H1N1: Are you and your staff ready?

By Dr. Douglas Nelson

By now, everyone is very much aware that a new flu strain is making the rounds. On June 11, 2009, Dr. Margaret Chan, director-general of the World Health Organization, announced the world was in the earliest days of an influenza pandemic. However, while the spread is considered inevitable, hospitality operations can help protect guests and employees.

Understanding the virus
The virus originally was referred to as the swine flu, but was changed to Novel Influenza A H1N1 after studies revealed it was not only associated with viruses common to European and Asian pigs but also birds and humans. The virus is primarily spread by human to human contact, or by handling an object such as money or a doorknob, then touching your eyes, nose, or mouth. Symptoms are similar to what would be considered normal flu symptoms (fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills, and fatigue) with a higher percentage reporting vomiting (29%) and diarrhea (24%). The persons most likely to contact the flu appear to be those under the age of 25 years. Individuals with the disease can infect others one day before showing any symptoms and up to seven days after symptoms first appear.

Hospitality precautions
The most susceptible group of individuals makes up a large portion of hospitality industry staff. The fact they can be contagious before any symptoms surface makes it challenging for hospitality operators to con-
Some of you may think the way academics do — in terms of semesters. Believe it or not, another one is in the home stretch; finals and semester holidays are looming! It's hard to believe the sea of tranquility I pulled into last July is a beehive of activity. I love it!

As many of you know, this is my third time around the block at Purdue. Not so long ago I was a graduate student and one of the first to matriculate into the new RHIT doctoral program. Upon completion, I left for awhile — only to come back as a faculty member. I strayed a few years ago, but had the good fortune of returning this summer as head of the department.

Over the years I have had the chance to work with many students in the quantity foods courses, and/or one of the accounting/finance courses. I know it has been challenging for me; as for the students, they might describe it as challenging, but I suspect there are other words they would also use. To say the least, the Purdue environment is invigorating. I have the opportunity to work in a first-rate institution with world-class faculty, tremendous staff, and top-notch students. And I get to do this every day!

Even so, there are a number of issues that Purdue — and higher education as an institution— is wrestling with, including:

- affordability
- state fiscal forecasts
- college preparation
- accountability

Moreover, technological and societal changes are impacting what we teach, and how we teach it. For example, students currently thrive on instant messaging and 24/7 connectivity. They use their phones as MP3 players, calendars, cameras, and the like. Since they can be used in so many ways, should students be allowed to use them as calculators on tests? A few years ago, this whole scenario seemed improbable. But now there is more; just look at the new pedagogical vocabulary: Wikis, clickers, social media, crowd source, Web 2.0, creepy treehouse.

Taking this a little further, it is not too hard to imagine everything you say and do will be recorded. Also, that it will be possible to scan the brain and take a picture of each child's cognitive ability. Further, that each child will be given a card at birth with his or her DNA printout — and that the information on aptitude will be used when deciding the best learning method for the individual.

I digress. Undeniably these are exciting times. Certainly careers, and the college majors preparing for them, are becoming more specialized. It seems that most professions will require continuous instruction and retraining. Hopefully, we can stoke the flames in our students while they are here. I am very fortunate to have the opportunity to be involved in the process. Like Lou Gehrig, “I consider myself the luckiest man on the face of the earth.”

**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**

- March 27: Black Tie Dinner, Purdue Memorial Union
- May 22–25: National Restaurant Association Show, McCormick Place, Chicago
- May 23: HTM Alumni and Industry Reception, The Signature Room at the 95th, John Hancock Building, Chicago, Time TBD
HTM internships create win-win situation

By Howard Adler

A n important element in hospitality education involves the internship requirement. Internships are required in many fields, and vary in structure, hours, and other factors. HTM 302 (Hospitality Internship) is the name of the practicum required in the Department of Hospitality and Tourism Management at Purdue.

All students are required to complete at least one internship. Some work over the summer or during a semester in the Lafayette area, while others take a semester off and work in a resort area or large city. This is the case with the Jinling Internship program and a new program that Liping Cai has set up with Shangri-La Hotels in China.

Students can find an internship in two different ways — through their own personal contacts, or through the HTM Career Center. Janet Glotzbach, coordinator of the HTM Career Center and her staff, work with companies to secure positions.

According to Howard Adler, faculty coordinator for the program, it takes mutual understanding in order for an internship to be a win-win situation. All employers sign an agreement acknowledging that students will work at least 400 hours, that he or she will be paid, and that progress reports will be completed. Students, on the other hand, should represent not only themselves professionally, but also the HTM department at Purdue, while performing in a professional and ethical manner.

The HTM department conducts an internship orientation to brief students on the requirements and what it takes to successfully complete an internship. Experiences during the internship vary greatly. As Ms. Glotzbach says, “Each company structures its internship program in a different way; some have a very structured program, while others offer some flexibility according to the students’ needs.”

When students complete the internship, they are required to turn in a final report. They also attend a group facilitation session led by an HTM faculty member; generally these involve 12–18 students discussing the strengths and weaknesses of their experiences.

In general, most students find internships a positive learning experience. Often an internship can help students identify whether they want to pursue employment opportunities with a particular company; in turn, companies can determine whether they want to recruit the student for a permanent position upon graduation.

Each summer, between 120 to 150 students are involved in the internship program. As Ms. Glotzbach says, “We have some of the biggest hospitality companies in the country recruit our students for the summer, and they are placed in internships literally all over the world. I believe we have tremendous industry support because our students are some of the best in the country.”
H1N1 article continued

trol the spread. However, chemicals we normally use to clean and sanitize — such as quaternary ammonium and chlorine — are effective at killing the virus.

Although the U.S. Food and Drug Administration (FDA) does not recommend altering cooking processes, it does state that the virus is killed by a temperature of at least 167°F (75°C). While this is much higher than the typical cooking end point for most foods, they should be virus-free. The most likely location for viruses on food is the surface. By cooking the internal temperature to at least 140°F (60°C), the surface of the food will exceed 167°F (75°C), killing the virus.

The FDA also recommends excluding individuals with flu symptoms from working with food or items that can be a vehicle for the spread of the disease, such as utensils and napkins. Considering how contagious the disease is, it is recommended that anyone with the illness remain home for seven days after the onset of the symptoms or 24 hours after the fever is gone, whichever is longer.

Protection against the flu
Individuals can protect themselves using commonsense rules. First and foremost, wash hands often and use an alcohol-based hand sanitizer. The FDA is maintaining a Web site listing products making fraudulent claims of effectiveness against H1N1 (http://www.accessdata.fda.gov/scripts/h1n1flu/).

Persons also should avoid touching their eyes, nose, or mouth, as these are the primary entry points for the virus. They also should cover their mouth and nose when coughing or sneezing and use disposable facial tissues or similar products. Face masks provide some protection; however, it might not be a good business tactic to have staff wearing masks. An alternative would be to avoid close contact with others. The NPS recommends its employees maintain a respectful six-foot distance when conversing with guests.

By the very nature of the hospitality business, we are on the front lines of the flu. By employing the procedures above and those on the FDA’s and CDC’s Web sites, we can minimize the impact on operations.

Alumni: Join us on a study-abroad journey

HTM will offer four study-abroad programs during the 2009–10 academic year. Alumni and industry friends are welcome to come along.

During winter break, Howard Adler and Bobbe Molter, Consumer Sciences and Retailing academic advisor, will lead a two-week trip to Dubai and Oman.

During the 2010 spring break, March 13–21, Carl Behnke will explore the flavors and traditions of Belgium and Luxembourg.

In May 2010, Drs. Jonathon Day and Behnke will lead a group to Australia, visiting Sydney, the Hunter Valley wine region, Brisbane and the Sunshine Coast, and the Great Barrier Reef.

Later in the summer, Professors John Rousselle and Adler will journey to Paris, the northern Normandy coast, Munich, Vienna, Austria, Prague, Budapest, and Venice.

For more details, visit www.cfs.purdue.edu/academics/studyabroad/. Or contact CFS Alumni Relations at (800) 535-7303; (765) 494-7890; or cfsalums@purdue.edu.

HTM Career Day has 25th anniversary

HTM celebrated the silver anniversary of Career Day this fall with the theme “Bringing the Best to the Table for 25 Years.” Around 400 students attended the events, which included a keynote speech by Kristi Nyhof from Longhorn Steakhouse and a career fair with 31 companies. Board members this year were Betsy Robison, Carter Duggan, Laura Kunzie, Courtney Glotzbach, Kathelyn Theiler, Rachel Stackman, Josh Seidell, Caroline Wright, Lisa Moore, Julie McDowell, Hannah Fronczak, Sarah Meils, Alicia Anderson, and Jiayue (Selena) Xu.
Purdue community celebrates Green Week

September 21–25, 2009 was the second annual Green Week at Purdue. Across campus, a variety of activities highlighted the contributions Purdue is making to support sustainability efforts in all corners of the United States and the world.

Faculty, staff, and students saw the new Boiler Green Initiative’s Green Roof, attended research-sharing sessions on “Water Resources in a Changing Global Climate,” and visited the Alternative Transportation Expo.

For more information on Green week at Purdue, visit www.purdue.edu/sustainability.

HTM faculty, staff focus on sustainability

As Purdue faculty and staff focused on green campus initiatives during the second annual Green Week, HTM took time to highlight its efforts toward sustainable hospitality and tourism.

While sustainability issues are already an important component of the curriculum, during that week many classes placed extra emphasis on these topics.

The highlight of the classroom sessions was a visit to the Introduction to Hospitality and Tourism Management class by Darden executives Mollie Moore and Tracy Gault. They shared details of Darden’s groundbreaking work in sustainable management.

During Green Week, HTM Café administrators installed a new monitor to reduce energy and water consumption while decreasing the amount of detergent used in the cleaning process. Even before the celebration, the café had replaced Styrofoam cups with recyclable paper cups and began encouraging student café workers to bring their own cups and water bottles to reduce waste.

By putting knowledge of sustainable hospitality into action, the department will help ensure its own operations prepare students for green practices in hospitality and tourism management.

HTM ‘LEEDs’ the way to Marriott Hall

Progress is well underway for Marriott Hall, the new home for the Department of Hospitality and Tourism Management. A departmental team is working to ensure the new building reflects a commitment to best practices in sustainability.

Using the highly regarded U.S. Green Building Council’s Leadership in Energy and Environment Design (LEED) guidelines, the team will ensure the new building supports the commitment to best practices.

Construction is expected to begin next spring for the building, which will feature a restaurant, state-of-the-art food service facilities, demonstration classroom, career center, and student services area.

The new building will be green from bottom to top, with a state-of-the-art Green Roof to reduce energy consumption. Faculty and staff also plan to recycle everything that enters the new building — from glass and cardboard to consumer food waste and cooking grease.

Mick La Lopa is spearheading a special fund raising drive to support the LEED program. For more information on how you can support this project, contact Dr. La Lopa at lalopam@purdue.edu.
Alumnus expands spa research

What does it take for a former Burger Chef trainer to become an Eastern European spa consultant for the United States Agency for International Development (USAID)? For Carl Boger, it was being in the right place at the right time.

A restaurant industry veteran and three-time graduate of Purdue University, Dr. Boger was teaching front office management, finance, and research methods at the University of Wisconsin-Stout when a USAID representative gave a presentation. “He said, ‘If you’re interested, send me a vita,’” Dr. Boger says. “About two years later, my name came up in a database. And one project led to another.”

Like many accomplished hospitality faculty today, Dr. Boger had spent 10 years in industry before teaching. When Burger Chef was sold, Dr. Boger decided to pursue higher education. While working on his master’s degree, he began teaching for both Purdue and Ivy Tech, eventually becoming a department head at the community college. In 1992, Dr. Boger began serving as program director in the Hospitality and Tourism Department, University of Wisconsin-Stout in Menomonie, Wisconsin.

While Dr. Boger enjoyed teaching on campus, he soon saw an opportunity to adapt appropriate successful western business strategies and methods into the local culture and business practices of other countries. His first stint was in Africa, helping develop a diploma program for hotel workers. Then, he began traveling regularly to eastern Europe, assisting Bulgarian bakeries in retail sales.

Seven years ago, Dr. Boger’s impressive international portfolio caught the attention of USAID, which asked him to return to Bulgaria. This time, he assisted officials in the former communist country in converting medical spa facilities into destination spas.

“The biggest challenge was the different business model, going from a sterile environment with people in lab coats to an atmosphere of wellness and beauty,” Dr. Boger says. “They’re totally different cultures. In the communist system, the government supported spas. When the economy fell, every business had to survive on its own.”

The professor’s experiences overseas prompted him to conduct studies on the spa industry, a hospitality area that is short on quantifiable research. Dr. Boger launched a focus area of spa management at the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston, where he began working in 2005. Currently he is leading graduate student research projects on green standards, culture-based massage modalities, and benchmarking.

Despite his hectic teaching and research schedule, Dr. Boger serves as associate dean of academic programs at the Hilton College, where he’s helped the program enhance its educational standing. That’s exactly why he was named last spring as Hilton’s first recipient of the Clinton L. Rappole Endowed Chair.

“His incredible work ethic has allowed him to execute all of his administrative duties while becoming one of the leading academic experts in spa management,” says John T. Bowen, dean of the college.

“At the Conrad N. Hilton College, one is appointed to a chair by one’s peers, which makes this recognition that much more special.”
2002 grad returns to barbeque roots

Walk into a Jack Stack Barbeque restaurant and you’ll smell the familiar aromas of molasses and hickory. But look around and the décor is far from ordinary, with upholstered banquette seating, French rustic chandeliers, and linen tablecloths. That’s why alongside the traditional baby back ribs and beans are menu items commonly not seen in a casual barbeque eatery.

“We have an item called crown prime beef rib, and it is an amazing thing to see,” says Travis Carpenter ’02, vice president at the four-restaurant chain.

“It’s a beef short plate rib, three bones that just have this big pillow of meat on top that weighs four and half pounds before we cook it, and two and a half to three pounds when it’s done. You can literally eat it with a spoon, it’s so tender. It’s just amazing. We sell it online, too.”

A native of the Kansas City area, Mr. Carpenter began working at Jack Stack at the age of 16, cooking and doing food preparation to save for college. Soon, he had decided on his future occupation. “I just fell in love with the restaurant business and everything about it and never saw myself doing something else,” he says.

Mr. Carpenter investigated a number of different top hospitality schools, and settled on HTM. “Purdue made it worth my while with scholarships and other incentives,” Mr. Carpenter says.

“I felt comfortable there, I felt great about the administrators and the campus; it seemed like a good fit.”

After a stellar four years in HTM — he was twice awarded the Statler Foundation’s $20,000 scholarship, among other honors — Mr. Carpenter took a management position with Houston’s Restaurants in Phoenix, Arizona.

By early 2003, however, Mr. Carpenter decided he wanted to make a bigger impact with a smaller company. He wondered if he could do that with his former employer.

“I called up the owner of Jack Stack and said, ‘Do you have a spot for me’ They said yes, and that was it.”

Returning to Missouri to serve as director of research and development, Mr. Carpenter helped create new menu items for in-store, retail, and online sales. This February, he was promoted to vice president.

“I’ve got my hands on about everything from marketing to human resources to operations,” Mr. Carpenter says. “I do whatever I can to help the company move forward.”

He adds, “We take our core values very seriously; we’re a family-oriented business that has grown to a $30 million-plus company over the last 60 years. “We believe that if we take care of our people, we’ll take care of our guests.”

To help nurture his staff, Mr. Carpenter travels to each of the four locations at least once a week — and not just on weekdays.

“I work every holiday, Labor Day, Christmas Eve,” he says. “I could be doing everything from holding a meeting with an employee to rolling out a new food item to literally just running things in the restaurant. We’re a very hands-on company. If a table needs bussed, I bus it. We just do it together.”

Travis Carpenter takes a hands-on approach to his role as vice president of Jack Stack Barbeque.
Tourism research center discusses strategic plan

The faculty and staff of the Purdue Tourism and Hospitality Research Center (PTHRC) convened last spring for a strategic planning meeting at the Lafayette and West Lafayette Convention and Visitors Bureau. Guided by the missions of Purdue University, the College of Consumer and Family Sciences, and HTM, they reiterated the following ACE charges:

- **Active Engagement:** The center serves communities, tourism organizations, and businesses with practical and up-to-date expertise and skills.
- **Creative Discovery:** The center advances the science of tourism and hospitality through multidisciplinary scholarship.
- **Experiential Learning:** The center develops students’ lifelong learning skills through hands-on research and prepares them for real world challenges.

The center has recently started the research component of the redevelopment and expansion of the 34-acre fairgrounds property in Lafayette. Led by Donald Anderson, the research includes an expansion feasibility analysis and marketing plan.

Janet Bray reflects on her Purdue retirement

After 27 years in the Department of Hospitality and Tourism Management, Janet Bray cherishes the friends she made in Stone Hall. “I met a lot of people that I considered family after awhile,” says Ms. Bray, who retired in July. “I actually saw them more than I saw my family on a daily basis.” But while she likes catching up on office news, the former graduate secretary relishes her new sense of freedom.

“Getting up and watching the clock to make sure I was ready on time, I don’t miss that at all,” she says. “Now I can wake up at 7 and read the newspaper; I love it.”

Ms. Bray joined Purdue University in 1979 after 10 years with the National Homes Acceptance Corporation. The Southwestern High School graduate had been a supervisor in the collections department, filing FHA and VA loan paperwork with the federal government and working with field representatives to help mortgage holders get their payments in on time. She left when the firm was purchased by a company in Texas.

After stints in two other departments, Ms. Bray took a temporary position with HTM in 1982. Beginning in the graduate program and moving to the front office, she eventually returned to the graduate program, where she used her organizational skills to help students file necessary paperwork. “Basically I handled the graduate student records from the time they applied until graduation,” she says.

Over the three decades she worked in Stone Hall, Ms. Bray witnessed a few changes, from the disappearance of the parking lot behind the building to the subsequent loss of dinner service in the HTM Cafeteria (“Older people used to come, but when there was no longer a parking lot, that clientele dropped off a lot,” she says), to the transformation of menu items from what she calls “Hoosier cooking” to healthier, more internationally oriented options.

Still, she says, the department has remained surprisingly much the same as it was when she began. “We didn’t see a lot of change; there are still people in our department who came the same year as I did,” she explains. “I think that’s what’s made us so successful.”
New chef serves elegant meals at Westwood

van Petkov has stirred up mouth-watering dishes in Chile and Argentina, grilled lamb chops in Barcelona, and whipped up soufflés in Vancouver. Now he’s bringing his global experiences to Purdue University, where he supervises students in creating elegant meals.

“Westwood is primarily my focus, being chef to the president and working with students on really high-end events,” says the new HTM chef instructor and special events chef. It’s a far cry from his backpacking days, when he employed his culinary skills to fuel his cross-continental photography expeditions.

A native of Chicago, Chef Petkov took his first restaurant job at the age of 14, flipping pancakes at IHOP. After earning a bachelor’s degree in photography and the arts at Columbia College, he headed out on a multi-year expedition across South America and Europe.

“I cooked and washed dishes to pay my way,” Chef Petkov says. “But eventually, I discovered that cuisine was my true calling.”

Petkov journeyed north to Dubrulle Culinary French Institution in Vancouver, British Columbia, where he studied French Culinary and Pastries. Then he worked in Vancouver, Pacific Palisades, and Chicago before becoming an executive chef with Sodexo Education Market.

From 2005 to 2009, he worked in Sodexo’s Education Market, developing new concepts in food trends in college campus and K-12 settings throughout the Midwest. Now, after four years of adhering to the USDA’s stringent school-lunch guidelines, Chef Petkov is up for the challenge of mixing taste and elegance with wellness for Purdue’s health-conscious president.

“How do you fix a tuna salad, for instance?” he says. “Sauté vegetables in olive oil, add it to the tuna, and mix well. The olive oil gives it the binding effect. Healthy, it’s common sense.”

Assistant professor brings three decades of experience to HTM

Sandra Sydnor-Bousso has almost 30 years combined experience with quick service restaurant (QSR) and entrepreneurial practice, undergraduate and graduate teaching, and market research. Now the successful businesswoman and educator is thrilled to bring her expertise to Purdue.

“I’ve joined an exemplary HTM faculty here — a world-class body of educators that are very intentional about giving students the absolute best we have to offer,” says Dr. Sydnor-Bousso, who joined HTM in August as an assistant professor. “I couldn’t have landed in a better place.”

Dr. Sydnor-Bousso comes from The Ohio State University, where she completed a PhD in hospitality management. She also holds an MBA from the University of Miami, Florida, and a bachelor’s degree in packaging engineering from Michigan State University.

The founder of Strategy on Purpose, a Columbus, Ohio-based consulting company, Dr. Sydnor-Bousso focuses her academic research on firm survival, growth, and decline. She also has investigated consumer branding evaluations, categorizations, and preferences of QSR. She looks forward to working alongside researchers who are pursuing practical and long-term results for both academia and industry.

“The University’s focus on technological leadership and inspired innovation speaks volumes to better futures being created here, for the state and the country,” she says.
Newly promoted faculty member boasts international resume

When Carl Behnke was a young man, becoming a professor was the farthest thing from his mind. Pursuing higher education beyond an associate’s degree, in fact, was something he never considered until his 30s, when he had a wife, two kids, and a desire to do something new and different.

Surprisingly, the chef discovered that higher education was not only beneficial, but also fun. “I had a really positive experience and learned that I actually enjoyed learning,” says Dr. Behnke, who completed his bachelor’s degree at the Culinary Institute of America in 1996, just before becoming special events chef and HTM chef instructor at Purdue.

“I took one semester off, then started on a master’s and never really stopped.”

Before joining the staff of Purdue, Dr. Behnke worked in such venues as New Orleans, Las Vegas, and Switzerland. Once in West Lafayette, he spent much of his spare time working on advanced degrees. Since completing his PhD in August, he has been promoted to assistant professor in HTM.

While Dr. Behnke is not hanging up his toque for good, he is focusing more on education now. Along with teaching and pursuing research, he will continue offering culture-and-cuisine tours of Europe.

“My passion is still study-abroad,” he says. “I want more students to see the world.”

From national parks to the JPR: a former HTM instructor returns

Running restaurants at national parks in Montana and Wyoming and resorts in Arizona may not seem to have much in common with supervising a student-run bistro in Indiana. But Robby Roberson says there’s a surprising similarity.

“I would go into the property and have two weeks to familiarize myself,” says Chef Roberson, currently a visiting instructor in HTM. “Then about three days before the property opened for the season, I would train the college students, run the restaurant for five to six months, then close and pack it up,” he says.

“It’s a lot like having semesters, getting college students, training them, then by the time they become really polished at their jobs, they leave and we start all over.”

As the instructor for the capstone food service course, HTM 492, Chef Roberson supervises students on weeknights as they serve house specialties like crawfish and grits, tomato bisque, and Indiana duck in the John Purdue Room in Stone Hall.

“This is a management lab — students have to run the restaurant, plan menus and specials, prepare food, do the scheduling, and manage the restaurant,” he says. “This night class is more advanced than the day class. I generally have them right before they graduate.”

A graduate of HTM’s master’s degree program and a current PhD candidate, Chef Roberson also completed a three-year apprenticeship at the Cloister off the coast of Georgia. He returned this fall to Purdue after two years as an assistant professor at Eastern Michigan University. “I taught this class from 2001 to 2007, either as a graduate assistant or as an instructor,” Chef Roberson says. “I am very happy to be back.”
Folk villages, sushi, and the DMZ were highlights of the first study-abroad trip to East Asia (including Korea and Japan). Eleven students accompanied Shawn Jang on the two-week trip, which took place in June.

“The program was designed to help students learn about the food, culture, and tourism of both countries,” says Dr. Jang.

“Combining hospitality with a focus on culture and tourism creates an interdisciplinary program that would encourage personal and professional development on the part of students.”

Students experienced various historic and cultural sites including Yongin Folk Village in Korea, the Edo-Tokyo Museum, and temples in Japan. They also visited the DMZ (Demilitarized Zone) of Korea, experiencing the tension between North and South Korea.

As part of a food-making program, students visited the city of Jeonju and attended a Bibimbab (rice with mixed vegetables) class. They also attended a sushi-making class and made their own sushi for lunch.

During the two-week program, students attended seminars to discuss the histories and cultures of both countries. They also visited universities in Korea and Japan.

Eunice Hwang, HTM sophomore, says the trip was an eye-opening experience for her.

“I love meeting new people and connecting with them to understand how they live and what unique differences they possess,” she explains. “To me, it was a great opportunity to talk with Japanese college students when we visited Rikkyo University in Japan.”

Christopher Sheeren, a junior studying consumer sciences and retailing, adds, “I still remember the beauty of a Japanese kimono I put on. This study-abroad program helped me appreciate the culture and history of Eastern Asia.”
On the morning of May 8, 14 Purdue students set out from O'Hare International Airport for Buenos Aires for a one-month study-abroad program in Argentina and Chile. Howard Adler led the group, assisted by Matt Mosley, PhD student in HTM.

“The first 10 days were spent in the capital city of Buenos Aires,” says Grace O’Rourke, an HTM student on the trip.

“It is a huge city similar to New York City with massive buildings, people buzzing around everywhere, fast taxi-cab drivers, and enormous billboards with flashy lights and crazy slogans.”

The group was the first to stay downtown at the new Eurobuilding Hotel, which is partially owned by Marco Zarikian, Purdue alumnus. Students celebrated the grand opening alongside 300 dignitaries.

In Buenos Aires, students enjoyed a city tour, tango shows and lessons, a tour of the Recoleta Cemetery, art museums, and an all-day trip to an estancia (a working horse ranch with real gauchos).

A majority of the Spanish classes were held in the city at a private school. Students learned basic conversation skills and the language as it relates to restaurant, hotel, and tourism. While there, the students went to a Spanish-language version of Phantom of the Opera. Instructors also brought in guest speakers who shared their knowledge about culture, music, and dance.

The next part of the trip was a highlight for many of the students. They traveled to Iguazu, one of Argentina’s most important eco-tourism spots.

Students spent three days exploring Iguazu Falls and a lush green park that was full of butterflies, monkeys, toucans, and other native animals. The group took a boat ride around the river and under the falls, seeing where Brazil, Argentina, and Paraguay meet.

The next stop was the old colonial city of Córdoba, home of the largest university, with more than 100,000 students. The last stop in Argentina was spent in the city of Mendoza, where the group visited the surrounding wine country. While there, they toured three wineries.

For the last leg of the trip, the group flew to Santiago, Chile, toured the city, and traveled to Valparaiso, which is built in the hillsides. Students enjoyed the fresh seafood and explored the beautiful country.

As a whole, the group loved experiencing the different cultures in Argentina and Chile and learning about the Italian and German heritage. Many students believed the study-abroad trip was a once-in-a-lifetime opportunity and said they will never forget the unique experience.
New professor honored with Cohen Award

Li Miao, assistant professor in HTM, is this year’s recipient of the Arnold I. Cohen Faculty Development Award. She was honored in September at the Career Day luncheon.

The Cohen Award was established in 2003 to support HTM professors in advancing their industry knowledge and expertise.

It’s named in memory of Arni I. Cohen, the beloved local community leader who founded Arni’s Restaurants.

The Cohen family presents the award each fall, based on proposals submitted by HTM faculty.

Dr. Miao will use the funds to study consumers’ pro-environmental behaviors in hospitality settings. Results of the project will provide better understanding on sustainability in the hospitality industry from a consumer’s perspective.

Faculty member, PhD graduate share best research paper award

SooCheong (Shawn) Jang, associate professor, and Hugo Tang, Purdue PhD graduate and assistant professor at Oklahoma State University, received the W. Bradford Wiley Memorial Best Research Paper of the Year Award at the International CHRIE Annual Conference held in San Francisco, California.


The paper examined the financing characteristics of hotel companies during 1990–2004, using canonical correlation analyses. The study, investigating the interrelationships between cross-balance sheet accounts of hotel companies, discovered unique financing features of the hotel industry: maturity mismatching between property, plant, and equipment (PPE) and short-term liabilities; adjusting the funding sources of inventories according to the internal and external environments; and high dependency of operating assets on stockholder’s equity.

The paper was co-authored with Ming-Hsiang Chen at National Chung Cheng University in Taiwan.

Honoree reflects on teaching philosophy

SooCheong (Shawn) Jang was recognized by the College of Consumer and Family Sciences as the recipient of the 2008–2009 Mary L. Matthews Outstanding Teaching Award. Dr. Jang teaches undergraduate courses in accounting and financial management.

To explain his view on teaching, Dr. Jang stated, “Teaching is an important part of my academic life. As a teacher, I consider it my duty to encourage students to think critically and analytically about issues around us. The critical and analytical way of thinking will further develop their lives.”

He added, “This prestigious teaching award encourages and motivates me to continuously make efforts to become a better teacher.”
Awards/Honors/Gifts

Prof, student win two best-paper awards

Kwangmin Park, HTM doctoral student, and SooCheong (Shawn) Jang, associate professor, received the Best Paper Award at the 15th Asia Pacific Tourism Association (APTA) Annual Conference held in July in Incheon, Korea. Their paper, “The Effect of Insider Ownership on Firm Performance,” was selected from among more than 200.

Using cross-sectional and panel two-stage least square (2SLS) GMM estimation methods for linear and non-linear models, the researchers found that restaurant firm performance increased until insider ownership was between 38% and 40%; it decreased after that point. In addition, while convergence-of-interests are effective, an excessive granting of stock options or awards to managers could weaken firm performance due to entrenchment effects.

Before the APTA conference, Mr. Park and Dr. Jang attended the Asia Pacific Forum on Graduate Research and Education in Seoul, Korea. They received the Best Paper Award for their paper, “Firm Size-Growth Puzzles: Examining the U.S. Restaurant Industry.”

Aspiring event planner wins NACE scholarship

Lauren Burkitt, a junior in the Department of Hospitality and Tourism, is the 2009 recipient of a $15,000 scholarship from the Foundation of the National Association of Catering Executives (NACE). NACE is the oldest and largest association in the world and encompasses all aspects of the catering industry.

“Lauren is one of the top students in the HTM department, and we are very proud that she has received this great honor,” said Richard Ghiselli, HTM department head. “Lauren has a perfect 4.0 grade point average and is active in many HTM and Purdue organizations, such as Career Day board, the Black Tie Dinner, and others.”

Dr. Ghiselli added, “Lauren is a leader and she has great things ahead of her. We are very proud of her accomplishments.”

Ms. Burkitt aspires to become a wedding and event planner at a large luxury hotel. She was awarded the scholarship by Eric Ostrow, president of the Foundation of NACE, and Troy Conklin, vice president of the Foundation of NACE, at the annual convention in Charlotte, North Carolina.

Darden continues support of executive in classroom series

Once again this fall, the Darden Restaurants Foundation provided funding for several industry executives to visit HTM.

The 2009 schedule for the Darden Series: Executives in the Classroom included Three Carpenter, general manager of Dallas Country Club in Texas; Kristi Nyhof, vice president of operations, Longhorn Steakhouse Regional, Darden Restaurants Inc.; Richard (Dick) Eisenbarth, vice president of Theodore Barber & Company; Steve Bauman, vice president of talent acquisition, Marriott International Inc.; Judy Thomas, director of convention events of Indianapolis Convention & Visitors Association; and Bill Whiting, director of wine education for Banfi Vinters.
‘88

Sean Leddy worked for Gallo Wine in California before joining the pharmaceutical industry in 1990, where he spent 17 years with Schering-Plough. Mr. Leddy obtained his MBA at the University of Minnesota in 1997. He is currently a national account manager with Sanofi-Aventis. E-mail: sleddy@comcast.net

‘99

Kimberly J. Schwarzkopf is a business analyst for John Deere Construction and Forestry Company in Moline, Illinois. She is married to Chris (CSR-Purdue ’92) and they have a 13-year-old daughter, Chelsea. Mrs. Schwarzkopf is a certified Six Sigma Black Belt with ASQ and won the 2008–2009 General Federation of Women’s Clubs Junior Service Award. E-mail: schwarzkopfkimberlyj@johndeere.com

‘01

Michael Alagna is a project consultant for ADCO Manufacturing. He left the restaurant business to pursue a career in the packaging industry. He now resides in Fresno, California. E-mail: malagna@adcomfg.com

‘02

Tom Wardrip is the branch manager for Morgan Services Inc. in Arlington Heights, Illinois. He is working on his MBA at DePaul University in Chicago. E-mail: wardript@morganservices.com

‘05

Jacqueline B. (Bowers) Segafredo is a national admissions advisor for Colorado Technical University Online in Hoffman Estates, Illinois. She has been with the university since January 2007. She still plans on opening a bed and breakfast one day. She was married in October 2008 in Las Vegas. E-mail: jssegafredo@ctuonline.edu

‘06

Kat Herfurth is the assistant general manager for Scotty’s Brewhouse in Indianapolis, Indiana. E-mail: kherfurth@scottysbrewhouse.com

‘07

James Matthew Dinkel holds the new position of director of banquets for Starwood Hotels & Resorts in Ft. Lauderdale, Florida. E-mail: matt.dinkel@gmail.com

‘08

Stacey Smith is the director and assistant professor of the tourism and hospitality management program at Fort Hays State University in Hays, Kansas. She and her husband, Shane, have a three-year-old son, Jalen, and are expecting another baby in January.