Selecting and pricing products and determining how to spend profits are typically decisions left to mid- and upper-level managers. Students in Mick La Lopa’s Hospitality and Tourism Sales and Service class, however, get a taste of these long before they accept their first entry-level positions.

Not surprisingly, everyone benefits from these early management experiences: students building resumes, employers seeking savvy graduates, and local nonprofit operations (including the Department of Hospitality and Tourism Management) funding worthy causes.

Each semester, student teams market a product of their choice, such as water bottles with Purdue logos. “They must sell the merchandise they ordered by the end of the semester to get full points for the assignment — as many alumni may fondly recall,” says Dr. La Lopa. Each team collaborates with either the Purdue Tourism Association (PTA) or Hospitality Sales & Marketing Association (HSMA). Once the associations tally their numbers, they donate 10 percent or more of the proceeds to nonprofit organizations.

This spring, for example, HSMA team members will donate to the Red Cross (for tsunami relief) and to Riley Hospital for Children. Last fall, another HSMA team dedicated the majority of its profits to the department. Gayle de Clark, Jamie Berry, Joshua Alexander, and John Gremling set the all-time fund raising record for a student team by generating more than $6,000 in revenues. Their $2,000 contribution to HTM will help cover expenses when the department travels around the country securing funding for the proposed new HTM building.

Of course, students in HTM 331 earn rewards for themselves as well. Funds raised help pay for educational field trips to such venues as Conseco Fieldhouse. Some students also translate their classroom success into sales positions for Hyatt, Marriott, Premier Equipment, and others.
Thinking about what to write for the first issue of 2005 always causes me to reflect on the future. In this issue, you will read about our efforts to achieve accreditation from the only accrediting agency for programs in our discipline. Carl Behnke has also written a great article about student activities and their influence on the futures of our students. For my note, I will focus on the past and an individual who made significant contributions to the HTM program’s move toward preeminence.

The closure of the fall 2004 semester brought an end to the long and productive career of Lee Kreul, who retired after nearly 30 years of service. Prof. Kreul joined the Purdue University faculty August 21, 1975 as an assistant professor in the Department of Restaurant, Hotel, and Institutional Management. He served as head of the department from July 1987 through July 1997. Under his leadership, we made significant advances.

One of his first efforts was to lead a major curriculum review, which resulted in stronger general education requirements and a focus on international experiences for students. To strengthen industry relations, Prof. Kreul opened the Career Center in 1988 and initiated the Industry Advisory Board in 1991.

In 1989, the department began offering a doctoral program in conjunction with the Department of Consumer Sciences and Retailing. Tourism was added to the department’s name (becoming RHIT) in 1992 to better reflect the full spectrum of the industry represented by our program. Prof. Kreul also was instrumental in remodeling the department’s foodservice facilities in 1993-94.

Serving as department head for 10 years, Prof. Kreul built a strong program with excellent industry relationships. No one in our discipline can exceed the quality of faculty he put together. Student services and career placement activities he nurtured are very important to our success and No. 1 program ranking.

On a personal level, Prof. Kreul also piqued my own interest in Purdue by reaching out and educating me on the great history of the University. It was my pleasure to follow him into a stable department with great leadership and vision. He has been a perfect predecessor, always available for guidance but never pushing it.

We all owe our thanks to Lee Kreul for the role he played in moving the program up competitively and building the department’s reputation.

Prof. Kreul requested that no event in his honor be held, preferring instead to quietly conclude his service. To honor this request, the faculty and staff provided Lee and his wife, Carol, with a warm send-off at the HTM holiday party. We do, however, welcome your cards, letters, and/or photos. Please offer your best wishes and add any memories, stories, or special moments you experienced. You may direct your correspondence to my attention at HTM Department, Purdue University, 700 W. State Street, West Lafayette, IN 47907-2059.
ISTTE honors HTM in Hong Kong

Last September, three HTM faculty and three graduate students attended the 2004 Annual Conference of the International Society of Travel and Tourism Educators in Hong Kong, bringing home the ISTTE Institutional Achievement Award.

Given every two years, the international award recognizes and honors an institution that has made significant long-term contributions to travel and tourism education. Ray Kavanaugh, professor and HTM head, accepted the award at the closing ceremony.

The HTM delegation also made eight presentations during the conference, covering topics ranging from wine and heritage tourism to international internships. One research paper, titled “Segmentation of Wine Festival Attendees,” received the Best Poster Paper award. Lead author Jessica Yuan conducted the research with Liping Cai, Alastair Morrison, and Sally Linton while she was a PhD candidate at Purdue. Dr. Yuan is currently an assistant professor at Texas Tech University.

Students receives CFS Outstanding Senior award

Joshua Alexander is the 2005 HTM Outstanding Senior for the School of Consumer and Family Sciences. An exemplary HTM student in and out of the classroom, he has been on the Dean’s List and received Semester Honors every semester and has achieved a 4.0 grade point average for the past four semesters. He is a tutor for HTM 141, Financial Accounting, helping students set a foundation for the three accounting courses they take as part of the hospitality curriculum.

“Joshua is always willing to help when high school classes come to visit the department to learn more about the hospitality industry,” said Mary Beth Brubaker, academic advisor. He’s also eager to call newly admitted students to reinforce their decision to come to Purdue and HTM. On HTM’s Web site, you can find his profile on the “Talk to a Student” page. He responds to student inquiries via e-mail.

In 2004, the Consumer and Family Science Curriculum Committee elected Mr. Alexander as a representative to give his perspective of the HTM curriculum, discuss how it is perceived by students in and out of the major, and review proposed curriculum changes. “His positive attitude and his ability to look at all sides of an issue and find possible solutions are among his strengths,” said Ms. Brubaker.

Mr. Alexander has been involved in several organizations, including HTM Society, Boilermaker Black Tie Dinner, and CFS Student Council. He’s also served as CFS Ambassador, Boiler Gold Rush Freshman Orientation Program team leader, and leader at the Emily Mauzy Vogel Sophomore Leadership Development Conference.

Teaching assistant receives student Libraries award

TM graduate student and teaching assistant Anne Marie Edwards was honored in 2004 with one of two inaugural Pulse Awards from Purdue University Libraries.

“Anne possesses a superior work ethic,” wrote Stephanie Cain, circulation supervisor in the Life Sciences Library, in her nomination letter to the Pulse Award committee. “She is self-motivated and takes the initiative to seek out tasks when her assigned duties are completed” — even filling in for employees when she’s not scheduled to work.
Purdue Tourism and Hospitality Research Center

Liping Cai, director of the Purdue Tourism and Hospitality Research Center, attended the 2005 Annual Meeting of the World Economic Forum in January in Davos, Switzerland. This was the first time that a Purdue tourism faculty member was invited to participate in its annual meeting as a travel and tourism expert.

In February, Université du Québec à Montréal invited Dr. Cai as a guest speaker to the Cercle de Tourisme du Québec. Dr. Cai shared his branding expertise with more than 50 tourism executives. His speech focused on destination branding practices and their influence on tourist preferences and purchase decisions.

Juline Mills also attended the International Federation for Information Technology and Travel and Tourism’s 12th Global Travel and Tourism Technology Conference.

In an effort to increase cross-collaboration, Dr. Mills co-authored with three graduate students in different fields. Jee-Hee Han, a doctoral candidate in the Department of Communication, presented their research paper, “Attitudinal Change Paradigm and the Use of Problematic Integration Theory in Destination Online Promotional Activities: The Case of Australia in the United States Market.” Jungkook Lee, a PhD student in Consumer Sciences and Retailing, collaborated with Dr. Mills on the research paper, “Exploring the Use and Measurement of Web Advertising: Korean Perception of U.S. State Tourism Organizations.” Matt Meyers, a master’s student from Computer Education, Information Assurance, and Security, presented the paper, “Are Biometric Technologies the Wave of the Future in Tourism and Hospitality?”

Arthur Avery Foodservice Research Center

Work is winding down on the center’s two USDA food safety projects. Barbara Almanza is heading up the first, a study on improving the safety of home-delivered meals to the elderly. While it’s not expected to be completed until spring, the research has already spawned several presentations and article submissions.

Doug Nelson is heading up the second study. Already, he and his team have surveyed state health inspectors on the need for credentialing food handlers. The response rate for this phase was truly outstanding, with 46 out of 51 inspectors completing the survey. Now the researchers are seeking to link health inspection scores with food safety knowledge and certification. Eight states are currently involved with this phase.

The center is also engaged in two other studies. Kat Nottingham, a student in the NAFEM (North American Association of Food Equipment Manufacturers) Equipment & Supplies Education at Purdue program, is attempting to establish accurate life-cycle cost estimates for foodservice equipment. Barbara Almanza and Doug Nelson are also comparing the baking characteristics of different cake pans, including the new silicon pans.

Center for the Study of Lodging Operations

Over the last three years, the Center for the Study of Lodging Operations has published more than 30 articles in lodging and hotel research. Eight faculty members and numerous master’s and doctoral students have participated in or provided support for such studies.

To date, researchers have evaluated Web sites of luxury Korean and U.S. hotels, smaller bed and breakfast properties in Indiana and elsewhere, and casino hotels in Atlantic City, New Jersey, using a balanced score card method.

In the area of human resources, center faculty fellows have received grants to develop several research projects. A six-figure grant was for the development of a Web based e-learning program for a large casino hotel company in Las Vegas. This project uses the WebCT Vista system at Purdue University to improve training methods of casino hotel employees.

Center members have also received funding to research work-life balance issues of managers within a large hotel management company and return-on-investments of training model within the hotel industry.
HTM co-hosts 10th annual graduate student conference

Purdue University’s Department of Hospitality and Tourism Management and the School of Hotel, Restaurant, and Tourism Management at the University of South Carolina co-hosted the 10th Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. The event took place in January at the Sand Dunes Conference Center in Myrtle Beach, South Carolina.

Juline Mills, Mick La Lopa, and Sheryl Kline organized the research track, which saw a record 253 submissions from graduate students. The rigorous process, which included at least two reviews per abstract, produced 180 accepted papers, all presented at the conference. Papers focused on four main areas: foodservice, hospitality education, hotel and lodging, and travel and tourism management.

Provost Sally Mason gave the opening remarks on critical issues facing higher education, while CFS Dean Dennis Savaiano participated in the breakfast panel, “Getting Hired into an Academic Position.”

To celebrate the 10th anniversary of the conference, organizers expanded the best paper competition to include individual awards for each topic area. HTM alumna Zvi Schwartz, along with Gongmei Yu, both at the University of Illinois at Urbana-Champaign, won the overall Best Paper award for their work titled, “On the Accuracy of Fuzzy Time Series and Grey Theory Models of Tourism Demand Forecasting.”

Faculty from other hospitality programs credited HTM with much of the conference’s success. “Our peers have particularly commended us for raising the standard in the quality of research presented and also for moving the manuscript submission and review process online,” said Dr. Mills.

Casinos, community service part of Las Vegas study trip

This March, while some Purdue students were spending a week overseas, HTM was hosting its first U.S. based Spring Vacation study tour. Juline Mills and Rich Ghiselli led a group of 30 students on the journey, part of a two-credit-hour course entitled “Las Vegas Resort Destination Practicum.”

The course began on campus with lectures on resort gaming, casino management, societal impacts of gaming, and gaming principles and strategies. After landing in Las Vegas, the group toured casino operations at MGM Grand (where the students stayed for the week), Caesars Palace, Bellagio, Paris, the Palms, and New York, New York.

Students also visited the University of Nevada Las Vegas Gaming Institute where popular casino management textbook author Jim Kilby explained security operations and game strategies on the mock gaming floor.

One day, students worked with the MGM MIRAGE Philanthropy Program and United Way on community projects. “The goal of the service learning component was for students to understand how a destination provides outreach to the local community,” says Dr. Mills.

During their stay, the students also toured Hoover Dam, visited the Ethel M Chocolate Factory and Botanical Cactus Gardens, saw the famed “O” show by Cirque du Soleil, and dined at the Stratosphere Hotel’s Top of the World restaurant.

Department targets Ted Turner for Darden executive series

In the journalism world, this media mogul is known as the man who founded CNN. Now in the restaurant industry, he’s known as the owner of the Ted’s Montana Grill chain. HTM faculty hope that Ted Turner will impart some of his wisdom next fall as a guest speaker for the Darden Series: Executives in the Classroom.

An annual program hosting top hospitality and tourism executives, the series last year brought in such notables as Purdue alumna Sarah Chapin, former CEO and chairman of Enersyst.

Along with Mr. Turner, organizers have placed several other executives on their short list for 2005: William Shaw, president and COO of Marriott International; Howard Schultz, chairman and chief global strategist of Starbucks Coffee; Mary Adolf, president and COO of the National Restaurant Association Educational Foundation; and Jim Sullivan, CEO of Sullivision, Inc.

HTM will confirm the lineup closer to next fall’s starting date.
Asian alumni meet up with professor

HTM graduate student alumni met with Alastair Morrison recently in both Seoul and Taipei. He was in East Asia on a Purdue-sponsored graduate student recruiting trip, the first of its type ever attempted by the University.

Seven HTM graduate student alumni enjoyed a traditional Korean meal in Seoul with Dr. Morrison and Tod Haring of International Students & Scholars. Gyehee Lee, who received her PhD from Forestry and Natural Resources, also attended the lunch as did three recent graduates from Consumer Sciences and Retailing.

Kyung-il Kim, who is now manager of Samsung Information Center, arranged many of the Seoul trip’s logistics. HTM’s partner institution in South Korea, Sejong University, hosted the trip.

In Taipei, a Purdue Alumni group in Taiwan hosted a dinner for around 20 people, including HTM graduates Yu-Hua Christine Sun, Christopher Yu, Maggie Huang, Yu-ming Chao, Andy Kuo, Chun-I Tsai, and Jennifer Lin. Ms. Sun assisted with all the local logistics for the Taiwan trip with the help of Mr. Yu. The recruiting program was hosted at National Taiwan Normal University.

Wine aficionado imparts wisdom at Black Tie Dinner

On the evening of April 9, surrounded by men in tuxedos and women in evening dresses, Fred Dame, master sommelier and president to the Court of Master Sommeliers Worldwide, addressed the prestigious audience of the Seventh Annual Purdue University Black Tie Dinner. Titled “An Act All Its Own,” the event showcased the talents of HTM student organizers as well as the distinguished career of its speaker.

Mr. Dame has been decorated with the Wine Spectator Grand Award and is an honorary trustee of the American Academy of Chefs. His perseverant quest to attain master sommelier brought back dignity to the international reputation of American wine aficionados.

Mr. Dame was destined to become a lawyer before a twist of fate sent him on a vacation to Europe. He fell in love with the culinary arts, especially with wine, and deserted the study of law. Back in the United States he began his quest toward master sommelier, which since 1969 has been a status shared internationally by a total of only 115 so-called “wine prodigies.”

Mr. Dame pioneered American acceptance into the Court of Master Sommeliers. Prior to his testing, the council had excluded the United States for 13 years because it believed Americans were an embarrassment to the program. When Mr. Dame became the first American to pass all three sections in under a year’s time — and with high scores — the council’s attitude changed, and Mr. Dame was allowed to establish an American chapter of the Court of Master Sommeliers.

A cultivator of wine enthusiasts and an advocate for the respect for alcohol and the lifestyle of wine drinkers, Mr. Dame has helped Americanize the appreciation of wine while preserving the standards and traditions of the Court of Master Sommeliers. During his presentation to Black Tie Dinner guests, Mr. Dame described his dedication, passion, and commitment to every detail — qualities he tries to instill in his pupils.

Professor emeritus keeps on working

Professor Emeritus Robert D. Buchanan began his hospitality career in 1947 as a waiter on the C&O Carferries that steamed between Ludington, Michigan and three Wisconsin ports. Forty-nine years later, he officially retired from the industry after 25 years as an extension specialist in Purdue’s HTM department. Officially, of course, is the operative word.

Since retirement in 1995, Prof. Buchanan has written a number of magazine articles primarily on the history of various segments within the hospitality industry. He is currently writing a chronology of the field and is also working with HTM to increase contact with and interest among alumni.

Now 10 years post-retirement, Prof. Buchanan is reaching a personal milestone. This June, he and his wife Susi will celebrate their 50th wedding anniversary with their children and grandchildren.
Veterans anchor enthusiastic board for next fall’s Career Day
By Doug Nelson

Mark your calendars for September 26 and 27 — HTM Career Day 2005 is shaping up to be a truly exceptional event. “Coming Together to Serve Five Star Success” is our theme, and our featured speaker is Kelly Baltes, executive vice president of operations for Red Lobster.

Putting it all together is a top-notch board anchored by four veterans from past years: Ashley Hutchison, president; Lindsay Vaughn, vice president; Hillary Lupo, catering director; and Erin Gabbard, host/hostess director.

Other board members include Darci Sutton, decorations director; Katie Giannini, publicity director; Elise Bates, assistant catering director; Taira Lehman, assistant catering director; Hope Marschke, assistant host/hostess director; and Lyndsey Scott, assistant publicity director. Lori Wandzilak is filling the new position of assistant to the president, designed for an outstanding freshman or sophomore.

Bachelor’s program seeks re-accreditation

HTM is currently seeking re-accreditation from the Accreditation Commission for Programs in Hospitality Administration (ACPHA), the only organization that accredits hospitality administration programs leading to a bachelor’s degree. Purdue’s program was previously accredited in 1990 and 1997.

“Accreditation has two fundamental purposes: one, to assure the quality of a program, and two, to assist in the improvement of the institution or program,” says Richard Ghiselli, associate professor. Hospitality programs must define their educational mission, goals, and purposes in writing; translate their mission into measurable educational outcomes; and demonstrate necessary administrative, financial, and academic support to achieve their mission.

HTM has already completed a self-study and hosted peer review visits from a group of faculty and administrators of other hospitality programs. The department now awaits a decision from ACPHA.

Department addresses surging enrollment

Growing enrollment … limited lab space … maintaining program quality. These have all become increasing concerns for the Department of Hospitality and Tourism Management over the last two years. HTM faculty and staff hope to manage this growth effectively by increasing beginning student enrollment next fall while instituting a selection process for change of degree option (CODO) students.

Current Purdue students wanting to switch to an HTM major must now interview with the department, then submit an application, resume, and statement of interest. If approved, they must then successfully complete the introductory lodging, foodservice, and tourism classes before being officially admitted to the program.

The new process, begun last fall, is designed to manage the swelling enrollment numbers that have occurred since HTM was named the No. 1 hospitality and tourism management program in the country.

From 1997 through 2002, enrollment totals ranged from 500 to 550 each year. “This was a good number to ensure that students in our sophomore and senior food labs would receive a high-quality experience,” says Susan Walters, undergraduate coordinator.

By the fall of 2003, however, that number had swelled to 595. In the fall of 2004, it jumped again to 722.

As enrollment began to outpace facility capacity, faculty reviewed statistics and discovered a surge in both incoming and CODO students. From 1996 through 2001, CODO students averaged 85 per year in HTM. In the 2002-03 year, that number increased to 147; for 2003-04, the number climbed to 171.

“Maintaining the quality of the program is in the forefront of our faculty’s minds,” says Ms. Walters. “HTM faculty think the best long term solution is to increase the number of incoming students who show an interest in the program while decreasing the upperclassman limit.”

CFS representatives presented these ideals to Purdue’s Admissions Enrollment Management program staff. As a result, the number of incoming students admitted to the program will increase for the 2005-06 school year.
HTM 291 students rise and shine for service

For students in HTM 291L, weekdays begin early. At 7:25 a.m., while their roommates may just be punching their alarm clock buttons, these future hospitality industry executives in training are lining up on the first floor of Stone Hall, ready to work in professional attire or white lab coats.

As students bustle about in the John Purdue Room or HTM Café, interacting with customers and preparing food, they acquire individualized and relevant experience in restaurant operations.

“This is where non-culinary students gain professional hands-on culinary training,” says Keith Molter, food service director and graduate instructor. “Students working in both the front and back of the house learn general knowledge and specific skills necessary to grow into positions of influence and leadership.”

Throughout the semester, students learn quantity-cooking methods, equipment use, and care, customer service techniques, and visual presentation. In the HTM Café, they work alongside Purdue staff. In the John Purdue Room, students handle all dining responsibilities.

Each week students learn new skills, which blend into a repertoire of practical knowledge by semester’s end. “My aim is to teach students how to appreciate great service, exceptional food, and a well-run operation,” says Stephen Leitch, one of the course’s graduate teaching assistants.

Many students have never served or cooked before. Most have spent more time in quick-serve restaurants than four-star facilities. But over 16 weeks, they advance from bare basics to a semi-advanced level of customer service. Graduate teaching assistant Nelson Barber is often surprised at how easily they grasp such fine dining concepts as food pairings. “I’m excited that they’re able to step out of the fast-food mindset and be creative,” he says.

Students are equally enthusiastic. Says 2004 graduate Maggy Burtsman, “291L taught me the importance of service in every aspect of the word, from how you greet a guest to how you serve to the basics of how you interact with people. As a manager, I’ve been able to carry these skills into my everyday work life.”

Veteran baker customizes HTM Café recipes

Jane Arnold aims to satisfy the most discriminating sweet tooth. Peek inside the kitchen of the HTM Café and you’ll see her turning out new concoctions — baked custards, Blueberry Whizzle, and Cookies and Cream — along with tried-and-true favorites like Jane’s Famous Chocolate Chip Cookies.

While the veteran baker relishes tradition, she also likes to keep the menu fresh. “My favorite is to take a basic recipe and add something different,” Mrs. Arnold says. “We have a cream cheese dessert here and it calls for a crust, cream cheese, whipped cream, and sugar. Yesterday, I added Oreo and chocolate pudding and called it Cookies and Cream.”

The mother of two, Mrs. Arnold never cooked at home in large quantities but easily fell into the routine when she joined the then-named RHI staff in 1986. Since then, she’s been crafting cakes, pies, cookies, and muffins while training student workers. “Jane is excellent with the students,” says Keith Molter, food service director and graduate instructor. “She’s a great trainer, calm and comforting to them.”

An empty nester now, Mrs. Arnold cooks mainly special-occasion dishes at home, such as butterscotch pies for her husband or pecan pie or cheesecake for her grown children. The grandchildren love her chocolate chip cookies — baked on a smaller scale, of course. “A lot of students have asked for the chocolate chip cookie recipe,” she says. “I tell them, ‘I can give it to you, but there’s no way you can make that quantity at home.’”
Have you ever wondered what our students do with their free time? While that might be an intimidating thought to some of you, in reality, many of our students are involved in a variety of beneficial activities such as the Boilermaker Black Tie Dinner, the holiday cookie fundraiser, and the SpringFest Fountainside Café, just to name a few.

These student-managed events take place throughout the year with proceeds benefiting student funds, scholarships, and charitable organizations.

This spring marked the seventh time that HTM students presented the Boilermaker Black Tie Dinner, a formal affair featuring first-rate food, beverage, and service. Students begin preparations almost a year in advance by determining the theme, menu, and logistics of a multi-course gourmet dinner. The event involves thousands of hours of preparation and more than 100 volunteers, resulting in a memorable experience.

Springtime also brings Purdue’s SpringFest, and with it, the HTM Fountainside Café. For several years now, students have provided homemade pulled-pork barbecue, grilled chicken breast, snacks, chips, and ice cream to campus visitors.

The effort involves setting up a field kitchen at the entrance to Founder’s Park, and operating a quick-service restaurant with entertainment throughout the weekend. Students serve more than 1,000 customers each year with high-quality products and genuine smiles!

In the fall, our students gear up for the holiday cookie fundraiser. This involves the marketing and production of more than 12,000 homemade cookies, which are professionally packaged and sold in decorative tins. Five different varieties of cookies are made from the highest quality ingredients such as pure butter, cream, and Swiss chocolate.

Production begins Friday evening with the making of dough and batter, and continues throughout the weekend until all the cookies are baked and ready for packaging. Students deliver the cookies in early December, although they generally sell out well in advance.

These are only a few of the extra-curricular events in which our students participate.

HTM students are also involved with pie-baking, fish frying, and silent auction fundraising events, along with community service programs such as a charity spaghetti dinner, the Relay for Life cancer program, and various holiday food and gift drives.

Of course, these events couldn’t be accomplished without the support of the community, parents, and alumni sponsors. From volunteering time to providing ingredients, sponsors help make these events worthwhile for both our students and their guests.

We appreciate each one of you. Extracurricular efforts such as these go a long way toward our students’ development as productive citizens and hospitality professionals, which is, after all, our goal.
Alumnus aids developing countries

Locking double-digit hours each day is commonplace in the restaurant industry, but few professionals actually work that hard for free. Carl Boger, though, is used to toiling away for long shifts while aiding start-up businesses and hospitality education programs in Eastern Europe, Southeast Asia, and Africa.

Now associate dean of academics for the University of Houston, the industry veteran turned administrator has spent much of his vacation time as an overseas volunteer. He’s relished every minute.

“It was probably the most enjoyable part of my life, working 12-14 hours days in Jinja,” he says of his six-month volunteer stint with the Crested Crane Hotel & Tourism Training Institute in Uganda. “When I retire, I will probably go back and do this again.”

Dr. Boger began his career bussing tables at his parents’ restaurant in Indianapolis. After high school, he served as a corporate trainer and district manager for the Taco Bell chain, among other positions.

In the early 1980s, Dr. Boger enrolled in the then-named RHI program at Purdue University. “I really wanted to go back to college to specialize in sales or marketing, to do something else in the foodservice industry,” he says. “But once I went back, I fell in love with the process of teaching others.”

So, a bachelor’s degree led to a master’s, and then a PhD. One day while working at the University of Wisconsin-Stout, he heard a presentation by representatives of a volunteer organization seeking overseas help. Two years later, he was checking in to a former government-run hotel in Jinja that had been converted into a training facility.

In the early 1990s, after decades of economic chaos and violence, Uganda had few work opportunities available for its struggling citizens. For six months, Dr. Boger collaborated with local educators on curriculum development and marketing of a diploma program.

“Now when students graduate, they can go work for major hotels in the capital city, Kampala — front desk, supervisory positions, housekeepers,” he says.

The trip was not only gratifying, but also eye-opening. For half a year, Dr. Boger was one of few white faces in a sea of brown. “It changed my life because I was truly a minority,” he says. “I think that brought me closer to working with international and minority students. They have such difficulty adjusting to university life.”

In his new position in Texas, Dr. Boger expects he’ll have many opportunities to interact with minority and international students, from on-campus initiatives to cross-cultural internships. Yet while he savors his academic experiences, he looks forward to someday rolling up his sleeves again on foreign soil.

Purdue alumnus receives coveted Silver Plate Award

TM alumnus David Prentkowski, director of foodservices at the University of Notre Dame, has been awarded the prestigious International Foodservice Manufacturers Association’s (IFMA) Silver Plate Award in the college and university division. IFMA officers honored him at the organization’s 51st annual Gold and Silver Plate Celebration May 23 at the Sheraton Hotel and Towers in Chicago.

The Silver and Gold Plate Awards are considered the highest honors in the foodservice industry. An independent jury selects Silver Plate winners who are outstanding operators in nine categories based upon nominations from colleagues, supplier-partners, and employees. The jury announces one Silver Plate honoree as the Gold Plate winner at the award celebration.

Award criteria include strong leadership in food quality and menu, successful employee training programs, superior career development opportunities, strong financial and operational management techniques, promotion of the foodservice industry, and community service.

“People in the industry often say that Dave is a progressive thinker who has created numerous benchmarks for excellence,” said one his nominators.

A native of South Bend, Mr. Prentkowski was appointed Notre Dame’s director of foodservices in 1990 after previously directing foodservice operations for the University of Utah and the University of Michigan’s housing division.

He graduated in 1984 from Purdue’s then-named RHI program. He also worked as an assistant to Charlie Dunn at the Purdue Memorial Union Food Service.
Eric and Ann (Yager) Roebuck’s career paths first crossed on the grounds of Stone Hall in 1990 when both were working toward master’s degrees at Purdue University.

These days, they not only talk shop over the dinner table, but also travel together once or twice annually to such events as the National Restaurant Association show or NAFEM. Throughout the year as well, it’s not unusual for Ann or Eric to meet another hospitality professional that his or her spouse has previously encountered.

While the Roebucks focus on different markets within their industry — health care for Eric and colleges for Ann — they find the shared aspects of their profession both invigorating and advantageous.

When one of the Roebucks suggests a different model or option to someone they both know, the colleague knows the advice is not simply an attempt to upsell. And if Eric or Ann needs information from a mutual colleague, “They have better follow-up because they know one of us will get after them,” says Eric. Says Ann, “When you have relationships like that you can trust, it’s wonderful.”

An interior design major at the University of Mississippi, Ann planned the expansion of a family-owned Italian restaurant for her senior project and decided she’d like to study hospitality. As fate would have it, her national sorority offered her a full ride to graduate school if she’d help revitalize a fledgling chapter. Ann headed to Purdue.

Eric had already obtained his bachelor’s degree from the then-named RHI department. He was one of four Roebuck brothers to earn a RHIT degree from Purdue (others include Jim, Joe, and David) and was returning for an advanced degree. At the first meeting of the graduate student association that fall, the Roebucks met. “Much work and many months later, probably 10 months later, we went on our first date,” says Eric.

After graduation, Ann obtained a job in Nashville, Tennessee. “But Eric was still looking,” she recalls. “Then through a contact I had made, he got a job here in Nashville also.” A few months later, the two became engaged.

Eric still works for the same employer that brought him to the South. Now, he oversees contracting and sales presentations as director of national accounts for Aladdin Temp-Rite, which manufactures and markets meal delivery systems. Traveling nationally, he calls on hospitals and nursing homes, focusing on healthcare group purchasing organizations and food management companies.

Ann originally worked in foodservice facility design and now serves as project director for Envision Strategies, which developed the master plan for Housing and Food Services at Purdue. While her main focus is analyzing and reporting on online survey data, she still is involved in conceptual design projects.

Ann works from home, which gives her some scheduling flexibility with their two young sons. Eric’s work takes him across the country frequently. But even when geography separates them temporarily, their career links as well as their family ties help them stay connected.

Traveling to conferences together is a perk of working in the same industry, say Eric and Ann Roebuck.

Alumni update

By Ray Kavanaugh, professor and head

Purdue University has a wonderful international reputation for offering a high-quality education. Most of you reading this newsletter have had the opportunity to benefit from a Purdue education. Hopefully, you have a great degree of pride in your alma mater. A degree from HTM is a management degree with a strong service industry base. As such, it prepares graduates to succeed in anything they pursue.

A very good way to benefit Purdue and the Department of Hospitality and Tourism Management is to mention your affiliation with the University whenever appropriate in business meetings, when you’re being interviewed by the media, and also when you’re being featured in a company news release. Visibility spreads awareness and brings recognition both to your University and HTM.

Another way to show Purdue Pride is to mention your alma mater when speaking with parents and their children who are contemplating college choices. Purdue and HTM are always looking for bright, energetic students. You are the best advertisement of the high-quality education available here!
Una Kilberg is sales manager for Hilton in Pittsburgh, Pennsylvania. She resides in nearby McMurray.

Greg Pirkle is resort manager for Four Seasons Resort Hualalai in Kailua-Kona, Hawaii. He was transferred from the Four Seasons Hotel in Exuma, Bahamas. He also has held positions in Maui, Jakarta, New York, and Boston. E-mail: greg.pirkle@fourseasons.com.

Joseph Urbanczyk is materials manager for the Fourth Corps Material Management Center in Fort Hood, Texas. He was promoted to major in August 2003, received his MBA from Oklahoma City University in December 2003, and returned from a 10-month deployment in Iraq in December 2004. In Iraq, he was part of the fuel distribution management team.

Tom Hamann is housing supervisor for Raytheon Polar Services. He and his wife, Lynn, are spending their fifth austral winter (February through October) at McMurdo Station, Antarctica, supporting the National Science Foundation.

Laura (Ahlbrand) Nelson resides in West Lafayette, Indiana, where she owns and operates Sew Nice Custom Window Treatments. She recently won second place in a slipcover design contest at an international custom home furnishings conference. She is also a busy volunteer for her son’s Cub Scout pack. E-mail: sew_nice@msn.com.

Michael Brisco is a firefighter for the City of Carmel, Indiana and also runs a lawn sprinkler business. He, his wife, and three children (ages 3, 4, and 6) reside in nearby Noblesville. E-mail: MDBrisco2@Junoo.com.

Rachel Buchta-Mazzier is a medical sales representative for Otsuka Pharmaceuticals. She lives in Evansville, Indiana. E-mail: racheltuchta34@hotmail.com.


Ryan Elfreich started his own business last October. CFO WILDS Restoration Services, LLC is a full service general contractor specializing in recovery from fire, smoke, wind, and mold damage. He lives and works in Indianapolis, Indiana.

Andrew Housley is a senior field service technician for Micros Systems in Elk Grove, Illinois. He, his wife, and son, Tommy, live in nearby Addison.

Jill Grube opened her own restaurant, Jill’s on Galena, on April 15. She serves as both chef and owner of the casually elegant business in Peoria, Illinois. E-mail: jgrubem@insightbb.com.

Joel Wallin is a golf professional at Hinsdale Golf Club in Clarendon Hills, Illinois. He resides in nearby Naperville with his wife, Ann, whom he married last October.

Marianne Barthel will be transferring soon to a Mercure Resort in New Zealand for one year. E-mail: mariannebarthel@yahoo.com.

Kari (Houston) Jones is credit manager for Hyatt Regency at the Dallas/Fort Worth Airport in Texas. She married Brian Jones last November. She was elected president of her employer’s 2005 Diversity Council.

Breanna West lives in Royal Oak, Michigan. She is the first assistant manager at Max and Erma’s in nearby Sterling Heights.

Hamed Ibrahim Al Azri is a lecturer at the College of Arts and Social Sciences, Sultan Qaboos University, Sultanate of Oman.
## HTM and CFS related scholarships

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<thead>
<tr>
<th>Contributor</th>
<th>Amt.</th>
<th>Student Name</th>
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<td>North America</td>
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| Nancy Creech Neubert Scholarship               | $1,000 | Sheila Bowers     |
|                                                | $2,000 | Amy Foote         |
| Howard Rosfeld Graduate Scholarship           | $2,000 | Bryan Kavanaugh   |
|                                                | $2,000 | Darcy Sutton      |
| Mikel Scagnoli South Street Smokehouse        | $500   | Eric Brey         |
| Scholarship                                    | $500   | Shawn Phillips    |
| Ila F. Scott Memorial Fund                    | $3,000 | Jonathon Kallini  |
|                                                | $3,000 | Kristen Melville  |
| Scott Memorial Fund (Griffin Corps)           | $190   | Gayle DeClark     |
|                                                | $190   | Aaron Donnelly    |
|                                                | $190   | Matt Dowell       |
|                                                | $190   | Emilie Fitzsimons |
|                                                | $190   | Joseph Fowler     |
|                                                | $190   | Heather Freund    |
|                                                | $190   | Sarah Kleinknecht |
|                                                | $190   | Kim Knoll         |
|                                                | $190   | Kristina Lamb     |
|                                                | $190   | Miranda Shipman   |
|                                                | $300   | Amber Ake         |
|                                                | $300   | Angela Roman      |
| Scott Memorial Fund (Salute to Excellence)    | $1,000 | Carl Veld         |
| Joseph Rivers Sommers Scholarship             | $10,000| Phil Klaus        |
|                                                | $2,500 | Katherine Cornwell|
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| Madonna Warren Award/ Purdue Union Club        | $300   | Jeff Giasson      |
|                                                | $300   | Jennifer Gilmore  |
|                                                | $300   | Abbey Wyss        |
| Elizabeth Glick Voland Scholarship Fund       | $1,000 | Laura Bowman      |
|                                                | $1,000 | Jennifer Kelly    |
|                                                | $1,000 | Nicole Lincoln    |
|                                                | $1,000 | Nicole Sheldon    |
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|                                                | $1,000 | Carla Sawyer      |
|                                                | $1,000 | Katherine Sleeman |
| J. Richard and Patricia R. Zapapas Scholarship | $1,500 | Christopher Dionne|

### Subtotal

$98,250

**Purdue/Alumni and Outside Awards**

$128,947

**Total**

$227,197
Thanks to our many supporters who contributed from February 1, 2004 through January 31, 2005.

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