

THE Boilerplate

FALL 2008

Plans for Marriott Hall proceed

Freshmen who began their hospitality and tourism management studies in Stone Hall this year may have a new home before graduation. This fall, Purdue began interviewing architects for the new Marriott Hall, a \$12 million state-of-the-art facility for teaching, research, and dining.



Purdue President France A. Cordova and CFS Dean Dennis Savaiano examine the time capsule during the Marriott Hall celebration in fall 2007. The event was held on the grounds of the new building, which will be centrally located at State and University streets.

“By February, we hope to have selected an architect, who can then begin designing the building,” says Dennis Savaiano, dean of the College of Consumer and Family Sciences. “We’re really excited about the opportunity to move forward with the project.” If all goes as planned, then faculty, staff, and students may be moving in around January 2012.

The J. Willard and Alice S. Marriott Foundation made the \$4 million lead gift to construct Marriott Hall. Purdue University and private donors have provided additional funding. “The University’s contribution has been generous, as has the Marriott Foundation’s,” Savaiano says.

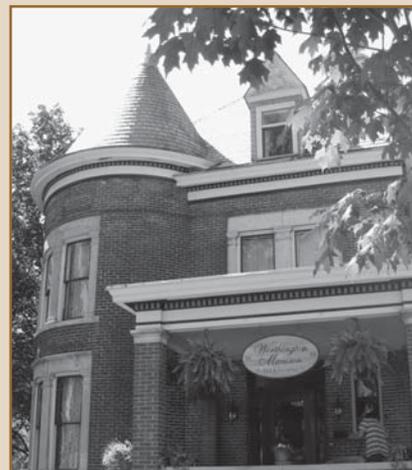
Most likely to be located at the northwest corner of State and University streets, Marriott Hall will upgrade all areas of Purdue’s hospitality programs, including its undergraduate offerings that are ranked No. 1 in the nation. Plans include a restaurant demonstration

classroom that could seat up to 100 students, several new classrooms and laboratories, a career center, a student services area, and reception space. In addition, there will be larger venues—as well as a central campus location, more parking, and modern quantity food production areas—for the student-operated John Purdue Room restaurant and HTM Café.

“These restaurants serve as training facilities for students and eating and gathering places for Purdue faculty, staff, students, and community members,” says Savaiano. “We have a central site for the building, and it couldn’t be a better location for our food service operations and the HTM program.”

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At his Ft. Wayne, Indiana mansion, HTM alumnus Kenson Dhanie believes in pampering guests with gourmet breakfasts, monogrammed linens, and an abundance of peace and quiet. Read about the philosophy behind his Worthington Mansion Bed and Breakfast on page 12.



Ray Kavanaugh

It is with a heavy heart that we announce the passing of Raphael "Ray" Kavanaugh, professor and head of HTM. Dr. Kavanaugh died on October 9, in his home, after a 3 1/2 year battle with cancer. The following is a eulogy given by CFS Dean Dennis Savaiano at Ray's memorial service:

I had the distinct privilege of hiring Ray Kavanaugh and bringing him to Purdue eleven years ago. Through that time, Ray became a colleague, a close friend and for the past three-plus years, an inspiration to me. I also have the unhappy privilege of fulfilling Ray's wish that I share with you some of his academic accomplishments.

Ray had a remarkable and outstanding academic career. He was professor and head of the Department of Hospitality and Tourism Management at Purdue University for the past 11 years. During that 11 years, the department obtained two No. 1 national rankings, hired a wonderful and productive group of faculty, educated thousands of future hospitality leaders, and raised the funds necessary to build a new building for the HTM department. An amazing set of accomplishments. He was also the Conti Distinguished Professor at Pennsylvania State University's School of Hotel, Restaurant, and Recreation Management and a founding fellow of the American Hotel and Lodging Educational Foundation. He served on the board of trustees for the Educational Institute of American Hotel and Lodging Association and for 10 years as a trustee for the National Restaurant Association Educational Foundation, in addition to a variety of other advisory capacities. He was awarded the Michael E. Hurst Lifetime Achievement in Education Award, the Anthony G. Marshall Lifetime Achievement Award, and multiple other awards for educational contributions. These contributions were critical in providing a national presence for HTM, its faculty, and its students.

Ray was the author of more than 90 publications focused on the hospitality industry. He was most proud of those publications that provided practical advice to the industry, improving efficiencies, human resources, and professional management skills. He was clearly engaged to improve the industry.

Those are remarkable academic credentials. But there is much more. One of his colleagues wrote, "Ray was fierce in his dedication to the welfare of his department. He was always an advocate, and always looking to the future to ensure the success of the department and the profession. It was never about him, always about the department." Another wrote, "Ray did something for this program that it never had before; although we were top ranked, he put us in the national spotlight. He came to Purdue completely connected and known to the academic and industry community. When he moved here and took over the helm, the eyes of countless thousands turned its gaze to Purdue. That is one thing I know I will forever be grateful to Ray for doing for HTM."

Many of you know that Ray never quit being head of HTM, even as he had to rest at home during his last months.

In the true Ray Kavanaugh spirit of dedication and commitment to purpose, another colleague recalls, "On one of his first trips to China, the jetlag apparently caught up with him. He was taken to the hospital to have his heart checked out just prior to a meeting. He insisted that I stay to continue with the meeting plan, and he resumed working the next day."

He remained committed to HTM throughout his valiant battle with cancer. However, from my perspective, Ray's greatest strength was his commitment to students. To enhance the freshmen experience, Ray, along with his wife, Judy, and HTM Professor Mick La Lopa, put into place the Team HTM learning community. He also took great pride in teaching the orientation course for new freshmen, HTM 101 (Hospitality and Tourism Student Seminar).

He was a master at hiring great faculty, at positioning HTM for No. 1 national rankings, and his perseverance to ensure that a new building for HTM would be built will be one of his greatest legacies. But all of this was done to ensure that a Purdue HTM student received a first-class education and had the very best opportunities for leadership in the field.

I am pleased to tell all of you that we began the selection of architects for the new HTM building this fall, with construction to begin soon thereafter. Over the next couple of years, I am certain that Professor Ray Kavanaugh will be looking down on us, watching over every detail of construction. Many of us will probably receive cosmic messages if we get off track.

His spirit will keep our eye on what is best for students. Ray knew what a life well-lived meant. He lived it for others, his family, his friends, his colleagues, and his students.

HTM mission & vision

Vision Statement

The Department of Hospitality and Tourism Management is the global provider of experiential education, research, and development for future leaders in the hospitality and tourism industry.

Mission Statement

The Department of Hospitality and Tourism Management develops future leaders for hospitality and tourism through rigorous learning programs, innovative and diverse engagement activities, and cutting edge research.

calendar of events

April 4, 2009

Black Tie Dinner, Purdue Memorial Union

May 16-19, 2009

National Restaurant Association Show
McCormick Place, Chicago, IL

May 17, 2009

HTM Alumni and Industry Reception
Signature Room at the 95th
John Hancock Building, Chicago, IL
6-8 p.m.

Faculty member achieves tenure

SooCheong (Shawn) Jang has received tenure and has been promoted to associate professor.

Dr. Jang joined the Purdue HTM faculty in July 2005, teaching accounting and finance courses for undergraduate students and research-related courses for graduate students.



SooCheong (Shawn) Jang

Before joining Purdue, he was assistant professor at Kansas State University in the Department of Hotel, Restaurant, Institution Management, and Dietetics.

Dr. Jang's research specialty is the integration of finance and marketing research for strategic management in hospitality and tourism. His studies have earned numerous awards from international conferences and academic journals. Dr. Jang is currently working as research note editor of an academic journal and serves on the editorial boards of five academic journals.

Cohen family honors two HTM faculty

Carol Ann Silkes and SooCheong (Shawn) Jang are the recipients of the 2008-09 Arnold I. Cohen Faculty Development Award. The award is given annually for the purpose of advancing HTM faculty members' industry knowledge and experience to enhance their teaching and research skills.

Dr. Silkes used the award to participate in the 2008 Food and Wine Celebration fund

raiser benefiting the Culinary Vegetable Institute in Milan, Ohio. The annual benefit features gourmet cuisine from chefs all over the country, wine from top vineyards nationwide, musical

entertainment, an auction, and cooking demonstrations. Dr. Silkes explored her area of research interest—sustainable culinary tourism from the chef's perspective.



Carol Ann Silkes

Dr. Jang will attend a seminar in 2009 on hierarchical linear modeling and applications. He will meet with scholars to discuss its possibilities in hospitality and tourism settings.

Faculty added to Book of Great Teachers

HTM faculty members Mick La Lopa and John Rousselle were among the 49 Purdue University professors added to the Book of Great Teachers in August. The induction ceremony, which occurs only once every five years, honors outstanding teaching faculty who have demonstrated sustained excellence in the classroom.



Mick La Lopa and John Rousselle have been added to the Book of Great Teachers.

Purdue President France A. Córdoba and Provost Randy Woodson recognized the honorees. "These professors are passionate about teaching and are making a difference in the lives of students both inside and outside the classroom," Woodson said. "This honor reflects our commitment to excellence in teaching and the faculty that embody this every day."

To be included in the Book of Great Teachers, professors and former professors must have served on the Purdue faculty at least 10 years. Honorees include past recipients of teaching excellence awards and those nominated by students, alumni, and colleagues. The book, which is a wall display in the west foyer of the Purdue Memorial Union, is constructed of bronze and walnut. It was first unveiled in 1999 with 225 current and former faculty honorees. The last ceremony was held in 2003, when 42 faculty members were added to the book.

PhD candidate studies Native Americans

PhD candidate Linda Joyce Forristal received a full scholarship to attend the Committee on Institutional Cooperation-American Indian Studies Consortium's 2008 Fall Graduate Student Workshop. Entitled "Ethnohistorical Methods," the workshop was held in September at Indiana University in Bloomington. It was designed to introduce graduate students working on Native American-related topics to the methods and concepts used to organize and interpret the historical record and events from native points of view.

Ms. Forristal is applying the knowledge from the workshop to Native American-themed investigations in central Indiana, including her dissertation on the introduction of cultural heritage tourism opportunities at Historic Prophetstown.

Café employee caters to her customers

After 22 years in the Department of Hospitality and Tourism Management, Donna Cottrill knows how to serve up the perfect breakfast.

Place a lid over scrambled eggs to keep them moist while cooking. Flip pancakes as soon as the edges become bubbly. And when repeat customers arrive, prepare their favorite entrée before they even ask for it.



Donna Cottrill makes breakfast to order each morning in the HTM Café.

“My regular people that come in, I know what they want, and I start fixing it,” says Mrs. Cottrill, who is retiring on December 22. “They’re kind of surprised I remember what they like.” But that attention to detail is exactly what’s brought her success in the serving line and back of the house at the HTM Café.

Mrs. Cottrill was married and living in Delphi, Indiana, when she decided to turn her cooking interests into an occupation. “I was lucky to be able to stay home with my sons when they were growing up, but when they went to school I was ready for something more,” she said.

Thinking she could work around their school schedules, Mrs. Cottrill first took a job in the cafeteria at Delphi High School. After a year, she was promoted to head cook at Hillcrest Grade School.

Mrs. Cottrill’s accomplishments caught the eye of her Aunt Cleora, who was cooking meals in Cary Quad for the football team. Certain the Boilermakers could use her niece’s talent, she convinced Mrs. Cottrill to apply at Purdue. Soon the elementary school cook was tying on her apron in HTM’s kitchen.

Over the last two decades, Mrs. Cottrill has worked on the range, in the salad prep area, in the dishroom, and in the bake area. Currently she works the serving line, where she grills up eggs, French toast, and English muffin sandwiches each morning while giving customers her personal attention.

“She recognizes people and she greets them,” says Keith Molter, foodservice director and graduate instructor. “People love hearing their name. It’s like going to Cheers—they love it when you know what they like to eat.”

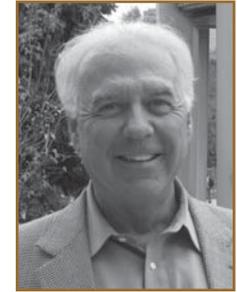
Hotel veteran becomes executive in residence

HTM welcomed a seasoned professional to Stone Hall this autumn.

Tim Worthington is the department’s first executive in residence. A 35-year veteran of the hotel industry, Prof. Worthington has spent the last two years as president and CEO of the Worthington Group, which consults on feasibility studies, purchasing, and selling of hotels. Before that, he was president and CEO of General Hotels of Indianapolis.

“Students are continually asking for relevancy in the classroom, and faculty are looking for someone who has current contacts. Tim brings both those aspects to Purdue,” says Dennis Savaiano, dean, College of Consumer and Family Sciences.

Along with teaching several classes, Prof. Worthington is assisting with research in the Center for the Study of Lodging Operations.



Tim Worthington

“Having someone like Tim on our faculty is a big plus for the HTM Department,” says Howard Adler, professor and director of the lodging center. “Not only has he been involved in all levels of the hotel industry, but he also remains very active and can bring his expertise directly to the students.”

Prof. Worthington says he’s honored to have joined the HTM family. “It is a real pleasure for me to be developing this relationship with the HTM department because I have strong family ties to Purdue,” he explains. “I plan to use my expertise and contacts to help the department in a variety of different ways.”

Department searches for new head

The Department of Hospitality and Tourism Management is recruiting candidates for department head, a position that Ray Kavanaugh held until his death in October.

“The HTM department and the University are well positioned for the future,” said CFS Dean Dennis Savaiano. “We will have a new building soon. We also have a great dedicated faculty, and bright students that are future leaders in the field. We have a lot to offer in terms of opportunities that would attract a great leader. I’m optimistic we will find the right person.”

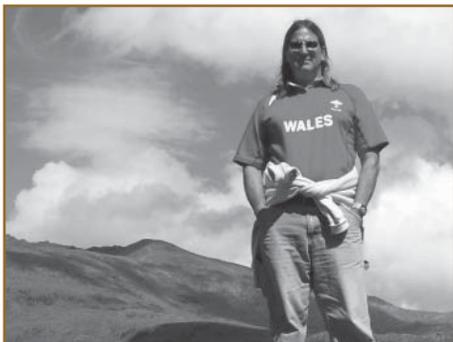
Look for updates on the search in future issues of *The Boilerplate*.

Professor studies sustainability in Wales

How can the hospitality and tourism industry apply sustainability to business practices? That's the question that Mick La Lopa answered during a spring 2008 sabbatical to Penarth, Wales.

Dr. La Lopa lived in Wales with his wife and children from January to July. During that time, he read available literature on the subject and visited tourism businesses and destinations that were practicing sustainability.

His intensive research on existing literature and industry best practices led to a national study on the current sustainability practices of the Wales tourism industry, a project that was funded by the Welsh Assembly government. He presented the preliminary findings during the Wales Tourism Alliance Summit in early November.



Mick La Lopa relaxes in the countryside in Wales.

Dr. La Lopa also will integrate his research findings into the classroom so that students will be better informed on sustainability principles and practices to the industry. He intends to publish several articles as well in refereed and non-refereed publications.

The sabbatical also included consulting on customer-service practices, a subject that Dr. La Lopa has studied intensely over the years.

"I was honored to be a member of the team that was charged with the responsibility of developing and delivering the next generation of customer-care training for the tourism industry," said Dr. La Lopa. "The program includes a module on my work concerning behavioral styles so that managers and employees will be better equipped to anticipate the individualized needs of tourists. This will increase quality service standards and profitability across the industry."

Dr. La Lopa is currently piloting the program, which will be finalized by the end of 2008 and will be launched next spring. He says the experience will benefit students as the lessons he learns are integrated into the human resources and introductory courses.

Darden Series features industry executives

This fall, the Department of Hospitality and Tourism Management once again welcomed several industry leaders to campus as part of the 2008 Darden Series: HTM Executives in the Classroom in the Fall semester.

"Students meet some of the most respected and dynamic leaders in the hospitality and tourism business," says Jin Choi, Darden Series coordinator. "Visiting executives share their experiences and knowledge of the industry, offering real-life examples to complement textbook material. This is a significant opportunity for HTM students to broaden their horizons and learn more about the industry."

Scheduled speakers in 2008 were Ralph Brennan, owner of the Ralph Brennan Restaurant Group in New Orleans; Stein Kruse, president and CEO of Holland America Cruise Lines; Bill Hornbuckle, president and COO of the Mandalay Bay Resort & Casino in Las Vegas, Nevada; Steven LaVoie, founder

and CEO of Arrowstream Inc.; Anita Dahlstrom-Gutel, senior director of human resources and organization design and effectiveness, Darden Restaurants, Inc.; and Jon McCabe, an active member of Club Managers Association of America and manager of the Union League Club of Chicago.

Alumni: Travel and study abroad with CFS

International experiences are growing in popularity among students within the College of Consumer and Family Sciences. CFS alumni and friends are invited to travel along, connecting with current students as they travel and learn together.

If you're interested in any of the following trips, contact CFS Alumni Relations at (800) 535-7303, (765) 494-7890, or cfsalums@purdue.edu. Spaces are limited, so make your reservation soon!

March 2009

- Culture and Food of France
- Cuisine and Culture of Portugal
- International Marketing by Not-for-Profit Organizations (Colombia)

May 2009

- Culture, Cuisine and Tourism in Greater China
- Culture and Tourism in Argentina and Chile
- International Influence on Retail and Fashion (United Kingdom)

June 2009

- Culture, Food and Tourism in Korea and Japan

December 2009

- International Service Management in Dubai and Oman.

View details at www.cfs.purdue.edu/about/alumni/travel_abroad.html.

HTM Career Day 2008

In keeping with their motto—"Don't Gamble: Invest in the Best"—the board of HTM Career Day 2008 left nothing to chance.

Led by Jennie Dallas, the board made several significant changes this year, adding a development director and an accounting director to help streamline the planning process and ensure timely completion of tasks. The board also modified the layout of the fair to increase aisle size and help reduce congestion around company booths. Additionally, they developed the first-ever Career Day printed program, which helped students navigate the career fair and locate specific companies. Board members likely will expand the program next year to provide students even more useful information.

In keeping with tradition, Career Day 2008 kicked off with the senior reception. The next day, the keynote speaker was Stine Kruse, president and CEO for Holland America Line, Inc. "His dynamic presentation went far beyond the cruise industry and provided valuable insight into the entire hospitality and tourism industry," said Gloria Mills, HTM administrative assistant.

The event concluded with the Career Fair in the south ballroom of the Purdue Memorial Union. The number of companies was down slightly with 49 companies represented at the fair. Still, there was no shortage of students, with more than 425 attending—an increase of over 13 percent from last year.

According to Doug Nelson, faculty advisor to the board, "The board did a fantastic job with this event. They met every challenge with determination and a high degree of professionalism." Board members were Jennie Dallas, Betsy Robison, Kelly Wolf, Dana Brocious, Carter Duggan, Joan Reale, Clint Sheets, Lindsay Snyder, Lauren Burkitt, Kathelyn Theiler, Laura Kunzie, and Courtney Glotzbach.

Mark your calendars now for September 21 and 22, 2009, when the next HTM Career Day will be held.

In memory of HTM's Joseph J. Cioch

Joe Cioch, the administrator responsible for helping the department gain national prominence, has passed away. He died in September in Colorado at the age of 75.

Dr Cioch was a pathfinder in hospitality education. Arriving at Purdue in 1974 from Penn State where he had earned his PhD, he joined the department after the name changed to RHI. Prior to that, it was the Department of Institutional Administration, which had its history in the old Home Economics School that later came to be known as the College of Consumer and Family Sciences.



Joe Cioch

"When Dr. Cioch came to Purdue in 1974, there were less than 100 students in the RHI department," said Howard Adler. "It was an uphill struggle to gain credibility on a campus known for engineering and agriculture, but Joe did it. He had a vision to build the department into one of the top programs in the country, and he set about making it happen. With his outgoing personality, Dr. Cioch quickly made friends on campus, in the hotel and restaurant industry in Indiana, and beyond."

By the mid 1980s, enrollment in the department 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 let them do what they do best," said Dr. Adler, who was inspired by Dr. Cioch 27 years ago. "You could say the groundwork Joe laid eventually led to the department being ranked the No. 1 program in the country."

He adds, "Joe was one of the best marketing and sales people I've ever seen. If a student came in to see him about the industry, Joe was so convincing the student would be signing his transfer paper into the department on his way out the door. Dr. Cioch was a tremendous proponent for the industry. He helped countless students as well as faculty and will be missed."

Dr. Cioch left Purdue in 1986 to become the dean of the Conrad Hilton College of Hotel Administration in Houston, and went on to serve as dean at the California Culinary Academy. He is survived by his wife of 53 years, Doris.

Are you a Friend of Marriott?

Several Marriott International employees and friends have teamed together to start a "Friends of Marriott" fund raising campaign to assist in the building of Marriott Hall.



All gifts and pledges of \$1,000 and above will be included on the donor recognition plaque within the space and are tax deductible. Most importantly, a gift to this fund will help provide an opportunity for current and future Purdue students to excel as leaders in the hospitality industry. Please contact CFS Alumni Relations at (800) 535-7303 or (765) 494-7890. Send e-mails to cfsalums@purdue.edu.

Former Singapore hotel executive joins HTM

Li Miao has joined the Department of Hospitality and Tourism Management, teaching HTM 212 (Organization and Management) and HTM 382 (Lodging Service Management).

Dr. Miao received her PhD in hospitality management with a minor in statistics from Pennsylvania State University. She holds a master's degree in hospitality management from Oklahoma State University and a bachelor's degree in tourism management from Nankai University, Tianjin, China. A former executive with the Singapore Hotel Association, she has worked with international hotel chains Peninsula Group and Swissotel Group.



Li Miao

In her research, Dr. Miao focuses on services management and consumer behavior associated with service consumptions. Specifically, she has examined consumer responses to service encounters, information processing, decision making, and affective experiences associated with service consumptions.

Her work has received several honors, including the Stanley Hollander Outstanding Retailing Paper Award at the 2007 Academy of Marketing Science Annual Conference and the Best Paper Award at both the 2006 and 2007 CHRIE Annual Conferences.

Dr. Miao is affiliated with the Society of Consumer Psychology and with I-CHRIE, the International Council on Hotel, Restaurant, and Institutional Education. She has served as a reviewer for I-CHRIE conferences, and also as an ad hoc

reviewer for the *Journal of Hospitality and Tourism Research* and the *Journal of Foodservice Business Research*.

Destination marketing expert arrives at Purdue

Jonathon Day has joined HTM after two decades in destination marketing. He teaches HTM 173 (Introduction to Tourism) and HTM 212 (Introduction to Management in Hospitality and Tourism).

Dr. Day received his PhD from James Cook University School of Business, Townsville, Australia, where he examined the challenges of destination branding in the United States. He holds an MBA from UCLA's Anderson Graduate School of Management, and previously served as an adjunct professor at Pepperdine University and New York University.

Dr. Day is a Certified Incentive Travel Executive with the Society of Incentive Travel Executives. In 2000, he was named one of *Travel Agent Magazine's* "100 Rising Stars" of destination marketing in the travel industry. An award-winning marketing professional, he has been recognized for his accomplishments in public relations, brochure development, training video production, travel trade campaigns, and international marketing.



Jonathon Day

Over the past 20 years, Dr. Day has helped develop marketing strategies for two of the South Pacific's most successful destinations—New Zealand and Australia's Great Barrier Reef State, Queensland. He also is the founder of Placemark Solutions, Inc., a

consulting and marketing company that assists tourism operators, hoteliers, and destination managers. Dr. Day also was a featured speaker for the International Conference on Destination Branding and Marketing for Regional Development in Macau, China, in both 2005 and 2007.

Two win prestigious lodging scholarships

The HTM Scholarship Committee has awarded two prestigious lodging scholarships for the 2008-2009 academic year.

Amanda Evans is the recipient of the \$5,000 Marriott International Scholarship. A junior from Goshen, Indiana, she completed an internship this past summer at Courtyard by Marriott in her hometown.

Marissa Gudanick received a \$5,000 Hilton Hotels Scholarship. A senior from Wheaton, Illinois, she has been very active at Purdue with memberships in Order of Omega, HTM Career Day Board, and the HTM Society.

"Both Amanda and Marissa are two excellent examples of HTM students who have not only excelled academically but also gained a great deal of industry experience during their years at Purdue; we are very proud of both of them," says Howard Adler, associate professor and HTM scholarship coordinator.



Marissa Gudanick (left) and Amanda Evans (right) received prestigious scholarships this fall.

Hospitality and Tourism Management Society

Since it was founded over 35 years ago, the Hospitality and Tourism Management Society has evolved into the largest student organization in the HTM department.

Throughout the year, HTM Society engages its members through community service events, constructive social activities, hospitality-related fundraisers, and educational trips.



Bill Jaffé

Three fund raisers highlight society events each year: the HTM Society Auction, the Fountain Side Café at Spring Fest, and the Purdue Black Tie Dinner. "These fund raisers truly spotlight the members' many talents and their dedication to their passion for the hospitality industry," says Bill Jaffé, society advisor. "Proceeds help send top HTM Society members to the International Hotel and Motel Show in New York City and the National Restaurant Association show in Chicago."

If you have any questions or comments on HTM Society involvement or sponsored events, please contact Dr. Jaffé at jaffew@purdue.edu or HTM Society President Anthony Lopez at lopezal@purdue.edu.

National Society of Minorities in Hospitality

The National Society of Minorities in Hospitality is celebrating its 20th anniversary year as a national organization committed to providing a competitive advantage in the hospitality industry for all of its members.

NSMH is an organization of students and professionals representing an array of social and cultural backgrounds and a wealth of unique perspectives and ideas. The Purdue chapter has seen significant membership growth in 2008, with an increase from 30 members in 2007 to over 90 members this year.

The Purdue chapter is very active in the community, participating in such activities as De-trash the Wabash, visiting local high schools to discuss hospitality careers, and hosting an annual Diversity Fair for the School of Consumer and Family Sciences.

NSMH hosted the annual regional conference, held in November in St. Louis, Missouri. A national conference is scheduled for Greensboro, North Carolina, from February 12 to 15. Fund raisers as well as corporate and alumni donations aid in funding these trips for its members.

HTM Graduate Student Association

Building on the success of their spring fund raisers, the HTM Graduate Student Association is off to a great start this year.

For the first time in many years, the annual fall picnic did not see rain. Consequently, it was one of the best attended picnics ever. Chef Carl Behnke grilled burgers and hot dogs while new and returning students mingled with HTM faculty.

In addition to social gatherings, 19 students have had papers accepted at the 14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Funds raised last spring will assist students traveling to the conference.

The next item on the GSA's agenda is the election of new officers. Outgoing officers Anish Parikh and Juyeon Yun,

co-presidents; Yi Chen, treasurer; Joy Haung, director of education; and Ameet Tyrewala, director of social events, will be leaving the organization in great shape for the incoming officers.

Purdue Event Planning Society

The Purdue Event Planning Society began in January 2008 as a means for Purdue students to learn about the special events industry.

Undergraduate student Jackie Huser filed the necessary paperwork with the Business Office for Student Organizations and became its first president. She also recruited Mick La Lopa to serve as its first advisor. The group already has recruited 100 members who have a great interest in event and meeting planning careers.

Under Ms. Huser's leadership, PEPS has sponsored two speakers this fall: Anne-Marie Dezelan of Annie-O's Events and Monica Richard of Detail + Design.

The new executive board met in October to discuss the next phase of the group. Among their plans are a fund raiser for Big Brothers/Big Sisters called "Bowl for Kids' Sake."

Board members are planning more guest speakers for the spring, focusing on planners who work with "green meetings," sports events, destination management, and much more. They also are planning on-site visits to Indianapolis.

Alumni involved in event and meeting planning that would like to speak to the group may contact Dr. La Lopa at lalopam@purdue.edu or Ms. Huser at jhuser@purdue.edu.

Hospitality Sales and Marketing

The Hospitality Sales and Marketing student association continues to assist students in gaining an understanding of and pursuing careers in hospitality marketing.

Outgoing President Stephanie Mancini coordinated sales blitzes and oversaw what club members hope will be an annual charity event. Working with alumnus Michael Bauer and his family, proprietors of the local Subway franchises, the association assisted in the annual Christmas party at Great Skates for those less fortunate in our community.

This fall, members elected new officers Ryan Rodriguez (president), Joan Reale (vice president), Jill Taylor (secretary), and Jessica Vogt (social chair).

The officers kicked off the year with another sales blitz competition with Michigan State University. Purdue students were outnumbered 2:1. Still, they won the first day and took home the traveling trophy donated by MSU advisor Jeffrey Beck and Purdue advisor Mick La Lopa. "Our victory was due to the strategy we worked to develop and implement to pile up the points based on a system established by the director of sales, enabling them to ultimately generate more points per student than the competition," Dr. La Lopa said.



Students are pictured with sales managers. The trophy they are holding now hangs proudly in the main office of HTM and will be put up for grabs again in the spring.

The Purdue Tourism Association

By Kristen Hughes, President

College only lasts a few years, but memories are forever. The Purdue Tourism Association is comprised of a group of students with interest in traveling, meeting and speaking with people in the industry, volunteering, and networking with other students with the same interests.

This year, the PTA is working very hard to exceed expectations and take the club to the next level. So far, they have sponsored a clothing/school supply drive for children in Haiti, volunteered for De-Trash the Wabash, hosted a PTA tailgate for members and their families, and worked the Community Cancer Benefit.

Currently, members are striving to raise \$3,000 by working catering events, stuffing issues of the *Exponent*; working at basketball games, and assisting at various Purdue events.

Funds raised will help support a Spring Break cruise to the Western Caribbean, a tour of the Blue Chip Casino in northern Indiana, and a tour in southern Indiana of wineries, caves, and more. They are also interested in sponsoring an annual event for Tourism Cares for America.

PTA is well on its way to achieving its goals.

Club Managers Association of America

The CMAA, founded in 1927, is the professional association for managers of membership clubs. With approximately 7,000 members, the association has 49 chapters and more than 40 student chapters in the United States and abroad.

The objectives of the association are to promote and advance friendly relations among persons connected with the management of clubs; encourage the education and networking of its members; and assist club managers to secure the utmost in efficient and successful operations.

The Purdue CMAA belongs to the Ohio Valley Chapter of CMAA. Purdue is the only student chapter under the OVC. The Purdue chapter is for students who are pursuing a career in the private club industry such as country, city, athletic, or yacht clubs. It is a great industry for students looking for event planning, general management, food and beverage, lodging, and golf.

There are many chapter meetings throughout the year that provide students with opportunities to participate in valuable career growth activities such as professional development programs, club tours, and leadership opportunities as officers. CMAA student members have many opportunities to find postgraduate jobs and internships through various activities.

This fall, members hosted several chapter activities, including a guest lecture, a cooking demonstration from Chef Carl Behnke, attendance at the OVC meeting, and an auction.

Club members attend two major conferences each year: the National Student Conference and the Annual World Conference of CMAA.

These conferences offer great educational workshops, networking events with thousands of managers from all over the world, career fair, new friendships with other student chapters, and lots of fun. Members plan to attend the Annual World Conference in New Orleans in February 2009.

Purdue Tourism and Hospitality Research Center

Fourteen managers from China participated in the

2008 Executive Development Seminars last summer through HTM's exchange programs with Jinling Hotels & Resorts, Inc. Since 2000, the Purdue-Jinling Exchange

Programs have benefited more than 100 participants, including both Jinling managers and HTM students.



Liping Cai

This year, Chinese guests took a field trip to the award-winning Marriott Cincinnati North at Union Center. Jason Kreul, general manager, discussed best practices in hotel management and operations.

Other engagement activities included a quality assessment of two on-campus restaurants, Harrison Grille and Cary Knight Spot Grill. Xinran Lehto and research assistants Ounjoung Park and Rebecca Choi conducted the research for the University's foodservices. The study focuses on identifying potential discrepancies between customers' expectations of food and beverage and service attributes and the actual delivery.

Three recently completed papers addressed the practical needs of consumers and tourism businesses. One of them examines the branding challenges for multinational hotel companies at a time when an increasing number of visitors from emerging markets are becoming the customers on the home turf of these companies. The second study investigated transitional travel by one of the fastest growing market segments — college students in China.

The third study explored the relationship between leisure activities, work, and life of graduate students. These papers were presented at the 2008 Annual Conference of the International Society of Travel and Tourism Educators held in Dublin this fall. Student authors or co-authors of these papers are Yi Chen, Joy Huang, and Tracy Lu.

Arthur Avery Foodservice Research Laboratory

There has been a flurry of new activity in the Avery lab, with five new projects underway. Abby

Cronau is finalizing a health inspection survey for Indiana health inspectors. Coordinated through the Indiana State Department of Health, the survey will look at the interactions between inspectors and managers of establishments being inspected.



Doug Nelson

Jin-Kyung Choi is conducting another study, which is applying protection motivation theory to see the effect of food safety information on individuals' restaurant selection decisions.

Two other studies are investigating how to maintain refrigerated food temperatures in the event of power loss. Currently, other than adding dry ice, foodservice operations can do very little when power is lost after an earthquake, hurricane, or other natural disaster. Joe Scarcelli is looking primarily at holding refrigerator temperature longer. Ameet Tyrewala is building on the results of this study, looking at other variables like the effect of insulating food within the refrigerator.

The results of both studies will have applications not only for natural disasters, but also for energy conservation, since some techniques may help reduce energy costs during normal operation.

The final project underway is by Peter Miklius, a junior in the North American Association of Food Equipment Manufacturers Equipment and Supply Education Program at Purdue, who is working with a local provider of home-delivered meals for older adults. Their operation has seen a sharp increase in demand for frozen meals. Mr. Miklius is evaluating current operations and looking for ways to improve efficiencies.

PhD candidate studies crisis preparedness

Stacey L. Smith, who will receive her PhD in December, has completed her study, "A Logical and Empirical Analysis of Crisis Preparedness in the Meeting Planning Industry."

Her research has taken on a new sense of urgency for two reasons. The tremendous growth of the meeting planners' industry has created a greater vulnerability, and recent terrorist events and natural disasters such as floods, hurricanes, tsunamis, and fires have highlighted the need for action.

Ms. Smith's research involved three areas: the current state of preparedness of meeting planners, their perceptions of crisis preparedness, and a content analysis of their existing crisis plans. She recommends development of an interactive crisis plan workshop, resource materials, a tool kit for crisis preparedness programs, and a computer simulation to test their programs.

Ms. Smith hopes to continue her research as a new faculty member at Fort Hays State University.

Students explore Greater China

Bargaining with locals in open-air markets, walking on the Great Wall, making dumplings with master chefs, experiencing history through museum tours—these were only a few of the highlights of a life-changing month abroad.

The journey started in early May with a 13-hour flight from Chicago to Beijing. The adventures began with guided tours of the Forbidden City, Tiananmen Square, and the Summer Palace—and this was just the first day!

During the remainder of the stay in Beijing, students visited the City Planning Museum, learned about the art of elaborately decorated enamelware known as cloisonné, and made friends with host students from the Beijing International Studies University.

“The first week of the tour was so exciting because many of the students had never been out of the country, and dealing with this new culture was an eye-opening experience,” says Howard Adler, HTM professor and one of the faculty members on the trip.

On May 12, the students took an overnight train to Nanjing. This was also the day of the Sichuan earthquake. Although everyone on the trip was safe, other experiences from that point on were overshadowed by the tragedy.

It was a lesson that no one would forget; throughout the rest of the trip expressions of Chinese unity and compassion were evident. As a group, the travelers decided to contribute to the relief efforts, a gesture that was filmed for the evening news.



Travelers to China last spring learned Asian cooking secrets.

“The students really wanted to show their solidarity with the Chinese people by making this gesture,” says Liping Cai, associate dean for CFS and HTM professor.

Nanjing was home for the next nine days, as students learned about Chinese hospitality with an operational tour of the five-star Jinling Hotel and cooking classes at Nanjing Institute of Tourism and Hospitality. Kung Pao chicken and boiled dumplings were some of the students’ favorite dishes.

Students also took field trips into the Chinese countryside, where they visited tea and strawberry farms. Chef Carl Behnke, another faculty member on the trip, notes, “Our hosts were so gracious that they invited us into their homes to learn about their lives.” Cuisine aside, students learned about Chinese history and culture with excursions to Nanjing’s famed city walls, Sun Yatsen’s Mausoleum, the Han tombs, and the Nanjing Holocaust Museum.

From Nanjing the group moved on to Shanghai by way of Suzhou, where they learned how silk is made, toured elaborate

gardens and temples, and dined on a formal, multi-course dinner showcasing Huaiyang cuisine, one of the four major styles of Chinese cooking. The short visit to Shanghai included tours of the famed Bund and Pudong districts.

The adventure continued with a flight to the tropical city of Guangzhou in southern China, where students were guided through a first-hand look at the world’s largest convention center, the Guangzhou Fair Exhibition Center. Hosts at the South China University of Technology arranged for a cross-cultural student exchange, where students led presentations

on American geography and culture to their students, followed by their students’ presentations on the geography and culture of China.

The next stop was a welcomed break as the group visited Qinyuan, a city famed for its hot springs. For two days, they learned spa operations, relaxed in the resort’s many pools, and joined a group of Chinese students in team-building and physical activities such as wall climbing.

The last stop on the educational adventure was Hong Kong, where the group traveled from the top of Victoria Peak down to the coast and Stanley Market.

The program was an experience that no one would forget—a month-long taste of China, its culture, history, and best of all, its people. The trip was so successful that it will be offered again during May 2009 as part of a college-wide push to cultivate culturally diverse students with a global perspective.

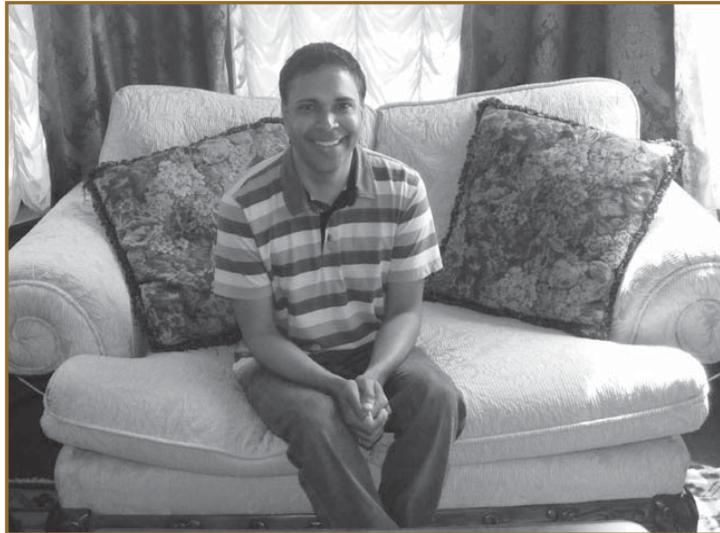
See the photo essay of the trip on page 15.

B&B owner creates retreat for guests

Stepping inside the Worthington Mansion in downtown Ft. Wayne, Indiana is a refreshingly quiet experience.

A Tiffany-styled chandelier illuminates the foyer, where an envelope awaits on a narrow table. Inside are a room key and an invitation to enjoy the chilled wine in the nearby antiques-filled dining room.

Upstairs, an empty hallway leads to hushed bedrooms with monogrammed pillowcases and satiny sheets.



Comfortably elegant furnishings in Kenson Dhanie's inn create a welcoming environment for guests.

Except for the strains of Billie Holiday coming from invisible speakers, the entire house—with comfortable sitting rooms and cozy library—is silent. No staff are bustling about on this Saturday night. The owner is attending a function that evening, but his absence is really part of the plan. Here, at the Worthington Mansion, Kenson Dhanie and his staff believe that pampering often means being left alone.

“I’ve been to bed and breakfasts where I literally never saw the owners. I don’t want to go to that point,” says Mr. Dhanie, an HTM alumnus. “Still, it’s not like a traditional bed and breakfast, where this overly enthusiastic couple is waiting for you. We want you to feel like you’ve come home. Put your feet up. Feel free. I don’t hover.”

Mr. Dhanie is chatting with guests now on Sunday morning, while his innkeeper serves up a three-course meal. Starting with a tray of freshly baked pastries and cakes, she then brings out stemmed martini glasses abounding with seasonal fruit.

Just when stomachs are getting full, in comes the main course—Angel Eyes, a tarragon-sautéed assortment of vegetables spooned into hand-molded cups of Canadian bacon, then topped with a whole egg and baked to perfection. “Presentation is everything,” Mr. Dhanie explains. “The recipes are designed to be very cost effective, but very presentable. That comes from my training.”

Mr. Dhanie is speaking of his two stints at Purdue, where he earned a bachelor’s degree in hospitality and tourism management and a master’s degree in human resources and hospitality with a concentration in human resources. After graduation, he began a career in foodservice.

A few years later, Mr. Dhanie decided to put his HR skills to work at a staffing service in Ft. Wayne. He supervised 13 staff who, in turn, were responsible for 500 to 700 employees.

Five years ago, he changed careers again, and became a realtor. One day, he came

across a house for sale near St. Joseph Hospital.

The home—with such 19th century luxuries as tiger-oak pocket doors and slate roof-tiles—was once the showpiece of a local businessman and his wife.

A contractor had begun transforming the house to its original glory, but the work was far from over. “It was literally totally gutted,” says Mr. Dhanie. “There was nothing but the hull.” The exterior, which had been strangled under layers of ivy, would have to be refurbished under historical standards.

Still, Mr. Dhanie saw the opportunity to fulfill a long-time dream while investing some of the profits from his multimillion dollar realty business. “I always wanted to be a hotel manager,” he says. “But although I liked the feel of a hotel, I didn’t want to have a big place of my own. A bed and breakfast was a natural fit.”

Now, nearly three years after opening, Mr. Dhanie entertains visitors each morning before heading to the F.C. Tucker office for the day. If his guest list continues to grow, he’ll need to move out of the mansion’s attic, which he’s converted to a loft.

“Last year we almost needed a fourth bedroom; the library doubles as that right now. If we could turn the third floor into a suite, we’d have a higher-end space to rent,” he says.

But while a full house is good for business, Mr. Dhanie prefers the times when only one or two couples are spending the night. “We want it to be almost like a true retreat,” he says.

Alumna nurtures new hotel managers

Traversing the English countryside as a child, Elaine Edging did not experience the typical 20th century American vacation of roadside motels and Bob Evans for breakfast.

Instead, Ms. Edging and her family traveled the British way, sleeping in private residences where friendly innkeepers knocked on guests' doors with cups of tea each morning and then fussed over their meals in between household chores. "We mostly stayed in a bed and breakfast, or a house on a farm; you were on holiday and you watched them milk the cows," she says.

Those childhood experiences may seem an unlikely proving ground for a modern American-hotel manager. But judging by her success with Signature Inns, those early interactions with British innkeepers cultivated the hospitable side of Ms. Edging's personality.

Since 1999, when she began as associate manager of the hotel chain's Lafayette facility, she's been promoted to general manager, received an esprit de corps award, and twice earned manager of the year honors within her region.

And now, as regional training manager, she takes new associate and general managers under her wing, helping them embrace the company's customer-service creed, "Stay Tonight or Stay Awhile."

Ms. Edging graduated from high school in England and took a backpacking tour of Europe before returning to Manchester to earn an associate's degree in business. After working in Spain for awhile, she immigrated to the United States, where she took a human resources job with a Lafayette bank. Resigning from her



Elaine Edging relaxes in the lobby of the Signature Inn, where she mentors staff and management trainees.

position to raise her children, Ms. Edging decided to change career directions once they were all in school. "I could have easily gone back to banking, but it wasn't anything I had a passion for," says Edging. "I wanted to continue my education."

Ms. Edging enrolled at Purdue University, studying hospitality and tourism management. By the end of the 1990s, she was ready to embark on her new career. Interning in San Bernardino County, California, where a childhood friend was operating an English pub-styled sports bar, she entertained offers from around the country—Utah, California, and New York—before deciding to remain in Lafayette.

"I really saw my job with the Signature Inn as a stepping stone," explains Ms. Edging, who originally stayed in Indiana so that her children could finish school here. "But the job has turned out to be much more than that."

Located just off I-65 about 15 minutes from Purdue University, the Signature Inn is part upscale interstate hotel and part country inn. Part of the Park Management

Group in Atlanta, Georgia, the hotel caters mainly to corporate travelers, with modern conveniences such as wifi and fax services, along with homelike amenities such as Belgian waffles and recliners. An outdoor pool and nearby fitness facility provide recreational opportunities.

Along with overseeing hotel operations and mentoring management trainees, Ms. Edging also conducts her own sales calls for the facility. Meeting routinely with representatives of such businesses as Subaru of Indiana Automotive, she helps to arrange lodging

for corporate guests. She also boosts consumer sales by promoting weekend stays for special occasions. "For the families that aren't traveling as much these days, we are doing more themed packages, pairing accommodations with a restaurant," she says.

Yet while business and personal travel has slowed because of the faltering economy, Ms. Edging has seen no drop-off during football season. "I won't say that marketing is not necessary at all—we do have minimum two-night stays on some weekends—but the demand is always there," she says.

When she's not busy managing the hotel, Ms. Edging volunteers with UNICEF, raising funds to help prevent mother-to-child transmission of HIV. She also spends one evening a week manning the crisis line for the YWCA Domestic Violence Intervention and Prevention Program. "These are the causes I'm most passionate about," says Ms. Edging, who never stops mentoring, even in her spare time.

'72

Barry Reese resides in Beaufort, South Carolina. He has a grandson, Taylor Josiah Reese, born March 2008.

'82

Thea Sargent is general manager for the Disney Contemporary Resort in Lake Buena Vista, Florida. She and her husband, Jeff, have two sons. Mrs. Sargent is a board member of Central Florida's Hotel and Restaurant Association, the largest regional hotel association in the nation.

'86

Donald Fraser is corporate director of operations, overseeing the Affnia Branded hotels for the Denihan Hospitality Group. He lives and works in New York. Work address: 551 Fifth Avenue, New York, NY 10176. **E-mail:** donald.fraser@denihan.com.

'88

After living in Cincinnati for 20 years, **Michelle (Pool) Smith** has moved back to Indiana, transferring to Panera Bread in Tippecanoe Mall. She lost her husband, Steve, to cancer last June. They were married just shy of 15 years and have two sons. **E-mail:** purdue1988@yahoo.com.

'89

Stephanie Snow is director of corporate accounts for The Metropolitan Club in Chicago, Illinois. She was hired as Club Corp's first membership director to work specifically with the corporate market.

'93

Michael Carroll is a platoon leader with the U.S. Army. He has returned from a 15-month deployment in Afghanistan and is currently in Fayetteville, North Carolina. **E-mail:** Michael.anthony.carroll@us.army.mil.

'94

Scott Graf is a trainer in the service/sommelier area for Ruth's Chris Steakhouse in Weehawken, New Jersey. He received certification from American Somellier Association. Mr. Graf has twins, Megan and Sarah, born September 2007.

E-mail: kekoa71@verizon.net.

'96

Eric Braun is executive chef/food service director for Sodexo at St. Joseph's College, Rensselaer, Indiana. He has raised more than \$10,000 for charity by doing seven-course gourmet meals in people's homes. He resides in Ft. Wayne, Indiana. **E-mail:** ebraun6@saintjoe.edu.

'97

Jill (Lemke) Connolly is a member services agent for Delta Community Credit Union. Her family grew in February 2008 with the birth of daughter Elizabeth.

'99

Shannon Schiner is living and working in Coral Gables, Florida. Ms. Schiner is an account executive for Cheryl Andrews Marketing Communications, currently representing the public relations initiatives for Bucuti Beach Resort, Aruba; Coconut Bay Beach Resort and Spa, St. Lucia; Tranquility Bay Resort, Belize; and Machaca Hill Lodge, Belize.

E-mail: Shannon@cam-pr.com.

'00

Kyle and Sarah (Duke) Cross own Cross Road Investments, LLC, real estate investors. They welcomed their second son, Jackson Robert, in December 2007. Mr. Cross is also an instructor at Nouveau Riche, a real estate investment college. They live in Chandler, Arizona. **E-mail:** kyle@crossroadinvestmentsLLC.com.

Kyle Mueller is account services manager for Starbucks Coffee Company in Fishers, Indiana. **E-mail:** kylemue@gmail.com.

'03

Shannon Bymes is branch manager for Sapphire Technologies in Chicago, Illinois. She wed Mark Weaver June 21, 2008. **E-mail:** Shannon_Bymes@hotmail.com.

Sarena Wills lives in Chicago, Illinois, and works as event manager for White Lodging Services-Midway Hotel Center there.

'04

Melissa (Hodge) Althoff is a stay-at-home mother. She married Jonathan Althoff in March 2005. Her daughter, Jayna, was born in April 2008.

'05

Jose Ruales is a restaurant manager for the Willard Room, Inter-Continental Hotels in Washington, DC.

E-mail: jaruales@gmail.com.

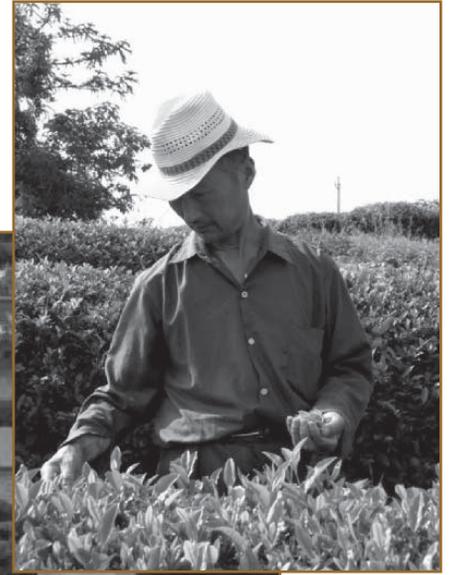
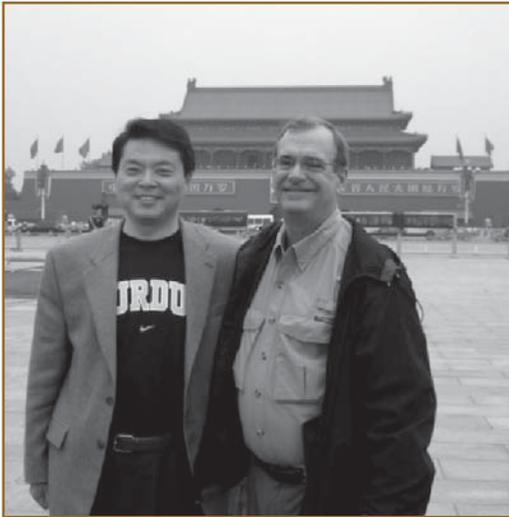
'06

Tara Storm was promoted and transferred to Ft. Myers, Florida. She is senior sales manager for Ft. Myers Courtyard.

E-mail: tara.sorm@marriott.com.

'07

Jaclyn McCabe lives and works in Naples, Florida. She is an executive meeting manager for Laplaya Beach and Golf Resort. **E-mail:** mcccabe@laplayasort.com.



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