue.

On Sunday morning, the group was divided into two: one half attended the annual Starwood Student Relations Conference at the Sheraton Times Square, and the other half toured the meetings and events space at the Marriott Marquis, Times Square. At the Starwood Conference Brian McGuire, Vice President of Operations for North America, spoke to the group about current events taking place within the lodging industry. Breaking into focus groups, the students met with local executives who specialized in the students’ areas of interest. At the Marquis Hotel, the Director of Event Operations, Scott Frain, spoke with the students and showed them the various parts of the hotel from the rotating restaurant, The View, the numerous conference and meeting spaces, and also the outdoor terrace that looks right onto Times Square.

Later that day, the groups reconvened at the Grand Hyatt at Grand Central Station for a special seminar from the Assistant Director of Rooms, Sebastian Gurevich. Topics of discussion included the challenges that many hotels face while working with union workers as well as hotel room layout and design. The session concluded with a surprise trip to the roof of the hotel.

Monday morning, the group took a trip to the Standard High Line Hotel for breakfast and a presentation by the Vice President of Finance, Andrew Whittaker (HTM ’98). Later in the day, the students traveled to the Javits Center for the Hotel Experience Show where they interacted with purveyors of innovative products, technology, and services for the hospitality industry.

The group ended the trip with a farewell breakfast at the traditional Neapolitan restaurant, Naples 45. It was a great way to end the hospitality fueled trip. It is the goal of both clubs, AHLA and HTM Society to continue doing this trip in the years to come, and is a great way to learn about the hospitality industry in New York City.
Bourbon Trail Field Trip

Dr. Michaela Nuebling and twenty students traveled to Kentucky this past October for a weekend of exploration and tasting. The group began their trip in Louisville, KY learning about Brown-Forman, one of the largest American-owned spirits and wine companies. Students were fascinated by the developmental process behind new spirits brands and flavors as well as the rich history and international distribution network of Brown-Forman. The participants learned that employee relations and development, as well as, responsible alcohol consumption are taken seriously at the company, which carries an impressive portfolio of well recognized Whiskey, Tequila, Vodka, Liqueur, and Wine brands.

After the tour, students conducted their own exploration of downtown Louisville. The White Lodging property where they stayed was located in close proximity to historic Whiskey Row and Louisville’s diverse F&B scene.

On Saturday morning, the group continued their exploration along the Bourbon Trail with a visit to the Woodford Reserve distillery. The students learned about the five flavor sources of Bourbon, and the importance of aging for the flavor and aroma profile of American Whiskey. Since Woodford is part of the Brown-Forman group, their Kentucky Bourbons are aged for at least 6 years in American oak barrels made at the company’s own cooperage in Louisville. After the students dipped their fingers into open fermenters, got up close to copper stills, and visited the barrel storage, it was time for the long awaited Whiskey tasting.

Two samples were provided: Kentucky Straight Bourbon and Woodford Reserve Double Oaked, a Bourbon which is transferred to a new oak barrel after its initial barrel maturation. It was delicious, especially paired with the pecan topped Bourbon chocolate ball that accompanied the tasting. It was a fun and educational excursion that would have not been possible without the support of our industry partners. Many thanks to Republic National Distributing, Brown-Forman and White Lodging.
Slice of Life
Entrepreneur puts new twist on traditional things

Brad Niemeier would know. In 2014, less than two years after earning his HTM degree, Brad launched his own pizzeria, Azzip Pizza, in his hometown of Evansville, Indiana.

His concept: custom pies with unusual, fresh, and healthy toppings — like locally raised chicken and baby spinach — served in under 5 minutes. Niemeier (HTM ’12) also creates his own pizza sauces.

He recently opened a second location in nearby Newburgh, Indiana, and this year he’s opening two more stores, including one near the University of Illinois. And he isn’t stopping there. Niemeier expects to have 10 locations by the end of 2016.

Niemeier enjoys talking to customers and hearing how much they like the food, and reminding himself, “And it came from something I thought of, something I created.”

While at Purdue, Niemeier earned Purdue’s Certificate in Entrepreneurship and Innovation and won the 2012 Burton D. Morgan Business Plan Competition for his idea. But starting his business required more than a good plan and capital. “The biggest hurdle was mental, deciding to go for it,” he says. “To jump from thinking ‘this is a good idea,’ to actually acting on the idea — that was the hardest thing.”

Niemeier encourages young people to act on their inspirations. “When you’re younger in life, you’ve got less to lose,” he says. “It’s a great time to give it a shot.”

And keep your eyes open when visiting Purdue. He hopes to one day open a location near the West Lafayette campus.

Special Thanks to the College of HHS for reprint permission of this article, authored by Marti LaChance. Photo credits: Charles Jischke

Hannah Williams: Following Her Dreams

We recently caught up with Hannah Williams (HTM ’14), who is pursuing her passion for culinary arts at Schoolcraft College in Livonia Michigan. Here is a little about her:

Hannah has always had a passion for cooking and what food means in people’s lives. Some of her best childhood memories are of being in the kitchen with her great grandmother, and thinking that she had snuck the fried okra off the plate without her knowing, or waking up on Saturday morning to her parents cooking biscuits and gravy. As she grew up she fondly remembered sitting around the kitchen table and talking with her mom and sisters long after they were done eating.

As she thought about careers, Hannah knew that her first step was college. Even though she thought about culinary school, she wanted to learn how to run a business - not just cook. So she chose Purdue University.

During Hannah’s freshman year at Purdue, she went to a call-out for a study abroad to Ireland. She now feels this was the best decision she ever made. This experience led to another study abroad and the passion to go on more trips. Her advice to anyone who has a chance to study abroad is, “Do not hesitate, and do not let money stop you.”

During her sophomore year she was introduced to Chef Lulay and had the opportunity to work with him and to be a part of the staff at Westwood. After reading about his culinary accomplishments, she wanted to learn everything she could from him.

As her senior year hit its midpoint, she started talking to Chef Lulay about her desire to go to culinary school. She had always planned on applying to culinary school but had no idea where to start the search. She ultimately selected Schoolcraft College in Livonia Michigan. She will finish in 2017, and will be heading off to Paris France for a third study abroad.

During baseball season, Hannah works at Comerica Park for the Detroit Tigers in one of the suites/kitchens providing gourmet meals and ballpark favorites for the press lounge, Tigers club, and Tigers staff. During the off season she works closely with the Chefs at Schoolcraft. “The whole time I am at work I can hear Chef Lulay saying ‘keep it tight,’ ‘watch your plating’ and the best piece of advice, ‘Keep your head down and stay humble.’”
Dr. SooCheong (Shawn) Jang (HTM Professor) was selected as the recipient of the University of Delaware’s Michael D. Olsen Research Achievement Award, which honors the late Dr. Michael Olsen of Virginia Tech for his contributions to the body of hospitality knowledge and for his mentoring of graduate students. The annual award recognizes someone who has made a significant contribution through sustained and focused research leading to important contributions to the body of knowledge in hospitality and tourism. It considers the overall contribution to the academy, including serving on editorial review boards, international symposia and conferences, graduate education and mentoring of graduate students.

On receiving news of this award, Dr. Jang indicated “I am truly honored to be selected as the recipient of the Michael D. Olsen Research Achievement Award. Dr. Olsen was one of my role models for excellence when I first started research and, as such, this award represents a great distinction for me. I have been extremely fortunate at every step of my educational and academic career, and have many to thank for this recognition. I want to express gratitude to my colleagues at Purdue. I want to express my appreciation for my current and former graduate students at Purdue and Kansas State University, many of whom are incredibly talented and hard-working. I would also like to thank Purdue for providing me with an exceptional working environment. Lastly, I want to thank those who nominated me for this honor. Receiving this legacy of Dr. Olsen is truly humbling, and I will do my best to continue to produce meaningful research for which this award represents.”

The award was presented at the 20th Annual Graduate Education and Graduate Student Research Conference in Tampa, FL, in January 2015. Congratulations!!

Dr’s Shawn Jang and Sheryl Kline (Award Presenter)

Best Paper Awards

MARTIN OPPERMANN MEMORIAL BEST PAPER OF THE YEAR AWARD

Dr. Jeong-Yeol Park (HTM Ph.D. 2014, now Assistant Professor at Univ. of Central Florida) and Dr. SooCheong (Shawn) Jang received one of the most prestigious research awards in tourism, the Martin Oppermann Memorial Best Paper of the Year Award from the Journal of Travel and Tourism Marketing in May 2015. The title of the award-winning paper was An Extended Gravity Model: Applying Destination Competitiveness. The primary objective of this study was to present an extended gravity model that can more generally explain tourism flows.

BEST PAPER AWARD AT THE ASIA PACIFIC CHRIE ANNUAL CONFERENCE

Mr. Jaemun Byun (HTM Ph.D. Candidate) and Dr. SooCheong (Shawn) Jang received a Best Paper Award at the Asia Pacific CHRIE (Council on Hotel, Restaurant, and Institutional Education) annual conference held in Auckland, New Zealand, June 10-13, 2015. The award-winning paper was titled: The Sharing Economy Adoption Model: The Case of Airbnb.

Jaemun Byun and Dr. Shawn Jang

21ST ANNUAL GRADUATE EDUCATION & GRADUATE STUDENT RESEARCH CONFERENCE

Saerom Wang, Ksenia Kirillova and Dr. Xinran Lehto received a Best Paper award at the 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism in Philadelphia. The title of the paper was Reconciling Unsatisfying Tourism Experiences: Message Type Effectiveness and the Role of Counterfactual Thinking.

Saerom Wang is currently working on her doctorate in HTM, and Dr. Ksenia Kirillova graduated from Purdue last year.

Saerom Wang
2015 ACF Chef Educator of the Year Award

Chef Carl G. Conway of the Purdue University School of Hospitality and Tourism Management was recognized as one of the best culinary educators in America. Chef Conway, originally of Jackson, Mississippi, received the American Culinary Federation Central Region’s Chef Educator of the Year Award at the 2015 ACF Central and Western Regional Conference, held at the Marriott Downtown, in Indianapolis, Indiana.

The ACF Chef Educator of the Year Award, established in 1998, pays tribute to an active culinary educator whose knowledge, skills and expertise have enhanced the image of the professional chef, and who by example has given leadership, guidance and direction to students seeking a career in the culinary profession. This person demonstrates the ability to help students define and develop their careers by using their skills and abilities to provide a strong foundation for future success.

In addition to instructing Hospitality and Tourism Management students in the capstone course at Purdue University, Chef Conway also serves as the coach of the ACF Greater Indianapolis Chapter’s Baron H. Galand Knowledge Bowl Team, which is comprised of students from the four culinary schools in Indianapolis.

Chef Conway has been an active member of the ACF since beginning his culinary apprenticeship at the Gaylord Opryland Culinary Institute Nashville, Tennessee in 2000. He served two terms as secretary of the ACF Middle Tennessee Chapter, and two terms as president of the ACF Clarksville Chapter. Chef Conway has completed a rare ACF “triple”, having been recognized by the ACF Middle Tennessee Chapter as the Student Culinarian of the Year in 2000, and he was also the ACF Clarksville Chapter’s Professional Chef of the Year in 2005.

“I am honored to receive this great award, and am proud to have been chosen by my peers to represent Indianapolis and the ACF Central Region,” said Conway. “There are many people I would like to thank for this award: all of my students, my colleagues at Purdue University, the chefs of the ACF Greater Indianapolis Chapter, and of course, all the chefs who have been mentors and role models to me over the years, especially the late Chef Clifton Stanfill, CEC, CCE, and Chef Ralph Comstock, CEC, AAC.

Purdue RHI Alumnus authors “Respite Tourism for Family Caregivers”

Purdue RHI Alumnus authors “Respite Tourism for Family Caregivers”. Bob Holda (RHI ’75, IEd. ’77), upon invitation of the editor, combines his academic background & experience in Hospitality Management, along with many years of practical experience of caregiving with his family and others, to author and raise awareness of this important cause.

He was the sole contributor from the U.S.
Faculty Promotions

Dr. Carl Behnke was promoted with tenure to the rank of Associate Professor effective August, 2015. Before coming to Purdue in 1998, Carl worked in a variety of hospitality positions mostly focused on back-of-the-house foodservice operations. While in the industry, he worked in restaurants and hotels, such as the Hyatt Regency New Orleans, as well as country clubs such as the TPC Summerlin and TPC Avenel. He also spent a year working as a cook in Switzerland, and traveling in Europe.

Carl earned his Associate’s degree from the Culinary Institute of America in 1985, and then a Bachelor’s degree from the same institution in 1997. During his time at Purdue, he earned an M.S. in HTM and completed his Doctorate in the School of Education. Currently, his research parallels his culinary career and focuses on foodservice operations and hospitality education.

Many of you may remember Carl as Chef Carl, because of his role as the School’s Chef Instructor and Special Events Chef for Presidents Beering, Jischke, and Córdova prior to assuming his current academic position in 2009. Carl looks forward to many more years at Purdue helping the students cultivate a passion for food and an appreciation for serving others.

Dr. Sandra Sydnor was promoted to Associate Professor with tenure effective August 2015. She graduated from Michigan State University (MSU) with a degree in Packaging Engineering. Immediately after graduation from MSU, Dr. Sydnor joined the research and development team at Burger King’s Corporate (BKC) headquarters in Miami, FL. While in Miami Dr. Sydnor earned an MBA from the University of Miami, with concentrations in entrepreneurship and marketing and subsequently began a new position within the institutional marketing department at BKC. During Dr. Sydnor’s time in Miami, FL she became an adjunct professor for Miami Dade Community College, the largest public community college system in the U.S.

After eight years with Burger King Corporate, Dr. Sydnor and family moved to Columbus, OH to become a Burger King franchisee. During this period, she participated in marketing research and advertising projects, and eventually started a consulting business. Dr. Sydnor also served as an adjunct professor for four PhD granting universities and joined the MBA faculty at Franklin University for five years, teaching strategy, marketing, and entrepreneurship, the capstone course for all MBA graduates at Franklin. After nearly twenty years as a BKC franchisee and numerous teaching positions, she returned to academe to complete a PhD at The Ohio State University in Hospitality Management. Emanating from a line of educators, Dr. Sydnor always knew she would complete a terminal degree.

Dr. Sydnor’s research in resilience science has demonstrated the impact of natural disasters on restaurants, hotels, communities, and family businesses. Her blend of service learning, community engagement, and research has produced usable research, such as a health and wellness campaigns for Indiana-based hospital foodservice departments. Throughout her career at Purdue, she has worked closely with many local businesses to evaluate and develop strategies related to hospitality and tourism managerial services. Dr. Sydnor works closely with faculty in HTM, faculty in other disciplines, and with faculty across the country.

HTM Welcomes Visiting Faculty

Michaela Nuebling is from Germany but has lived in the United States since 2006. After graduating with her PhD in May 2015, she accepted a position as a visiting scholar in the HTM Department at Purdue.

She received a Bachelor of Arts in Business Administration with a minor in Hotel and Restaurant Management from the Duale Hochschule Baden-Wuerttemberg in Ravensburg, Germany. After that, Dr. Nuebling worked as an event manager at a hotel resort adjacent to a theme park in Southern Germany. When she learned about Disney’s one-year international program she applied, got the job, and was on her way to Orlando, Florida - it was her first time traveling outside of Europe. After an exciting year at Disney’s Epcot Center, she accepted an entry-level management position with Starwood Hotels & Resorts at the beautiful St. Regis Resort in Southern California. Three years later, her Starwood journey took Dr. Nuebling to Houston where she accepted a managerial position in the F&B department at the St. Regis hotel. She also decided to take advantage of the opportunity to obtain a Master’s degree in Hotel and Restaurant Management at the University of Houston. Upon completion of her M.S., Michaela came to Purdue to pursue a doctorate. While working on her degree, she also followed her passions of traveling and wine, and spent eight months in New Zealand working in a winery and touring the country. Upon her return, she successfully completed the Guild of Master Sommeliers level 2 exam, becoming a Certified Sommelier.
HTM Career Day 2015

The HTM Career Day Board continued its new tradition of hosting two fairs in conjunction with the Department of Consumer Science (CSR), one in February and one in September. This partnership continues to yield benefits for both units. One of the most important benefits for our students is the number of companies attending the combined fair. The second year of the partnership saw a significant increase in the number of companies attending the fair. In the spring of 2014 there were 85 companies attending the fair, 37 HTM companies and 48 CSR companies. In 2015 that number jumped to a total of 105 companies, 47 HTM companies and 58 CSR companies. While the number of companies attending the HTM side of the fair in the fall remained constant at 55, the combined number of companies jumped from 108 to 131, offering many more career opportunities for our students.

There is a lot of overlap in the kind of students the companies are looking for and the combined fairs provide increased traffic of qualified students. The presence of companies that HTM students would not normally consider opened their eyes, and many found that their skill sets were highly prized by the companies in the CSR area.

To help keep things organized, companies that registered for the HTM fair were housed in a different ballroom than those that registered for the CSR fair. Because of the large number of companies registering for the fall fair, companies from both fairs had to share the overflow space outside the ballrooms.

The second benefit to the combined fair model was the sharing of resources. As in the previous year, the HTM Career Day Board took responsibility for most of the planning for the fall fair while the CSR Career Day Board took the spring fair. The partnership has worked so well that we are planning to continue working as a team for 2016 and beyond.

Hats off to our 2015 HTM Career Day Board for pulling off the joint fairs and continuing what is sure to become a highly successful tradition for future boards. The HTM Board was led by President Kayan Olinger and Vice President Josh Birkey. Supporting them was an energized group of directors that included: Ryan Saylor, Catering; Kearstynn Goulette, Decorations; Riley Morris, Publicity; Ben Worland, Recruiter Relations; Robin Schafer, Student Relations; and Kendall Crow, Executive Assistant. The directors were backed up by an able group of assistants that included: Elizabeth Bower, Catering; Michaela Kapraun, Decorations; Riley Morris, Publicity; and Katy Brewer, Student Relations.

The new 2016 HTM Board has been formed and will be led by President Robin Schafer and Vice President Riley Morris. Robin and her board are already hard at work on the 2016 Fall Fair and we anticipate the fair will be a sellout.

Mark your calendars for the Fall Career Day on September 20, 2016.
It certainly was a Beautiful, Timeless, & Divine evening at the 17th Annual Black Tie Dinner! As the ballroom doors opened from the cocktail reception, our guests were in awe as the ballroom was filled with Beautiful decorations including cream tablecloths with hints of gold décor, candelabras, and deep red flowers. The Timeless cuisine featured a main course of Indiana Peking Duck and the Divine wine perfectly accompanied each course.

A new tradition at the dinner is the induction of extraordinary professionals into the HTM Hall of Fame. Those inducted into last year’s class were: Lee M. Kreul (Former HTM Professor & Department Head), Raphael Kavanaugh (Former HTM Professor & Department Head), Sarah Palisi-Chapin (CEO of Hail Merry Snack Foods), and James Dora Sr. (Chairman of the Board of General Hotels). We thank them for their accomplishments and for inspiring our future in the hospitality industry.

This past year’s silent auction raised $5,720, which was added to our Black Tie Dinner Volunteer Endowment Fund. The auction featured a 7-Night Stay at the Scottsdale Four Seasons Residence Club and a 2-Night Stay at The Greenbrier America’s Resort. This year’s student scholarship recipients were Erin Newton (Overall), Damon Smith (Culinary), and Erin Lohrman (Service); they were selected based on their work ethic, leadership, and dedication.

We invite you to attend the 18th Annual Black Tie Dinner on April 2, 2016 in the Purdue Memorial Union. The board is hard at work ensuring that the evening will be the best yet!

SAVE THE DATE!

HTM ALUMNI RECEPTION

MAY 22nd  6-8 pm

REMINGTON’S

20 N. MICHIGAN AVE., CHICAGO, IL
Thirty Newly Certified Level 1 Sommeliers

After 12 weeks of learning about the world’s wine regions and grape varieties, the students of HTM 49110 came together on the weekend of November 14th and 15th for the Introductory Sommelier Course & Examination. The Court of Master Sommeliers Americas was represented by three Master Sommeliers: Matt Stamp (Napa), Brahm Callahan (Boston), and Michael Meagher (Boston).

The Master Sommelier Introductory Sommelier Course & Examination is the first of four required steps on the journey of becoming a Master Sommelier.

Over the course of the weekend seminar, candidates received an in-depth introduction into the world of wine. Furthermore, the Master Sommeliers led the class instruction and training pertaining to wines and spirits knowledge, proper wine service, and blind tasting. The seminar concluded on Sunday afternoon with the Introductory Sommelier Examination, a theory exam consisting of 70 questions. The intent of the Introductory Sommelier Course is to provide wine and hospitality professionals with a thorough overview of the world of wines and spirits at the highest professional standards (www.mastersommeliers.org).

Students enrolled in HTM 49110 were trained in deductive blind tasting and had the pleasure of tasting classic examples from around the world such as Chateau de Sancerre from France, Callia Alta Malbec from Argentina, Ontanon Rioja Reserva from Spain, Borgogno Barolo from Italy, Peter Yealands Sauvignon Blanc from New Zealand, and Prüm Riesling Kabinett “Wehlener Sonnenuhr” from Germany. A total of 22 wines were examined over the course of two days.

We congratulate the following students for passing the Introductory Sommelier Examination: Maya Antolin, Calvin Barnett, Kyle Bayram, Michaela Bunting, Kaitlyn Dayton, Aileen Donnelly, Taylor Eyerman, Judy Fan, Li Ge, Gabrielle Hill, Carson Jardine, Rebecca Kreutzker, Tony Kim, Min Jung Kim, Maggie Lengacher, Justice Lettich, Kayan Olinger, Hannah Raffett, Bailey Rodkey, Matt Sampson, Joel Schroeder, Jeong Uk Sohn, Taylor Teets, Seayra Walters, Dana Warnecke, Elizabeth Weimer, Chunying Wen, Yao Xiao, and Yi Yang.

SAVE THE DATE!

HTM FALL CAREER FAIR
SEPTEMBER 20, 2016
Arthur Avery Foodservice Research Laboratory

2015 was an active year for the Arthur Avery Foodservice Research Laboratory. Undergraduate students, Zhongyu Chen and Megan Rogers, completed data collection on their studies focusing on refrigerator efficiency and “to go” container venting, respectively. Zhongyu’s study examined common kitchen habits of holding the refrigerator door open while removing products for preparation. The results suggest that these habits have an impact on both the refrigerator’s use of energy as well as the length of time food items are exposed to the temperature danger zone.

Graduate student Li Ge conducted a study investigating the relationship between plate size and portion size with regards to value perception. Her preliminary findings suggest that meals presented on plates where the plate size was significantly larger than the portion size were perceived as having the greatest value. In other studies, Bruce Goad, HTM Foodservice Operations Manager and graduate student, is conducting a study examining the cooling rate of food products held under refrigeration. He is testing if the location where the food is held, and the manner (covered/uncovered) in which it is held has an impact on the product’s cooling rate.

Another unique study currently underway is an historical examination of the evolution of cookbooks. A research team of professors and graduate students has been assembling cookbooks, such as Better Homes and Gardens, to determine when principles of food safety and nutrition started appearing in cookbooks intended for the home consumer.

Moving forward, the Avery Lab is co-sponsoring research into the food safety aspects of reusable water bottles. Reusable water bottles are becoming more and more prevalent in today’s society, driven by a desire to minimize the waste from disposable bottles. Currently, the bottles are constructed of vastly different materials and forms, some of which may not be conducive to cleaning. This mixed method study will involve swabbing and cultivating samples taken from used water bottles to assess pathogenic bacteria contamination levels, along with a paired survey to determine bottle use and cleaning behaviors.

Purdue Tourism & Hospitality Research Center

“Health, Wellbeing, and Tourism” was the theme of the HTM Tourism Research Center’s Fall 2015 Colloquium Series. The series examined the linkages among the three concepts. Doctoral students Saerom Wang and Yunzi (YaaYaa) Zhang were the co-organizers of the series, with the guidance and support from Professor Liping Cai, Center Director, and Dr. Jonathon Day. The Colloquium featured the following speakers and topics. The complete description is available at www.purdue.edu/tourism.

Communication Challenges

Professor Chunying Wen, a Fulbright Visiting Scholar from Communications University of China, conducted a seminar on the paradoxical situation where the tourism research community assumes the pursuit of health and wellbeing as an inherent motivation for people to engage in tourism activities. Yet researchers often fail to purposefully investigate the relationship between tourism and health and to effectively inform the policy makers and the industry practitioners of ways to improve the health and wellbeing of tourists. Professor Wen and the colloquium participants debated if the linkage should be conceptually re-examined in the context of our society living in the experience economy, and discussed the research need to explore the linkage in emotional and spiritual terms, as well as in physiological dimensions.

Food as a Paradox in the Linkage

Saerom and YaaYaa led a discussion inspired by the recent surge of interest converging on food and health. People are more conscious about what they eat as they become aware that a long and healthy life is affected by their diet. Continuing a healthy food lifestyle is extended to trips as well. On the positive side, tourists emotionally feel healthier and happier through food consumption, as well as in relieving stress. Tourists could pick up healthy eating habits and discover healthy ingredients at touristic destinations. On the other hand, it is not uncommon that the consumption of unfamiliar indigenous food causes allergies and diarrheaa that could actually harm tourists’ health. All-inclusive resorts and other industry practices of pampering tourists with the rich variety and unlimited amount of food are questioned as offsetting the effects of healthy lifestyle activities both before and during the trips.

Volunteer Tourism and Community Wellbeing

Three issues of voluntourism were reviewed during this session led by Filza Armadita, an HTM doctoral student. First, the “come and go” nature of the voluntourism dilutes the benefits of volunteer work to the local residents and could be disruptive to their ways of life. Locals often find themselves in an awkward situation in that they have to accommodate the varying needs of volunteers when receiving assistance from them. Second, when mixing different purposes on one trip, some segments of voluntourism set the “play” motive as the priority, a departure from the true spirit of volunteerism. Their contact with the local community is superficial. Lastly, how the local residents and volunteers communicate and engage with each other is predominantly determined by the cultural differences between them, which is often underestimated in voluntourism programs.
Understanding Sharing Economy Services: Why Airbnb?

By Jaemun Byun and Dr. SooCheong (Shawn) Jang

Have you recently heard a story from friends who stayed at a stranger’s private house instead of a hotel and moved about in a private car instead of taxis during their vacation in San Francisco? This is an example of recently emerging services based on the idea of a sharing economy. A sharing economy has been commonly defined by researchers as ‘economic transactions to share underutilized assets from space to skills for monetary or non-monetary benefits mainly in peer-to-peer marketplaces.’ Today you can rent a space or get a ride from a complete stranger through sharing economy services that match asset-owners (renters) and customers (.borrowers).

Tourists are actively joining this new trend of “sharing.” Because tourists inevitably have to deal with a scarcity of resources, they can more easily accept the idea of sharing. Indeed, many sharing economy services target tourists as their main customers. For example, it is reported that about 2.5 million tourists rented private spaces through Airbnb in 2012. Traditional hospitality companies, such as hotels and rental cars, have also started to embrace the idea and seek to share underutilized assets including meeting rooms and parking lots.

Sharing economy services are able to grow quickly because they promise substantial pragmatic values. “Sharing” is generally considered more economical than “owning,” which is the traditional mode of consumption. Access to an expensive but rarely used asset may be available for a relatively small fee. Furthermore, now these days “sharing” is more convenient and safe with the aid of smart phones and social networks, as well as information technologies such as location based services and online payment systems. Rising concerns about environmental sustainability also work in favor of sharing economy services because they are viewed as a way of conserving resources.

Nevertheless, a majority of tourists are still reluctant to use sharing economy services. It seems that diverse risks or obstacles associated with sharing economy services outweigh the economic and non-monetary values discussed above. For example, sharing economy services still may not be as convenient as traditional rental services because transactions between private parties are less standardized. Also, “sharing” with strangers inevitably involves diverse risks. Several unfortunate incidents, such as misdemeanors, fraud, and even physical attacks, have been reported in the last few years.

Recently the socio-demographic characteristics of tourists who previously used sharing economy services were investigated. Furthermore, the values and risks associated with sharing economies were examined in order to predict tourists’ decisions to use sharing economy services. Airbnb was the focus of attention in this study. Airbnb is a peer-to-peer space sharing service founded in San Francisco,
California in 2008. It is often referred to as one of the most prominent sharing economy services. Analyses were conducted to estimate the likelihood of choosing Airbnb, and to identify key factors that can predict the decision to use or reuse Airbnb.

The following factors were found to be statistically significant predictors of the decision to choose Airbnb:

- **Age** – the likelihood of choosing Airbnb decreased as the age of respondents increased but then started to increase again around age 45.
- **Education** – graduates of a 4-year college were less likely to choose Airbnb than those who graduated from high school or had less formal education.
- **Traveling frequency** – those who travel more than 7 times a year are more likely to choose Airbnb than those who travel once or twice a year.
- **Presence of children** – families with children are less likely to choose Airbnb than people traveling by themselves.
- **Security and psychological risks** – an increased perception that the sharing economy involves security and psychological risks negatively influences the likelihood of choosing Airbnb.
- **Functional value** – an increased perception that the sharing economy has economic value positively influences the likelihood of choosing Airbnb.

Other factors were not found to be significant predictors of the decision to choose Airbnb, including socio-demographic (e.g., gender, race, and income), risk (e.g., performance risk, financial risk, social risk, and private risk), and value (e.g., emotional value and social value).

For those who have never used Airbnb, functional, emotional, and social values were found to be significant predictors of intention to use. For those who have previously used Airbnb, financial, security, and psychological risks were found to be significant predictors of intention to re-use. The results imply that those who have not previously used Airbnb are likely to care only about its values, not its risks. However, risk factors, such as security issues, loom larger when deciding whether or not to use Airbnb.

Furthermore, after using the services in person, it appears that travelers consider risks such as security and financial risks even more seriously. Tourists are likely to pay more attention to potential risks after they experience the less standardized transactions of sharing economy services.

**IMPLICATIONS**

First, socio-demographic background information can be utilized by sharing economy services to select target customers. For example, tourists who are in early or late life cycle stages without children, and who travel multiple times per year can be the main target of sharing economy services.

Second, it is important to understand that the risks and values associated with sharing economy services can be crucial factors to attract new customers and convince them to use services for the first time. Therefore, strategic marketing initiatives can be implemented to trigger first time usage. For example, monetary savings and convenient transactions (i.e., functional value) or positive impacts on the environment and local community (i.e., emotional value) can be emphasized in advertisements and promotions. Further, safety policies, such as medical and damage insurance and the exchange of information between borrowers and renters, can boost tourists’ actual decisions to use sharing economy services.

Third, customer care programs for tourists who have used sharing economy services can be employed to minimize perceptions of risk. For example, incentives such as rewards can be provided to encourage tourists to leave reviews. Follow-up measures should be arranged for individuals who write negative reviews in order to relieve their concerns.

The authors plan on publishing the full article next year.

**References**


This past Maymester, 20 Purdue students had the opportunity to experience the fantastic culture of Spain. Dr. Howard Adler, the HTM Professor who led the trip along with Dr. Sandra Sydnor indicated, “The goal of the trip was for students to understand why Spain is one of the top three tourism-related destinations in the world. This study abroad excursion included not only visits to top tourism-related cities but also a UNESCO World Heritage site.”

The trip started in Barcelona where the students were able to see the impact of mass tourism in a major metropolis. They visited the old part of the city which has its roots in Roman times. In addition the students visited the University of Barcelona where they had seminars from tourism professors, and had a cooking class where they learned to prepare Paella, one of the most popular dishes in Spain. The group then moved to Madrid, which is not only the capital but also the cultural center of Spain. The group was able to spend one morning at the world headquarters of the United Nations World Tourism Organization where they had excellent presentations from three tourism officials. They also spent a day in Segovia where they visited a Roman aqueduct over 2,000 years old.

Upon leaving Madrid, the group took an 11 day whirlwind tour through the southern part of Spain including the province of Andalucia. During this part of the study tour they were able to visit some of the most historical cities in Spain including Cordoba, Sevilla, Granada and Malaga. The students had a tour and lecture on the production of olive oil at an olive oil plantation. In addition, they visited a small family owned winery and were given a presentation about Spanish wine. They also attended a Flamenco show.

Overall the trip was an awesome experience according to Dr. Sandra Sydnor. She went on to say that this was her first time in Spain and she really looks forward to going back in the near future.
Peru & Ecuador - Summer 2016

“After a very successful program in 2012 we are returning to visit the wonders of Peru and Ecuador” according to Dr. Howard Adler who will be leading the program. “The last program was very successful and there has been interest in repeating it.”

The program will closely follow the previous one during which students visited the historic centers of Quito, capital of Ecuador. Students will also visit several smaller indigenous villages where they will see how the local crafts people successfully mix with the tourism industry. The trip then moves on to the rainforest city of Mindo where they will witness eco-tourism first hand and see how the chocolate bean is cultivated. The last stop in Ecuador will be the Galapagos Islands which are world famous because of how sensitive they are environmentally. The students will visit at least 4 of the islands during their 5 days there, and will see species of animals that do not exist anywhere else in the world. The islands are world famous because of the work of Charles Darwin.

The group will then head to the capital of Peru, Lima, to get a taste for the old city and to have some guest lectures. The highlight of the trip very well could be Cuzco, the capital of the Inca Empire. Cuzco is also the point from which the students will visit Machu Picchu, one of the most magical places in the world and a sacred site for the Incas. Many of the sites the students will see during the trip are world heritage sites so they will understand the need to protect and manage tourism in these places in order to maintain them. The intent is for students to see the diverse cultures of these two countries with relation not only to the tourism sites but also how people live with regards to the food, the textiles they make, and their music.

HTM Hosts Visiting Scholars from Three Countries

Dr. Ghiselli with Dr. Yishuang Meng from China

In 2015, we had fourteen visiting scholars from three countries, two corporations, and a number of universities. Visiting scholars come to HTM to audit courses, engage in scholarly research, conduct seminars, and collaborate with faculty. The visiting scholars were from the following institutions and businesses:

- Dr. Juan Bi, Zhejiang University, CHINA
- Dr. Qinlan Chen, Huaqiao University, CHINA
- Dr. Yishuang (Jason) Meng, College of Tourism Human Normal University, CHINA
- Dr. Chunying (Chelsea) Wen, Communication University of China, CHINA
- Dr. Wei (Michelle) Wu, Zhejiang University, CHINA
- Dr. Wang Yuan, Nanjing Institute of Tourism and Hospitality, CHINA
- Dr. Xinyuan (Roy) Zhao, Sun Yat-Sen University, CHINA
- Dr. Faten Mohamed Hussien Ali, Helwan University, EGYPT
- Dr. Tamer Mohamed Abbas Ali Gad, Helwan University, EGYPT
- Dr. Mohamed Hany Baheyeldin Ahmed Hassen Moussa, Helwan University, EGYPT
- Dr. Takashi Oguchi, Rikkyo University, JAPAN
- Mr. Gouping Jin, Waterside Resort of Shangri-La Hotels, CHINA
- Ms. Enni Qian, SCHOTEL Group, CHINA
- Mr. Dazhi Zhang, Fresh House Hotels of Shangri-La Hotels, CHINA
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Ms. Lindsay Miller Vaughn  
Ms. Pamela A. Walker-Stokes  
Ms. Alison M. Wisthuff
2016

The Boilerplate: School of Hospitality and Tourism Management

ALUMNI UPDATES

‘80
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Ed is Area Manager at Vision Hospitality Group in Schererville, IN.
E-mail Address: emamrila@vhghotels.com

‘82
Nancy E. (Dillon) Bond
Russell C. Bond III
Russell works for Marriott Hotels, and is the General Manager for J.W. Marriott Resort Tucson Starr Pass in Tucson, AZ.
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‘95
Jay Larkin
Jay is an Assistant Professor at the School of Hotel, Culinary Arts and Tourism at Schenectady County Community College at Schenectady, NY.
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‘01
Casey Dexter
Casey is the Director of Donor Relations and Events for the College of Health and Human Science at Purdue Research Foundation in West Lafayette, IN.
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‘05
Chad Laskowski
Chad is the Senior Sales Manager for Hyatt Regency Denver Grand Hyatt Denver in Denver, CO.
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‘07
Anne Castlesberry
Anne is the Financial Planning Manager for J.C. Penney’s Men’s Apparel in Plano, TX.
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‘08
Joann Monfort-Chang
Joann is the Massage Therapist for the Spa at Four Seasons Hualalai in Kailua-Kona, HI.

‘09
Karin Gillund
Karin is the Alumni Relations and Events Coordinator for Ohio State University’s School of Architecture in Columbus, OH.

‘11
Emily Gillespie
Emily is the Equipment and Design Coordinator for Northstar Café in Columbus, OH.
E-mail: emilvg@thenorthstarcafe.com

‘12
Carly Stern
Carly is the Catering Sales Manager for Pinstripes in Northbrook, IL.

‘13
Kathleen Dacey DeMarle
Kathleen is the Food and Beverage Marketing Coordinator at The Greenbrier Department in White Sulphur Springs, WV.
E-mail: Kathleen_demarle@greenbrier.com

Megan Fields
Megan is the Revenue Generation Business Analyst for the Revenue Generation Department in White Lodging in Merrillville, IN.
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‘14
Robert Lorenzo Elliott IV
Robert is the Senior Sales Manager for the Pandey Hotels LLC in West Lafayette, IN.
E-mail: reliott@hicclaf.com

‘15
Leslie Huckstep
Leslie is the Meeting Concierge and Event Assistant for the Meetings and Events Division of the Short’s Travel Management at the NCAA in Indianapolis, IN.
E-mail: lhuckstep@ncaa.org

‘16
Holly Rena Shaw
Holly is the Frost Desk Associate for Candlewood Suites in Lafayette, IN.
E-mail: hshaw.lafcw@gmail.com
## 2015-16 HTM Scholarship Awards

<table>
<thead>
<tr>
<th>CONTRIBUTOR</th>
<th>AWARD</th>
<th>STUDENT'S NAME</th>
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<tbody>
<tr>
<td>AHLEF – Cecil B. Day</td>
<td>$1,200</td>
<td>Christian Bencid</td>
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<td></td>
<td>$1,200</td>
<td>Kaley Page</td>
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<tr>
<td></td>
<td>$1,200</td>
<td>Hannah Piester</td>
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<td></td>
<td>$1,200</td>
<td>Robin Shafer</td>
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<td>$1,200</td>
<td>Lindy Schubring</td>
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<td>AHLEF - Incoming Freshman</td>
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<td>Mikaela Hiatt</td>
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<td></td>
<td>$2,000</td>
<td>Ziyang Long</td>
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<td></td>
<td>$2,000</td>
<td>Katherine Meinzen</td>
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<td>Belin Family Scholarship</td>
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<td>IFMA Educational Foundation</td>
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<td></td>
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<td>Brittany Hopkins</td>
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<td>International Gold &amp; Silver Plate</td>
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<td>Laurie White Rice Memorial Scholarship</td>
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<td>$750</td>
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<td>Madonna A. Warren Award</td>
<td>$750</td>
<td>Yuhong Liu</td>
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<td></td>
<td>$750</td>
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<td>MCL/McGaughey</td>
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<td>Statler Scholarship</td>
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<td>Winegardner and Hammonds</td>
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<td>Purdue/Alumni and Outside Awards</td>
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<td>Total:</td>
<td>$519,857</td>
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Support the School of Hospitality and Tourism Management Scholarship Fund
Monday, September 19, 2016

Shotgun Scramble on the NEW Ackerman-Allen Course
Food, Contests, Raffles,
Sponsored Beverage Cart
Awards Reception, Silent Auction

Register now at:
http://www.purduegolf.com/htmouting.html

For more information contact: Dr. Mick La Lopa, lalopam@purdue.edu
or Rhonda Hostetter, rhostett@purdue.edu, 765-494-6844.
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West Lafayette, IN

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THE Boilerplate

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Co-editors: Rich Ghiselli
Beth Dilley

Layout: Beth Dilley

Calendar of events

Feb. 9 HMT Spring Career Fair
April 2 Black Tie Dinner
Purdue Memorial Union
May 21-24 National Restaurant Association Show, McCormick Place, Chicago
May 22 Purdue HTM Reception
Sept. 19 Career Day Senior Reception
Sept. 19 HMT Annual Golf Tournament
Sept. 20 HMT Career Fair
Nov. 13-15 International Hotel, Motel & Restaurant Show
Javits Center, NYC