How technological change impacts education

We know what we are, but know not what we may be. — Shakespeare

I think most of us agree that a college education is not only important, it is necessary — even more so as the world moves forward. Among the forces driving change is technology; few could argue otherwise. The rapid pace of change has impacted every aspect of our lives, and will continue to do so. The table at right shows some of the trends and events that are the result of technological change; to say the least, they are altering our world.

Although we sometimes tend to think of it in terms of the toys and gadgets that result from advances in computing power or capabilities, technological change represents much more than that. The following broad definition seems to capture the full import of change: All technical, economic, and social changes that alter the way in which resources are used ... both in production and consumption. At the time he wrote this — 1950 — S.E. Johnson, an economist with the USDA, was referring to the future of rural life in America.

Move ahead 60 years. How has and how will technological change impact higher education? If we think of this in terms of production and consumption, how can educators supply what students need?

In one sense, technology has enabled the University of Phoenix to become the largest accredited private university in North America as well as the leading online university. In 2008, there were 345,300 students being served on more than 200 campuses and learning centers. Perhaps Hutinger had this in mind when she wrote, “Technology provides access to learning but does not control it.”

In another sense, the explosion of information has complicated the situation. For instance, economists estimated the total production of new information created in 2000 to be 1.5 exabytes. If you can get your mind around it, an exabyte is equal to 1 billion gigabytes. At the time, this was about 37,000 times as much information as found in the holdings of the Library of Congress. In one year! A few years later, they estimated the total annual production of new information to be 3.5 exabytes. This lends credence to the notion that professional knowledge will become obsolete almost as quickly as it’s acquired.

John Podesta, the White House Chief of Staff under President Bill Clinton, has suggested that the American workforce is steadily becoming less educated relative to our global peers and competitors, just as better and more diverse educational opportunities are essential for our workers to maintain their justifiably famous productivity, flexibility and ingenuity. This is a call for action!

Technology, globalization, competition and accountability are impacting culture and civilization the world over. And with the extraordinary pace of change, (higher) education and lifelong learning have become increasingly important — not just to operate the toys and gadgets that have been spawned, but to maintain relevancy. Moreover, to make a difference in the second decade of the 21st century and beyond, we are well advised to listen to the words of Nelson Mandela: “Education is the most powerful weapon which you can use to change the world.” Hopefully, our students can grasp the significance of their opportunity, and we can stoke the flames inside.

— Richard Ghiselli
Sustainability

Gardening goes green: Purdue Student Farm

Let's face it, being green is no longer a fashionable trend — it is here to stay and decidedly mainstream. Those who cannot make the case to consumers that they are doing all they can to be green are losing business to those who are.

The HTM department is doing all it can to answer the call to go green as evidenced by the design team that pushed to make Marriot Hall the first LEED Gold certified free standing building on Purdue's main campus. Besides discussing "green" and "sustainable" in the classroom, the department is engaged in a number of hands-on initiatives to prepare students for a greener department before the move to Marriott.

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Recycling and composting

In the food labs that are part of HTM 29100 and 49200 — classes that many of you took as students — customers now receive compostable hot and cold drinking cups in the HTM Cafe. For easy cup disposal, a recycling station is available at the tray return.

Thanks to Purdue's Black, Gold and Green initiative, mixed recycle bins have been installed in both kitchens to enable students and staff to recycle glass, plastic and metal in one container when prepping for service.

At the beginning of the fall 2010 semester, food scraps were collected as pre-consumer waste and taken to be composted at the recently established Purdue Student Farm. Making fewer trips to the dumpster behind Stone Hall is an important first step to accomplishing the goal of zero waste. A dumpster is not in the plans for Marriott Hall to prepare students for the current reality of cost-saving measures in the industry.

Brand new to campus

The Purdue Student Farm is brand new to campus; its roots were established several years ago when Dr. Mick La Lopa learned from Ben Alkire (a university development specialist in international programs in agriculture), that one of the farms on campus was being used to raise fruits and vegetables for research purposes. The produce was being left to rot and die in the fields and trees once the research studies had ended, although it was safe to eat. Dr. Carl Behnke partnered with Mr. Alkire to pick apples and tomatoes there for use at presidential functions.
Sustainability

botany course teach environmental concepts

When Chef Ivan Petkov arrived as the department’s new chef at the start of 2009, he continued the tradition of harvesting produce for President Córdova’s Westwood events. This is where the road to the Purdue Student Farm took an important turn; when President Córdova and her husband, Chris Foster, learned of the chef’s trips to the research farm to pick produce, they accompanied him on several occasions to pick apples and pumpkins for use at Westwood.

Soon after, Mr. Alkire introduced Chef Petkov to Dale Whittaker (who at the time was associate dean and director of academic programs in the College of Agriculture) to explore the possibility of a student farm with an academic rather than a research focus.

The idea was to have a call-out in the College of Agriculture to identify faculty and staff interested in making a Purdue Student farm a reality. At the first meeting in February 2010, dozens of faculty and staff showed up to find out more about the project, including Chef Petkov and graduate student Michael Brown.

In the meantime, the University donated the five-acre Maxwell Tract (just west of McCormack Road and State Road 26) to establish the farm. A second meeting resulted in a partnership between the College of Agriculture and the newly formed College of Health and Human Sciences. The idea was to combine their resources, support the student farm and propose an interdisciplinary course offered by agriculture faculty on sustainable agriculture in the classroom. Students would practice what they learned on the farm to grow foods for HTM Foodservice.

Breaking ground

The impetus to finally break ground at the Maxwell Tract came in June when Mr. Foster asked Chef Petkov how things were progressing with the proposed Purdue Student Farm. He informed him that he had dozens of tomato, pepper and eggplant plants to contribute to the cause.

On the hot sunny morning of July 17, Chef Petkov, Katie Tarter (the new HTM foodservice operations manager), her husband Bob, Mike Brown, Dr. La Lopa and a handful of student volunteers broke ground at the Purdue Student Farm. They tilled the soil and planted plants donated by Mr. Foster. Bush beans and cold weather crops like cabbage, brussels sprouts and leeks were planted soon thereafter.

Soon after, the first crops were harvested.

The fall 2010 semester has seen a tremendous amount of progress on the Purdue Student Farm, especially the first harvest of tomatoes, peppers, eggplant and bush beans. Steve Hallett and Kevin Gibson, who are both faculty members in the Department of Botany and Plant Pathology, have taken the lead to coordinate the efforts of the agriculture faculty.

Dr. Hallett has offered the first course of its kind at Purdue, Botany 390 (Purdue Student Farm), to teach students concepts in sustainable agriculture from preparing the soil to cooking local foods, as taught by Chef Petkov. Students do not have to take the class to be involved in planning and developing the student farm; all they have to do is sit in on the class during the week, attend a planning meeting or show up for one of the planned Saturday working sessions and volunteer their time to turn the Maxwell Tract into the Purdue Student Farm.

Although in its infancy, the vision for the student farm is a promising one as HTM students learn the basics of sustainable agriculture farming and various ways to cook the ensuing bounty grown about a mile down the road.

Based on the interest in meetings, the group has envisioned plots prepared by international and domestic student associations to showcase the plants of their culture, a vineyard, chicken coops, bee hives, demonstration area with plants native to this area, a retail outlet, catered events and more. If you would like to learn more about the farm, contact Dr. La Lopa.

— Mick La Lopa

Students don’t have to take the Botany 390 course to become involved in the garden; they can show up for a planned working session on a Saturday.
Catching the long tail
Creating competitive advantage through new distribution strategies

Dr. Jonathon Day, Suh-hee Choi and Zara Zhao

The internet has changed the way we buy and look for information. Nowhere is that more evident than in the travel industry, where consumers search for destinations and travel experiences online, get recommendations on travel online and purchase their travel online. According to US Travel, more than 92 million Americans bought travel last year, and Travel Weekly notes four of the top 10 travel companies are online travel agencies (OTA). The largest of the OTAs, Expedia, has $20 billion in revenues and employs more than 7,000 people.

While changes in distribution have created new corporate giants, the internet has also significantly changed the way specialty products sell to niche markets. Today, it is easy to go online and find that obscure song from 20 years ago and buy it for your iPod. E-commerce and the internet mean that retailers are no longer constrained by their physical shelf space.

Chris Anderson (2008) described the phenomenon as the “long tail” based on his observation that the internet has extended the demand curve. He noted that online retailers gain greater revenue from the sum of the “rare” and specialty products than they do from the few “best sellers.” This is great news for small tourism businesses offering special and unique services and experiences. The “long tail” means that specialty product can connect effectively with niche markets.

While it is true that travel products are not completely digital, many of the information gathering and purchase processes can take place online. As a result, we would expect travel products would follow a “long tail” demand curve. Using data provided by the Australia Travel Data Warehouse (ATDW), researchers from HTM showed that travel product distribution in Australia follows a long tail distribution, the same pattern as sales of online books and music.

These results are significant because it shows the importance of distribution strategy to both products and destination marketing organizations. Examining more than 33,000 accommodation products from hotels to bed and breakfasts, we found that no matter how small the operation, every product had at least some level of interest. Products that would never find themselves in a travel agent’s brochure nevertheless received interest when placed online. An examination of more than 5,600 destinations revealed the same phenomenon.

The ATDW is a strategic response to the growth of the internet. It was developed by a consortium of state and national destination marketing organizations to ensure the widest range of Australian tourism products were available in a high quality consistent format.

Anderson suggests that three forces support the growth of the “long tail.” The first force is the democratization of the tools of production, which allows more products to become available via the internet. The second force is the democratization of the tools of distribution, which provides the sellers of products with more access to consumers. Amazon, Netflix and Expedia are all examples of companies that aggregate the “long tail.” The third force is the ability to connect supply and demand. These are long tail filters, like Google, blogs or Trip Advisor, where buyers can gather information and manage their search.

ATDW is a strategic response to the first two forces. It allows even the smallest Australian tourism product to provide information to the unique niche. It also supports the work of the aggregators of product, allowing them access to information on an extremely broad range of Australian destinations and products.

The HTM research has provided several important insights. First, it confirms that the long tail phenomenon applies to the tourism industry, and that both destinations and products should consider strategies to ensure they are represented appropriately with major “aggregators” and “filters.” Small business with modest budgets can use aggregators like Google and Expedia to expand their reach to niche markets. Similarly, even with modest budgets, they can monitor and influence the new “word of mouth” on Trip Advisor or blogs that are influential in their chosen markets.

Second, it shows that distribution strategy can be a source of competitive advantage for destinations, and that DMOs can leverage the marketplace trends such as the long tail to reach new markets for the benefit of their local tourism industry.

References
Moving On

Dean reminisces on 15 years with CFS

Dean Savaiano was dean of the School of Consumer and Family Science for 15 years. During his tenure, the school saw tremendous increases in funded research and national recognition. Dean Savaiano was an avid supporter of the HTM department and instrumental in helping with the development of the new Marriott Hall.

Dr. Howard Adler sat down with Dean Savaiano and asked him some questions regarding his thoughts on the past and the future.

What do you think have been your major accomplishments as dean or what are you most proud of?

I am most proud of the people we have hired and developed: faculty and staff who are committed to helping students, leading experts in their fields and incredibly productive. I am also proud of helping to grow undergraduate experiences for our students (scholarships, honors, study abroad, student ambassadors, internships, service learning, student advisory councils, etc.).

Finally, the college and its programs badly needed better space. Hanley and Marriott Halls are two wonderful steps in the right direction.

What have you enjoyed the most and the least?

I have enjoyed the people. Helping students, faculty and staff grow and develop is most rewarding. Helping Alastair Morrison become a distinguished professor and Howard Adler become a named professor were highlights. So was bringing Rich Ghiselli back to Purdue to head HTM.

Watching the HTM students build the Career Day and Black Tie events were certainly highlights. So was opening the Jingling internship and now the Dalian internship with Four Seasons.

The hardest part of the job is watching friends and colleagues go through difficult times, whether it is illness or personal tragedies. Supporting my good friend and colleague, Ray Kavanaugh, through the last years of his life was perhaps the most difficult challenge.

What will you miss the most?

It may sound like a broken record, but it is the people. But since I am not going anywhere, I plan to stay connected.

What have you learned about the hospitality industry from your close involvement with our department over the last 15 years?

The industry is composed of literally millions of dedicated, creative and very hard working people. These are leaders who make a difference for the customer every day.

What kinds of tie-ins do you see for HTM with the new College of Health and Human Sciences?

Health is one of the great challenges of the 21st century. HTM can build many new connections around this issue. The human sciences are all about helping people meet their potential, whether it is serving them in the hospitality industry, or in a health care setting. And the two are merging: health is headed toward becoming far more customer-oriented. HTM can help with its long-term experience in this area.

What does the future hold for Dennis Savaiano?

I will work in the Provost’s office for the immediate future, and I am looking forward to helping Purdue build its honors and undergraduate studies programs. I also am retaining my professorship in F&N and have a post-doctoral fellow, a research scientist and some students. So I will be busy!

What kinds of projects at Purdue or research projects would you like to work on in the future?

I plan to continue work on the dietary management of lactose intolerance. We are currently doing a study with 14-year-old Hispanic children. We are also planning studies on the adaptation of intestinal bacteria to milk, thus preventing lactose intolerance.

I also have interest in how food and health policy intersect, and have been teaching in this area in the freshman honors seminar. Food policy in many countries, including the United States, was designed primarily as an economic tool. We now know that diet is very closely related to health promotion. So the question is, can we create a 21st century food policy that helps both economic growth and health promotion?

It has been a wonderful privilege to work in the College of Consumer and Family Sciences for the past 15 years. It has also been a joy to work with colleagues in HTM to conceptualize, fund-raise and now build Marriott Hall. This building will be a great opportunity to continue the proud tradition of excellence in HTM we have at Purdue. Hail Purdue!
Sustainable tourism Downunder

Purdue's first Sustainable Tourism course took place during the months of May-July in Australia. Twelve Purdue HTM students participating in the study-abroad program learned about sustainable tourism practices from tourism operators in Sydney and along the coast of Queensland.

The group was exposed to all aspects of sustainability from protecting the environment to celebrating local culture. In the resort town of Noosa, they visited with local leaders who have established a United Nations Biosphere to ensure tourism and development support and enhance their community. The groups met with managers from the Great Barrier Reef Marine Park Authority, diving the reef to see firsthand the importance of protecting this natural wonder.

In Cairns, they met with world renowned didgeridoo artist David Hudson to discuss the role of tourism in Aboriginal life in Australia. "Sustainable tourism management can really support a destination — economically, environmentally and culturally — and it was great that our students could learn this by seeing it done," says Professor Jonathon Day.

The group also explored the food and culture of Australia during their visit. Australia produces some of the best wines in the world and the group was guided through tastings at several wineries by Professor Day and Professor Carl Behnke. Other activities included cheese making demonstrations, visiting farmers markets, and sampling kangaroo and crocodile. A couple of brave students even tried vegemite!

Oman students visit Purdue, Chicago

Last year a group of 14 Purdue students traveled to Oman and visited the Sultanate College of Applied Sciences in Ibri and Salalah. In return, a group of students were invited to Purdue to take classes during the summer, under the leadership of Dr. Howard Adler. In July, four students participated in the first Oman Tourism Program at Purdue.

The students participated in an intensive study program that included a course in Strategic Management of Tourism taught by Dr. Jonathon Day and Tourism Economics taught by Professor Joe Ismail. In addition to the academic work, students took field trips to Indianapolis and Chicago to experience firsthand tourism operations in the United States. The students also had time to enjoy life in West Lafayette. Their visit coincided with The Taste of Tippecanoe and Independence Day celebrations, which the students enjoyed. "It is a great opportunity for me and my students to be here at one of the greatest universities in the world," said Amira Al Bahri, an instructor from the College of Applied Sciences who accompanied the students. "The program gave students a clear idea about the tourism industry from well experienced instructors at Purdue University. Workshops and in-class discussions enriched their communication skills and enhanced their confidence in presenting their ideas. In my opinion, this program is considered one of the most important programs that improve Omani tourism."

Dr. Day commented, "It is terrific to work with these students. They are the future leaders of their country's tourism industry, and they are excited to learn about America while studying tourism at Purdue."

The Oman Tourism program at Purdue is expected to be an annual program, and plans are under way for a larger group to visit next year.
Student Profiles

HTM junior receives Statler scholarship

HTM student Katie Peterson is the recipient of a 2010-2011 Statler Foundation Scholarship for Excellence. With only nine $20,000 Statler scholarships given out in the United States each year, recipients are considered the top hospitality and tourism students in the country.

Ms. Peterson received her award at the foundation’s annual banquet in Buffalo, New York. A junior from Orland Park, Illinois, she aspires to be the general manager of a large hotel in a big city. Some day, she’d like to own and operate her own inn.

“I have always had a passion for entertaining and taking care of people, and I understand that it takes a great deal of attention to detail to make this happen,” she says.

Ms. Peterson’s interest in hospitality began in high school, where she led planning for events such as the prom. Family vacations at a ranch and bed and breakfast sparked her interest in tourism. Today, she says, “The smiles on the faces of people after a successful stay or event really drive my enthusiasm.”

Ms. Peterson has spent the last two summers working in various capacities at the Hilton Garden Inn in Tinley Park, a suburb of Chicago. “I have been able to learn all aspects of the front office and go through Hilton training as well as spending time in housekeeping, where I learned how to properly clean and inspect guest rooms as well as the process of washing, drying and folding linens,” she says.

“I also worked in the food and beverage area, where I learned how to prepare and serve breakfast. So I have a good idea of all the facets involved in running a hotel of this type.”

Ms. Peterson is a member of the Phi Sigma Phi Honors Society at Purdue, where she is chair of the Awards and Standards and Scholarship Committee. In the HTM department, she is program chair for the National Society for Minority Hoteliers and has attended a national conference.

Ms. Peterson also participated in a Purdue study-abroad trip to Belgium in 2010. Despite her many extracurricular activities, she has maintained a 3.84 GPA.

When Ms. Peterson graduates in May 2011, she will clearly have a bright future ahead of her. “We consider her one of our HTM stars,” says Dr. Howard Adler.

Graduate instructor honored for teaching

Tracy Lu is the 2010 recipient of the Outstanding HTM Graduate Instructor Award. Currently finishing her PhD dissertation in the Department of Hospitality and Tourism Management, she has served the department as a graduate instructor as well as a research assistant to Dr. Howard Adler in the Center for the Study of Lodging Operations. Ms. Lu also taught HTM 17300 (Introduction to Tourism) for four semesters.

“Tracy has vast industry knowledge, creative teaching methods and the desire to help students. She consistently received some of the highest scores on her student evaluations,” says Dr. Adler.

Ms. Lu’s professional experience is a rich blend of academic and industry positions. She was a faculty member in the HTM program of South China University of Technology in Guangzhou, China, for four years.

Before that, Ms. Lu was the assistant director of customer services at Shenzhen International Convention and Exhibition Center, China. She received her master’s degree in hospitality and tourism management from Hong Kong Polytechnic University and her bachelor’s degree from Beijing International Studies University in China.

Ms. Lu’s main stream of research is in convention and event tourism. Her accomplishments in the last three years are evidenced by more than 20 refereed publications in general management journals, hospitality and tourism journals and conference proceedings. Her doctoral dissertation, which is supervised by Dr. Adler and Dr. Liping Cai, focuses on a holistic approach to studying consumer behaviors and implications for hospitality management, particularly event management. One of the main features of her dissertation is the synthesis and applications of theories from a variety of fields.

Ms. Lu has actively collaborated as a key participant in more than ten grant-supported projects with scholars from other institutions in the United States, Macau SAR and mainland China. She serves as an ad hoc reviewer for four refereed journals and was a moderator during the 2009 ICHRIE conference.

Ms. Lu was honored as the 2010 HTM department’s nominee for the Norma Compton Outstanding Doctoral Student Award for her outstanding performance in research.
Manager finds enlightenment

Created in 1873 and founded on 19th century principles of enlightenment and self-improvement, The Fortnightly of Chicago is a fitting venue for Allison Johnson (HTM ‘02), who is charting a modern-day path to achievement.

“When I was younger, I envisioned myself as the CEO of a Fortune 500 company. I’m not so sure that title is important to me any longer. But regardless of my location and title, I’ll always stay true to great advice given to me years ago by Jim Muldowney,” she says of her former boss at the Onwentsia Club in Lake Forest, Illinois. "Select career moves carefully based on several traits and in this order of importance: 1) the experience you’ll gain to take you places in the future, 2) the quality of life that will be afforded, and 3) the compensation package.”

Growing up in LaPorte, Indiana, Ms. Johnson followed her older sister to Purdue University after high school. But, she says, “I was originally inspired by a close family friend who graduated from HTM years earlier. She was a young woman doing very well for herself. As I was researching programs, Purdue’s hospitality program ranked among the top in the nation.”

In college, Ms. Johnson served as president of Purdue’s chapter of the Club Managers Association of America, through which she acquired countless business contacts and hundreds of educational points, ultimately helping her to obtain certified club manager designation at 27 years old. Her involvement in HTM activities caught the eye of Professor Rich Ghiselli (now HTM department head), who helped her land an internship with the Onwentsia Club in Lake Forest, Illinois, where general manager Jim Muldowney was her mentor. “Jim was committed to getting me one of the best jobs available upon graduation and introduced me to Kirk Reese, who was chief operating officer of the Chevy Chase Club,” she says. “If there’s one thing every student should learn, success in this world is all who you know, and if people in big places believe in you, your career is set.”

After graduation, Ms. Johnson moved to Maryland to serve as an assistant manager in the club’s a la carte dining division, soon becoming the youngest department head in the 350-employee operation.

“I executed large-scale private events for some of Washington’s elite — Supreme Court justices, the chairman of the Federal Reserve, White House staffers,” she says. Just before turning 26, Allison Johnson became general manager of one of the oldest women’s clubs in the nation.

Like its members, who still gather regularly to share scholarly and cultural ideas, Ms. Johnson is finding fulfillment through her association with the Fortnightly. But like other savvy 21st century professionals who have embraced contemporary principles of adaptability and innovation, she remains open to new career opportunities down the road, wherever they may be.

"I can’t say exactly where I’ll be in the future, but I’ve always had great timing to strike while the iron is hot,” she says.
Prof, grad student win best-paper award

Eunha Jeong, HTM MS graduate, and Dr. SooCheong (Shawn) Jang, associate professor, received a best paper award at the Harrah Hospitality Research Summit held in Las Vegas, Nevada, in June. The title of the paper was “Effect of Restaurant Green Practices: Which Practices Are Important and Effective?”

The study attempted to determine whether green practices have strong effects on the image of restaurants and customers’ revisit intentions. Results suggest that customers’ perception of green practices (PGP) have a positive effect on the green image of the restaurant and customers’ revisit intentions.

In addition, the results indicate that customers’ perceived ecological image of the restaurant (PEI) positively affects customers’ ecological behavioral intention (EBI) to the restaurant. The study also shows the green practices influencing PEI and EBI in different groups of green customers. In the green group, practices influencing PEI the most are recyclable take-out containers, recycling waste and energy efficient lighting. Practices affecting EBI are recycling waste and energy efficient lighting. In the less-green group, the practice of using recyclable take-out containers has the most significant impact.

Cohen Award goes to new professor

Dr. Sandra Sydnor-Bousso, assistant professor of hospitality and tourism management, is the 2010 recipient of the Arnold I. Cohen Faculty Development Endowment Award. Dr. Sydnor-Bousso’s winning proposal was for research that will examine the effect of disasters on businesses in the hospitality industry. Funds will support a pilot study involving an expert panel to understand the effects of disasters on businesses and an internet-based survey to assess the level of preparedness the industry has in place for natural and manmade disasters.

The Arnold I. Cohen Faculty Development Endowment Award was established in 2003 to support faculty for the purpose of advancing industry knowledge and expertise that enhance their teaching and research skills. The award is given in memory of Arnold I. Cohen and sponsored by his family and friends. He was the founder of Arni’s, an Indiana tradition for more than 40 years, which today includes 18 Arni’s restaurants and a central commissary warehouse. “Arni had the unique ability to operate ten company-owned and eight franchise units with excellent consistency and business practices,” says Dr. Sydnor-Bousso.
Department Update

HTM Career Day: Tradition of excellence continues
By Professor Doug Nelson

The 26th annual HTM Career Day was one for the record books. The number of companies registering for the fair increased by over 32 percent and 384 students attended. The board was led by Carter Dugan and included Nicole Monahan-Mitchell, Lisa Moore, Courtney Glotzbach, Carrie Chan, Julie McDowell, Rachel Furst, Katelyn Theiler, Erin Meyer, Jen Coduto, Rachel Durbin and Linda Ding.

Incoming president Jen Coduto has started to assemble the board for next year’s event, September 19 and 20, 2011.

Summer tour includes Paris, Normandy
By Professors Howard Adler and John Roussele

Professors Howard Adler and John Roussele led a group of 24 Purdue students on a six-week study-abroad trip to central Europe. The purpose of the trip was to expose the students to as many different cultures in Europe as possible. This included the history, geography, music, food, wine and other aspects of European life.

The program began with five days in Paris and a side trip to Normandy. Students experienced the impact of World War II by touring Omaha Beach and the American cemetery. They then took an overnight train to Munich and toured historical and cultural sites. One day was spent at Dachau, where they visited a Nazi concentration camp. This experience certainly opened the eyes of many students. Another day was spent visiting UNESCO sites and castles in Bavaria.

The last four weeks of the program were spent in Vienna at Modul University, where the Purdue professors taught and the students took classes. By living among Austrians in student apartments, shopping in local supermarkets, and using public transportation, they were immersed in a different culture and language. On extended weekends, they traveled by Eurail to explore Budapest, Hungary; Prague, Czech Republic; Venice, Italy; Florence, Italy; Salzburg, Austria; and Innsbruck, Austria.

HTM alumna returns to home department

Katie Tarter has counseled older adults on how to stretch food dollars, showed youngsters how to prepare nutritious snacks, and supervised students serving 2,000 dinners in a single mealtime, all with generous portions of cheer and vigor. Now she has brought her enthusiasm and energy to Stone Hall, where she is teaching aspiring restaurateurs the fine art of food preparation — and more. “Education is the priority here,” says Mrs. Tarter, who began in September as the HTM Café’s new foodservice operations manager. “They work in the bake shop, hot food production and salad section, and they’re learning sanitation, they’re learning food safety, and they get to apply it hands-on.”

Mrs. Tarter earned a bachelor’s degree in restaurant, hotel and institutional management at Purdue before relocating to Wisconsin. Working for the University of Wisconsin as a nutrition educator, she helped to initiate a program called Food, Fun, and Fitness, which received an award from the United States Department of Agriculture. In 2005, after returning to Indiana, Mrs. Tarter became assistant banquet manager at the Purdue Memorial Union. From there, she moved on to the Central Production Kitchen, then Wiley Dining Court, which serves around 3,800 students for breakfast, lunch and dinner each day. “It’s a different scale and intensity, really,” says Mrs. Tarter, comparing Wiley to the HTM Café and John Purdue Room, which collectively average 785 covers each day. But her new job is not without challenges. “Students are getting a high-quality education in the classroom, and I want to make sure their café experiences are very real, applicable and transferable.”

Four execs highlight fall Darden Series

The Darden Series: HTM Executives in the Classroom brings industry leaders into the classroom for up-close-and-personal visits with students. The fall schedule included the following:

- Joe Martin, immediate past chairman of the American Hotel & Lodging Association, owner and operator of Stillwater Hospitality, and Oklahoma State University Hall of Fame honoree.
- Scott T. Reitano, owner of Foodservice Consulting Group in Indianapolis, Indiana, and former president of Specialty Equipment Sales Company.
- Spero Alex, regional vice president of the Cheesecake Factory, who began his career with the company 21 years ago in Los Angeles when it had only four restaurants. He currently oversees six area directors, 42 restaurants and $400 million in sales.
- Michael A. Hickey, first vice chairman of the International Foodservice Manufacturers Association and executive vice president of the service sector for EcoLab Inc., a leading provider of cleaning, food safety and infection prevention products and services.
- Aaron Kling, senior vice president, operations, Chicago Division, Olive Garden, who began his career with the company as a management trainee in 1998 and is now responsible for leading 13 directors of operations and 104 restaurant management teams.
Jamaican prof moves to Purdue

Dr. Annmarie Nicely is a new assistant professor in the Department of Hospitality and Tourism Management. She comes to Purdue from Oklahoma State University, where she taught hotel, restaurant, and human resource management and development courses.

A native of Jamaica, Dr. Nicely has managed a small uptown jerk restaurant in Kingston, Peppers, and worked in the rooms division at the Wyndham New Kingston Hotel, both in Jamaica. She also has taught at the University of Technology, Jamaica. Dr. Nicely has a PhD in human environmental sciences with a major in hospitality administration from Oklahoma State University. She has a master’s degree in hotel and foodservice management from Florida International University in North Miami and a bachelor’s degree in hotel management from the University of the West Indies, Mona, St. Andrew, Jamaica. Her main research focuses on understanding the drivers of learning and performance in hospitality businesses.

Purdue PhD grad rejoins department

Dr. Chun-Hung (Hugo) Tang has joined HTM as an assistant professor. Previously, he served on the faculty of the School of Hotel and Restaurant Administration at Oklahoma State University, where he taught finance, accounting, cost control, and revenue management.

An experienced professional in both Asia and the United States, Dr. Tang served on the team that opened the first Starbucks store in Taiwan, was an assistant stewarding manager at Windows on the World in New York, served as head butler for the Dalai Lama’s Taiwan visit and managed food and beverage operations at an international tourist hotel. Dr. Tang received his PhD in hospitality and tourism management from Purdue University, a master’s degree in foodservice management from New York University, and a bachelor’s degree in agricultural machinery engineering from National Taiwan University. He specializes in studying the application of financial hedging in the hospitality and tourism industry.

Retired executive comes to HTM

Susan Niemczyk has joined the Department of Hospitality and Tourism Management as a visiting instructor. A seasoned executive with strategic planning and contract management expertise, she spent more than 25 years in food service management with Sodexo Corporation. As vice president of operations for the global company, she was responsible for food service operations for the Midwest area, managing more than $100 million in revenue and overseeing contract negotiations, new sales development, strategic planning, and financial and marketing analysis and forecasting.

Ms. Niemczyk has a master’s degree in industrial/organizational psychology from the University of New Haven, Connecticut, and a bachelor’s degree in institutional management from the University of Illinois, Champaign. She is a registered dietitian and a member of the Indiana Dietetic Association and serves on the HTM Strategic Alliance Council. Now retired from her executive career, she resides in West Lafayette.

Chef joins John Purdue Room staff

To Nelly Farmer, new sous chef in the John Purdue Room, food is best when it’s fresh and in season. A supervisor in the HTM 29100L (Quantity Food Production and Service Laboratory) course, she’s been working alongside Chef Ivan Petkov this fall, challenging students to come up with creative autumn delicacies such as acorn squash soup, Cobb salad with fresh roasted sweet corn, and seared salmon with broccoli, zucchini and peppers. “Ivan and I are trying to keep it seasonal and local,” Chef Farmer says. "Our produce company prints a page of local produce, and we plan around that.”

Chef Farmer was inspired to pursue a culinary career after growing up at her parents’ establishment, Sarge Oaks on Main Street in Lafayette. While studying at Johnson and Wales University in Providence, Rhode Island, she met her future husband, with whom she later started a food service company catering to Purdue fraternities.

In summer 2010, Chef Farmer transferred from Wiley Dining Court to the JPR. Along with seasonal menu items, she and Chef Petkov are also testing students’ ingenuity with Burger of the Day specials. “They walk in each day and come up with something on the spot,” she says.
Retirement Profiles

On August 30, 2010, the Purdue University Board of Trustees approved a voluntary retirement incentive program for eligible faculty and staff at all campuses. To be eligible, staff and non-tenured faculty must be at least 60 years of age with at least 10 years of service in a benefits-eligible position by January 31, 2011. Tenured faculty must be at least 60 years of age with at least 10 years of service in a benefits-eligible position by June 30, 2011.

Eligible participants who apply and are approved to retire and receive the incentive will receive a lump sum separation payment and a health reimbursement account (HRA) that may be used to pay for qualified medical expenses, including retiree health care premiums. The following individuals took advantage of the program.

Students help instructor feel young

Purdue alumnus Keith Molter has reported to four department heads, witnessed three John Purdue Room remodeling projects and celebrated alongside his coworkers when HTM was named the number 1 program in the country.

Now, after more than 20 consecutive years with the Department of Hospitality and Tourism Management, he's saying goodbye. This fall, he will officially retire from the University and become manager of premium services for Levy Management Company at Purdue, a new contractor with Mackey Arena and Ross-Ade Stadium. "I hope to integrate a lot of HTM students up there," says Molter, referring to the hilly north end of campus where the stadium and arena reside. "I like students that have picked this as their vocation."

Molter never knew anyone in the industry before he took his first-part time restaurant job as a teenager. "But it's the only vocation I've ever had," he says. After earning a bachelor's degree at Purdue, he began work on his master's degree in restaurant operations in the mid-1980s, beginning a longstanding relationship with the department as an instructor and manager.

After three years working in industry, Molter returned in 1989 to Stone Hall, where he has managed the HTM Café and John Purdue Room and overseen HTM catering for campus clients such as the Kranzert School of Management. He's also taught human resources, property management and procurement, and laboratory courses for the JPR and the Café.

The latter, HTM 29100L, is his favorite, he says, "because you get to help them develop a managerial style," he says. "That new and exciting perspective comes in every year. I get older but they stay the same age," he adds. Hopefully, the students he recruits for Levy Restaurants will keep him feeling young as well.

Account clerk looks forward to gardening

Sweet corn, potatoes, zucchini, peppers, cucumbers, tomatoes ... you name it, Pauline Stetler plants it. The HTM clerk says her impending retirement will include ample time for harvesting and canning, along with excursions up north for other bounty.

"My husband has talked me into going salmon fishing in Michigan next fall," Mrs. Stetler says. "What he brings back we can. So we have canned salmon each year as well."

A graduate of Fountain Central High School, Mrs. Stetler worked in banking for 20 years before she came to Purdue in 1997. As an account clerk, she has split time between the HTM Café and the office, assisting with cash register setup, balancing drawers, paying bills and training students.

In January, those busy days will end, and the business of retirement will begin. Along with canning and fishing, she'll continue with her country-western dancing group. "It's a lot of fun," Mrs. Stetler says. "But we're busy all the time."

Secretary anticipates flexible schedule

For Sherry Oilar, who's traveled to Alaska, the Pacific Northwest, Las Vegas and Cancun, retirement is all about flexibility.

"Before I came to Purdue, I worked for 10 years at an elementary school," says Mrs. Oilar, whose last day is December 29. "I've been pretty much tied to the academic calendar my whole life. Now my husband, Mick, and I will be able to take vacation in the middle of the fall or the winter if we want to."

A graduate of Wolcott High School, Mrs. Oilar also took courses at Purdue, Indiana State University and St. Joseph's College in Rensselaer. Starting in 1996 as a receptionist in the College of Consumer and Family Sciences' undergraduate student services, she transferred two years later to work in student registration for three CFS departments. "That was back when we entered the student registration into the registrar system," she says. "Then I moved to HTM eight years ago and we transitioned to the new register-online system. Now, there is a lot of background work to get everything ready so that it goes smoothly, but I've always liked the challenge of learning new things."
Mrs. Oilar intends to pursue her love of learning in retirement. Along with spending more time with family and friends, attending her grandchildren's school functions and pursuing hobbies like needle craft and reading, the Brookston resident sees a new hobby on the horizon: "My husband bought a banjo, so I'm thinking I'll learn guitar!"

Undergrad advisor part of sandwich generation

Mary Beth Brubaker is part of the sandwich generation. As an only child, she intends to spend much of her retirement with her mother. As an expecting grandparent, she also looks forward to the birth of her daughter and son-in-law's first baby in December. "I get responsibilities on both ends," she says cheerfully. "Plus, I will spend more time with church and community service."

In a way, Mrs. Brubaker also has been part of the sandwich generation at Purdue, having transitioned from the early 1990s, when admissions staff handled student registration on desktop computers, to 2010, when students not only register for classes on personal laptops but also have 24-7 access to friends, family and prospective universities.

"Today's students are in so much more of an instantaneous world because of Facebook and texting. So we've helped to merge those lines of communication," she says. Through an online "Ask a Student" component, for example, Mrs. Brubaker's student volunteers address prospects' questions on residence halls, student organizations and the like.

A graduate of Purdue's College of Consumer and Family Sciences, Mrs. Brubaker began at Purdue in 1992 as a receptionist and secretary. Two years later, she was recruited for the department's undergraduate advisor position.

Now, after 16 years of recruitment and admissions activities, she's anticipating a new weekday routine. "I've had a 90-minute drive each day," says the Boswell resident, laughing. "I'm looking forward to not commuting."

Mystery fan intends to do more reading

It's no mystery what Sue Gritter is looking forward to in her retirement. "Just being able to read and relax," says the fan of Catherine Cookson, Mary Higgins Clark and Dean Koontz. "I love to read, I love mysteries. My husband laughs because I'm always getting these phone calls from the library, 'Your books are overdue.' I never get a chance to finish within the two weeks."

A native of Grand Rapids, Michigan, Mrs. Gritter graduated from Central Michigan University and taught second and third grade for several years before stopping to raise her family. In 1984, the Gritters relocated to Lafayette, and in 1997, after several years with the Lafayette Jefferson High School cafeteria, she took a part-time job in Stone Hall, where she applied her teaching skills to student supervision.

"They're so much fun," she says of her HTM 29100I students, whom she teaches food preparation, quality control and presentation. "Some of them come in with so much experience, but some come and know absolutely nothing — they know how to use a microwave and that's it."

While Mrs. Gritter says she'll miss the students and her co-workers, she does see one big advantage to retirement: "Not having to worry about getting up when it's cold and going to work during the winter months." There's another advantage as well: more opportunities to finish those library books on time.

Noodle maker relishes Chef Pete's soups

Noodle making is a multi-generational art in Janet Hahn's family, a technique she's passed down to her daughters and now her grandchildren. But while Mrs. Hahn claims that her husband makes the best chicken and noodles in the Hahn clan, she has her own specialties as well.

"Meatloaf, fried chicken and potato salad, I think that's what my husband likes the most," says Mrs. Hahn, who is retiring in December. "I use the white potatoes. I hardly used any red potatoes until I started working there. Now we make a lot with red potatoes because we put some in the garden last spring."

A graduate of Jefferson High School and former cook for the Tippecanoe School Corporation, Mrs. Hahn joined the HTM staff in 1958, eventually moving from the dishroom to food preparation. Since then, the biggest change she's seen has been in the HTM café menu. While many diners are enjoying the new Street Connections entrees, which rotate between Greek, Mexican, Vietnamese and other international cuisines, it's Chef Peter Kohn's soups that Mrs. Hahn relishes.

"His split pea and ham is the best," says Mrs. Hahn, who lives in rural Lafayette. "He makes vegetarian vegetable; he makes a fantastic lentil soup. He also makes a Monroe skillet; it's not a soup, but it's a favorite, too," she says of the vegetarian meal with macaroni, tomatoes, chili powder and corn. Soon, with more time on her hands, she may be able to turn these work-time specialties into new family favorites at home.
Chef emeritus honored again

Hubert Schmieder has spent his career on multiple continents, from Europe to North America, and Asia, Africa and the Middle East as well. Since officially retiring a decade ago, he has continued to make his mark on the culinary arts, something that has caught the attention of his industry once again.

In August, the American Culinary Federation (ACF) honored him with him a Cutting Edge Award while also inducting him into the American Academy of Chefs.

“These awards plus the Honorable Order of the Golden Toque put him in a very special group,” says Professor Emeritus Tom Pearson, referring to another ACF honor that Chef Schmieder received in 2005.

“In my roles with the department, I regularly received questions about food production from food manufacturers, equipment professionals and restaurant companies. It was always a pleasure to simply walk down the hall and have access to one of the world’s leading chefs. He added a great deal to the national reputation of the department as a leading source of industry guidance.”

Early years

Back when he was 14 and beginning his career in the Black Forest of Germany, Chef Schmieder wasn’t thinking much about accolades. Instead, it was World War II, food was scarce and the apprentice, who was a teenager at the time, was content to work with simple foods like mushrooms and potatoes. “I learned to cook being frugal — a lesson that has stayed with me all my life,” he says.

From those humble beginnings, Chef Schmieder went on to excel in the culinary arts in Europe, cooking for American soldiers, European citizens and dignitaries from around the world. In 1956, he immigrated to the United States, where he began as a cook at the Murat Hotel in Indianapolis, then moved on to other positions around the country, including a research chef for an egg farm.

A culinary educator

In the late 1980s, Chef Schmieder became the chef at Westwood, Purdue President Stephen Beering’s residence at the time, where he and Mrs. Beering hosted such dignitaries as President Jimmy Carter. He also became Purdue’s first chef-instructor.

Along with teaching aspiring restaurateurs, he traveled around the world, promoting ostrich meat to chefs and consumers. As co-author of an international ostrich meat identification guide, the “Big Bird Chef,” as he became known, helped to change the way ostrich meat was bought and sold worldwide.

“In my life, I was three or four times up front when something new came into the food chain,” says Chef Schmieder, saying that his accolades of later years reflects such achievements as the ostrich campaign.

But on a more personal note, the chef who began his career in Europe hosting VIPs from around the world says that was still his forte in later years. “If you were a good chef and you were a good host like Mrs. Beering, it was not very difficult to shine when folks came to visit Purdue. That was probably my strongest area — I always looked like a chef and acted like one.”

Avery Foodservice Research Lab

Since the last publication, four studies have been completed and the results are being readied for publication.

Two refrigerator studies, conducted by Ameet Tyrewala and Dr. Joe Scarcelli, found that when the power was turned off, some areas of a refrigerator retained safe tempera-
tures for hours while other locations didn’t. As expected, opening the door greatly reduced the amount of time it took for food to become unsafe; however, hanging plastic curtains over the opening just inside the door did not significantly change the impact of opening the door.

Dr. Scarcelli used the data collected to develop a model for predicting the average inside temperature in any refrigerator after power is lost. He also developed a model to predict how often ice should be added to maintain a safe temperature. By using both of the models, operators can determine how soon to react to a power outage.

In another study, researchers discovered that many respondents were unaware of the NAFEM protocol that allows commercial foodservice equipment to communicate with computers. While the protocol is advantageous for operators, the lack of awareness may have slowed its implementation.

A final study by Anish Parikh found that not all oils and fry coatings are created equal when it comes to fat absorption during deep fat frying.

All fries used in the study were commercially available and had been par-fried prior to freezing. One of the most shocking results was that when the fries were baked, their fat content was not significantly lower than some of the fries cooked in oil.

For more information on any of these studies contact Doug Nelson (nelson@purdue.edu).
Alumni Updates

'82
Patricia Daugherty
Patricia is the market director of human resources for the San Antonio Marriott River Center & River Walk Hotels in San Antonio, Texas. She is a certified SPNR (Senior Professional in Human Resources).
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'85
Paige Shouvlin
Paige is a flight attendant for Southwest Airlines. She also volunteers at a hospital, is a church usher, plays tennis and is a member of a rowing team.

'87
Kip Serfozo
Kip is a senior project manager for Camacho Foodservice Design in Atlanta, Georgia. He recently passed the LEED AP (Leadership in Energy & Environment Design Accredited Professional) exam.
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'90
Kristy Poore
Kristy is a convention sales account executive for Ann Arbor Area Convention and Visitors Bureau in Ann Arbor, Michigan. She is also the current president of the Michigan Chapter of Meeting Professionals International. E-mail: kpoore@annarbor.org

'91
Kim Meyerholtz
Kim is a district director of operations (Midwest) for Holiday Retirement in Salem, Oregon. She joined the company in March 2010. Holiday Retirement Corporation specializes in independent living for active seniors.
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'93
Theresa Valade
Theresa is a business coach for Success Trek Inc. in Porter, Indiana. She was honored in 2008 as the Top 20 Under 40 in the Times Business Magazine, received the 2009 Edge Award, is active in the Advisory Council for The Lupus Foundation, Ivy Tech IT Department, Lake County Purdue Extension and Community Christian Actions. She also is a member of Society of Human Resources, Northwest Indiana and Society of Human Resources Professionals, Chicago, Illinois; alumnus of Leadership Northwest Indiana; graduate of Institute for Innovative Leadership; and founding board member and fundraising chair of Pathway Family Center.
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'94
Casey Lee Uglov
Casey is a research and development chef for the Wornick Company and a member of the Research Chef’s Association.
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'95
Jay Larkin
Jay is a technical specialist and instructor for Schenectady County Community College in Schenectady, New York and the lead instructor for dining room management.
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'02
Tiffany Borne
Tiffany is a stay-at-home mom in Zionsville, Indiana. She and her husband recently added a new member to their family, baby Gavin (September 19, 2009). They have one other child, Maximus (March 31, 2008).
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'03
Joe Miko
Joe is the territory sales manager for Hobart Corporation, covering the northern half of Alabama and northwest Georgia.
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'05
Christopher Rost
Christopher is an account executive for Cvent in McLean, Virginia. He will be moving to Gurgaon, India, for an extended period of time to develop the India team as well as the company’s international presence.
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'05
Amber Ake
Amber is a food and beverage project manager for Marcus Corporation in Milwaukee, Wisconsin. She recently began working on a master’s degree in human development.
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'07
Adam S. Moore
Adam is a corporate chef for Charlie Baggs Inc. in Chicago, Illinois. He is a member of Research Chefs Association and the Institute of Food Technologists.
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'09
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Boilerplate

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Calendar of events

April 16  Black Tie Dinner - PMU
May 21-24  National Restaurant Association Show
            McCormick Place, Chicago
May 22  HTM Alumni and Industry Reception