

THE Boilerplate

SPRING 2007

Changing venues reflect new tastes

Stroll into one of Purdue's many foodservice establishments today, and you may be pleasantly surprised. Not long ago, stainless steel and standardized meals were typical of campus dining nationwide. Contrast that with Purdue University today, where pendant lights gleam on terrazzo floors, tufted banquette seats offer cozy conversation areas, and servers light up Bananas Foster tableside.

Goodbye, institutional eateries. Hello, high-end restaurants. Today's discriminating customers are searching for a complete dining experience that suits their tastes and schedules, says John Sautter, vice president for Housing and Food Services.

"Students want choice and they want it fresh, and they like to see it prepared in front of them," he explains. All over campus, the University is offering up a new line of menus and spaces to meet these needs.

HTM changes

While Stone Hall's dining areas already feature award-winning designs, they've received facelifts this spring. The John Purdue Room now sports island-green walls, peach sheers, and multicolored chair cushions and carpet, all carefully chosen to coordinate with the John Purdue mural.

The HTM Café now features the same durable multicolored carpet, chosen to blend in with its surroundings, says Keith Molter, foodservice director. "You really don't want customers' eyes to go down when they walk in the room," he explains. "The customer's focus should be on the table and the food."

Today's customers, of course, *are* focusing on the food, which is more and more varied. In the HTM Café, diners can now choose from daily vegetarian, chicken, beef, and fish entrees – think beef and bean burrito, shrimp egg rolls, and baked pasta with vegetables. Down the hall in the JPR, guests at the evening bistro can linger over panzanella salad, teriyaki salmon, and chocolate fondue. At lunch, along

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Customers in the newly revamped HTM Café enjoy seeing deli sandwiches prepared to order by Kristen Rottinger and other employees.

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Students can choose from eight stations at the award-winning Earhart Dining Court, including the Souper Deli. See the continuation of our foodservice story on page 5.



Ray Kavanaugh

It is amazing how fast time rolls by. August 1, 1997 seems like a long time ago. Yet that same date for 2007 is rapidly approaching, marking my 10-year anniversary as department head of HTM at Purdue University. As my family drove north from Stillwater, Oklahoma, we all had a mixed bag of feelings. We were excited about the adventure of beginning new jobs and starting at new schools. All of us believed that our decision to move to West Lafayette was the right thing to do. (Well, my youngest son was not convinced, but I bought him off with season tickets for the family to Colts games.) We all settled in quickly as classes started shortly after our arrival.

My expectations coming into the position have all been exceeded. Purdue University and the College of Consumer and Family Sciences have been consistently strong. HTM faculty and staff have always been fully motivated to construct the department "one brick higher." Our students have progressively grown in their skills and responsibilities. The efforts of all in the above constituencies have led to each of the following landmarks. Some of our major successes over the past ten years follow:

- HTM is re-accredited by the Accreditation Commission for Programs in Hospitality Administration, 1998-2005.
- Department name changes to Hospitality and Tourism Management.
- Boilermaker Black Tie event begins in 1999.
- Harris Publishing prints a full directory of all alumni who report information.
- Strategic Alliance Council evolves from the Industry Advisory Board.
- HTM is approved by the State Commission for Higher Education for a freestanding PhD program.
- HTM is ranked No. 1 in the nation for hospitality and tourism management programs.
- The new HTM educational facility is approved for development.
- Marriott gives \$4 million to the facility, to be named Marriott Hall.
- HTM is re-accredited by ACPHA for 2006-2012.
- Our enrollment increases. In 1996, we had 490 students. By 2006, it is 608. SAT scores jump from 980 in 1996 to 1080 in 2006.

The above accomplishments were also made possible by you, our many loyal alumni and the industry organizations that provide us with your support. It is through the continuing efforts of all that HTM gets better every year. Thanks for all you do. It is my pleasure and honor to continue serving you.

Let me conclude by congratulating our freshman class. As a group, 32% (35 of 108) received honors in their first semester! Additionally, 70% earned a 3.0 GPA or higher! It is my hope that you will enjoy this issue of *The BoilerPlate*. We've had a great semester and look forward to sharing our successes with you.

HTM mission statement

The Department of Hospitality and Tourism Management at Purdue University is to be a leading provider of superior education and quality service while serving as a foremost proponent of research and technological advancement in the hospitality and tourism industry. The HTM department will:

- emphasize classroom theory blended with experiential learning at the undergraduate and graduate levels;
- integrate future technologies into the curriculum to prepare our students for their roles as leaders;
- conduct basic and applied research relating to the domestic and international hospitality and tourism industry; and
- provide direct support to the industry through the highest quality educational programs and consulting services.

calendar of events

May 19-22: National Restaurant Association Show, McCormick Place, Chicago

May 20: HTM Alumni and Industry Reception, The Signature Room at the 95th, John Hancock Building, Chicago, 6 to 8 p.m.

Sept. 24-25: HTM Career Day events

November 10-13: International Hotel/Motel Show, Jacob Javits Convention Center, New York

November 12: HTM Alumni and Industry Reception, New York

Scholars honored at Stars of Industry

HTM students Zachary Lockett and Kelli Crubaugh have received scholarships from the Greater Indianapolis Hotel & Lodging Association. They were honored this winter at the annual Stars of the Industry banquet in Indianapolis.



Zachary Lockett and Kelli Crubaugh celebrated their scholarship awards with HTM Department Head Ray Kavanaugh at the Stars of Industry banquet.

Mr. Lockett has a triple emphasis in lodging, foodservice, and tourism management. He has interned at Hyatt Regency Indianapolis and the Courtyard by Marriott in Kokomo, Indiana, where he received the 2005 Employee of the Year Award. Ms. Crubaugh has traveled to New York for the International Hotel and Motel Show the past two years, and has served at the Black Tie Dinner the past three years. She will study next semester in Australia.

PhD student, prof get best-paper honors

Jian (Jane) Zhang, HTM doctoral candidate, and her supervisor, Liping Cai, received a Best Paper Award at the 12th Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, held in January

at the University of Houston. The award-winning paper reported the results of their study, "Brand Experiences for Budget Hotels."



Jane Zhang

Budget hotel rooms have traditionally been viewed as commodities competing over price and location. Recognizing brand experience as a differentiation strategy, their study aimed to explore customers' experiential values associated with choosing and staying at budget hotels. The measurement scales can be used to market budget hotel brands in terms that go beyond the traditional mix of price and location. Ms. Zhang and Dr. Cai proposed a multi-dimensional model of experiential values, and tested the model for its applicability in budget hotels.

Aspiring restaurateurs travel to Chicago

HTM faculty selected two foodservice management students as delegates to the Michael E. Hurst Student Forum and Salute to Excellence Gala and Banquet scheduled for May 19, 2007 during the National Restaurant Association Show in Chicago.

Alison Vitale, a sophomore from Ottawa Hills, Ohio, and Bradley Scholten, a junior from Granville, Ohio, were selected based on their foodservice industry experience and academic abilities.

Ms. Vitale creates and sells custom made-to-order cakes. She has worked at Panera Bread, Petit Four Patisserie and Café, and back-of-the-house catering for events at the Toledo Zoo. "Cooking has been a constant source of joy and excitement in my life since I baked my first chocolate chip cookie," she says. "Combining this passion with the knowledge I am gaining from Purdue has confirmed my belief that

the restaurant industry is the best career choice for me."

Mr. Scholten has worked at the Sagamore Room in the Purdue Memorial Union since 2004. He has also worked in foodservice at the Cherry Valley Lodge. "I plan to pursue higher education in foodservice by attending culinary school, which will further enhance my knowledge of the industry," he says. "Then I plan to establish myself as a general manager and executive chef and one day open my own restaurant." Congratulations to these outstanding delegates.

Minorities conference honors HTM students

Students and national board members Angie Chang and Reuben Almiron each received \$1,500 scholarships at the National Society of Minorities in Hospitality's 18th Annual National Conference and Career Fair in Bellevue, Washington in February. Sodexo sponsored Ms. Chang's scholarship and Carlson Worldwide sponsored Mr. Almiron's scholarship.

The students were among 19 HTM undergraduates attending the conference with faculty advisor Xinran Lehto.

"Students, faculty advisors, and industry professionals came together to promote diversity, increase minority students' knowledge of the hospitality field, and bridge the gap between today's students and tomorrow's leaders," Dr. Lehto says.

At the conference, NSMH Purdue chapter president Samantha Gonzales also was elected as the national Midwest regional chair for the 2007-2008 academic year.



Xinran Lehto

Purdue Tourism and Hospitality Research Center

Liping Cai and Joseph Ismail have been invited to join an international affiliation of scholars, religious leaders, social entrepreneurs, and eco-tourism experts under the auspices of the Global Negotiation Project (GNP) based at Harvard University Law School. The Purdue tourism professors will participate in the Abraham Path Initiative (www.abrahampath.org). The goal is to inspire and support the opening of a permanent long-distance route for tourism and pilgrimage in the Middle East that retraces the footsteps taken by the prophet Abraham some 4,000 years ago.



Liping Cai

The Purdue professors will advise on a wide range of tourism issues, including community relations, development of transportation and tour modes, socio-cultural and economic sustainability, religious and adventure tourism, economic impacts, and market segmentation and targeting, as well as implementation, training, and education.

Domestically, tourism professors are busy with industry projects. Dr. Ismail presented to the Greater Louisville CVB board, summarizing key findings of the visitor profile and economic impact studies conducted by Drs. Cai and Ismail. Drs. Cai and Xinran Lehto are also conducting a separate image study for the same CVB.

In addition, the collaboration between Harrison County CVB and the tourism center continues with a return-on-investment study by Drs. Lehto and Cai on two Harrison County CVB visitor centers.

Dr. Lehto also has been awarded a one-year marketing research grant by the Purdue Memorial Union to aid the union's effort in providing programs and services.

Center for the Study of Lodging Operations

HTM undergraduates and graduate students enjoyed interacting with two scholars hosted by the Lodging Center. Karen Lieberman lectured on four famous ethical theories: utilitarianism, Kantian ethics, ethical justice, and virtue ethics. Following each lecture, she presented industry-specific cases. Student teams discussed ethical dilemmas they could face as managers. For example, a menu lists a 12-ounce steak entree. The purchasing manager ordered 10-ounce steaks, and you discover the discrepancy prior to beginning the dinner service. As Dr. Lieberman said, "What is the right thing to do?"



Visiting professors Sandra Watson and Karen Lieberman interact with Sheryl Kline.

A Purdue University alumna, Dr. Lieberman holds several Purdue degrees and is a registered dietitian. She earned her MS in management and nutrition in the then-named RHI program. She also co-authored the best selling book, *Ethics in the Hospitality and Tourism Industry*. A professor at Johnson and Wales University in Miami, Florida, she will be a visiting HTM professor this summer on the study-abroad Switzerland program.

Sandra Watson also spoke to HTM. An expert on hospitality human resources issues, she presented her research on a

new management development model, generating lively discussion during a graduate seminar. Dr. Watson also spoke to undergraduate students on hospitality human resource issues. She heads the School of Management and Law, having previously been head of Human Resource Management at Napier University Business School, Edinburgh, UK. She has published more than 25 articles and has edited two texts on human resource management and development.

Arthur Avery Foodservice Research Laboratory

Doug Nelson returned to Purdue in early January and resumed the position of lab director. We greatly appreciate Barbara Almanza stepping in and keeping the lab running while Dr. Nelson was deployed to Manas Air Base, Kyrgyzstan.

Two ongoing studies are nearing conclusion. Under the guidance of Dr. Almanza, Dr. Nelson, and Dr. Liping Cai, Ji-Eun Lee surveyed food vendors at the local Feast of the Hunters Moon to ascertain food safety knowledge of the preparers and servers. She presented her results at the virtual conference in April.

Chris Dionne is working under Drs. Nelson and Almanza to examine how the concentration of chlorine sanitizers changes while wiping tables.



Doug Nelson

Preliminary results show that the concentration dropped quicker than expected, and may drop below the required level after wiping as little as 20 four-top tables, depending on how dirty the tables are. Results will be completed this semester and ready for publication in the summer.

Career Day board strides toward future

By Doug Nelson, faculty advisor

The 2007 HTM Career Day board has formed and is well on its way to another outstanding event. This year's theme, "Staying at the top, striding toward the future" is an accurate description of what can be expected.

Lori Wandzilak, president, is serving her third straight term. She first joined in 2005 as the assistant to the president. In 2006, she stepped up to the position of vice president. She has been able to draw on her previous experience to lead one of the most organized and efficient boards ever.



Career Day board members are gearing up for next fall.

Three veterans are joining Ms. Wandzilak this year: Jennie Dallas, vice president; Becky Pfeifer, publicity director; and Rebecca Ray, host/hostess director. Joining the returning members are Kelly Wolf, decorations director; Katie Kline, catering director; Jacob Burger, development director; Marissa Gudanick, publicity assistant; Dana Brocius, decorations assistant; and Kim Nickels, host/hostess assistant.

The board members have already demonstrated amazing creativity in planning the upcoming event. At their

present pace, they are sure to have one of the most outstanding events to date. Mark your calendars for September 24 and 25; you will not want to miss this event.

Continued from page 1, changing foodservice venues article

with weekly specials like grilled seafood steak, diners can savor multiple-course international meals a few times each semester. At these sellout events, servers flame bananas and toss Caesar salads tableside while diners read the histories behind the menus.

New payment options

In the past, payment options for the HTM Café were limited to cash or check. This year, in response to cashless dining trends, the café began accepting the Boiler Express, a smart-card that allows students to purchase meals, snacks, and minimart goodies around campus. The new cash registers also take Visa, MasterCard, and Discover.

Over the years, café hours have expanded as well to accommodate students, faculty, and staff. Current operating times are 7 a.m. to 4 p.m. Monday through Thursday and 7 a.m. to 3 p.m. on Friday. Late in the afternoon, diners who missed the lunch rush can grab to-go sandwiches and snacks like Jane's Famous Chocolate Chip Cookies.

Dining courts

In the residential areas on campus, dining halls have become gathering spaces for an increasingly diverse student body. In the maple- and slate-accented Earhart Dining Court, for example, students can choose from seven showcase stations offering everything from make-your-own pizza to custom stir fry.

"Each dining court has a specialty area, their centerpiece," says Kenneth Field, manager of the Earhart Residence Hall.

"At Earhart, we have a Mongolian grill, where you select your own items and they cook them."



New paint, carpet, curtains, and chairs this spring have given the John Purdue Room a fresh look for discriminating customers.

While Earhart and Windsor dining areas have both received prestigious design awards, managers focus more on daily feedback. In surveys conducted by the National Association of College & University Food Service, the dining courts consistently receive very high marks for service and cleanliness.

"We serve 45,000 meals a week," says Mr. Field. "The students don't seem to mind waiting in line as long as they see it's moving."

Purdue Memorial Union

At the PMU, a \$7 million renovation is transforming the lower level into a lifestyle streetscape. Scheduled to open in August, the new space will feature the Mexican cantina La Salsa, gourmet sandwich shop Flatbreads, an expanded Villa Pizza, and a juice and smoothie bar, Zia. In October, the Union will unveil Lemongrass, a fast-casual Thai restaurant, and Urban Market, an upscale convenience store. Pappy's Sweet Shop and Starbucks will anchor the hall.

"We chose to open at the start of a school year because that's when people start determining their buying habits," says Gary Goldberg, director of dining services at PMU. Considering the discerning tastes of today's customers, that's a shrewd decision.

Smoking bans spread across the country

Since 1998, when California enacted its controversial smoking ban, the movement to ban smoking in public places has spread across the country. By the end of 2006, 26 states had banned smoking in all public places (with exceptions in some of those states), while another 14 states restricted smoking. Only 10 states had no smoking bans or restrictions.



West Lafayette visitors will have fewer places to light up when the new smoking ban takes effect in July.

While Indiana hasn't gone smoke-free, a number of cities and counties have initiated their own restrictions, including Bloomington, Carmel, Fort Wayne, Greenwood, Indianapolis, and Muncie. On July 1, West Lafayette's ban will take effect.

On the lodging front, several major hotel chains have announced no-smoking policies. Last September, all of Marriott's lodging brands in the United States and Canada became 100% smoke-free. The policy affects all guest rooms, restaurants, lounges, meeting rooms, public spaces, and employee work areas. Earlier in 2006, Westin Hotels announced a similar policy.

While the changes are a boon to non-smokers, they come at a price to hotels; conversion to non-smoking rooms requires deep cleaning and installation of new air filters. Still, analysts believe that no-smoking policies can help

facilities set themselves apart from the competition. According to the J.D. Power and Associates 2006 North America Hotel Guest Satisfaction Index Study, 79% of hotel guests prefer smoke-free environments exceeding the boundaries of their guest rooms.

Restaurants, hotels cut trans fats in recipes

Last autumn, less than a year after new FDA regulations took effect requiring trans fat declarations on food labels, New York City became the first major U.S. city to ban artificial trans fats in restaurants. Imposed by the Board of Health, the ban will be phased in during 2007 and 2008.

In February, the Philadelphia City Council unanimously approved a bill banning certain sales of foods containing trans fats; the ordinance takes effect in September for restaurants. In Cleveland, the city council passed a resolution encouraging a trans fat ban. Several other cities are considering bans and/or voluntary reductions, while proposals are being pondered in more than 20 states.

Prompted by these initiatives and growing consumer demands, several restaurant chains are voluntarily reducing or eliminating trans fats. Wendy's is now using non-hydrogenated cooking oil for its French fries and breaded chicken items.

Courtesy of the Wheat Foods Council



Cinnamon rolls and other baked goods will soon be trans fat free in New York City.

Burger King is currently testing trans fat-free recipes, and KFC's conversion to low linolenic soybean oil is expected to be complete this spring.

Some hotels are also trimming artificial trans fats from their recipes. In December, Loews Hotels announced a ban on all artificial trans fats in restaurants, banquet rooms, room service, and mini-bars in all its U.S. hotels and resorts. Marriott is striving to eliminate trans fats in almost all its recipes.

Minimum wage on the upswing, state by state

While lawmakers on Capitol Hill continue to contemplate an increase in the federal minimum wage, many states have taken matters into their own hands. In 2006, 33 states and Puerto Rico introduced minimum wage legislation, and 13 states enacted it. By January 2007, 28 states and the District of Columbia reportedly had minimum wage rates exceeding the current federal standard.

Industry analysts are also eyeing several minimum wage trends – individual city standards and wage indexing. Albuquerque, Santa Fe, and San Francisco now have their own minimum wage standards. In Chicago, the city council last year passed a living-wage ordinance on big-box retailers, but failed to override a veto by Mayor Richard M. Daley.

Additionally, ten states now have minimum wage rates subject to yearly indexing. In fact, half of the states introducing legislation in 2006 included an annual indexing provision.

While minimum wage advocates say that increases would aid lower-income earners, opponents argue that hikes could adversely affect hotels and restaurants, prompting price increases, employee benefit cuts, and hiring freezes.

Development director one of '40 under 40'

Lora Adams, HTM development director, has been named by the Lafayette-West Lafayette Chamber of Commerce as one of the area's Top 40 Young Professionals Under 40.

Measured against 120 young professionals in the area, the recipients were chosen on their leadership contributions both at work and in the community. Along with her HTM duties, Ms.

Adams also serves as a volunteer designer with Civic Theatre of Greater Lafayette, advisor for Purdue's Women in Business student organization, and faculty fellow at Hillenbrand Hall.



Lora Adams

CFS Outstanding Senior Award

Scholarship, leadership, professionalism, and service to others define Carla Sawyer's years as an undergraduate at Purdue. She was selected by the HTM faculty as HTM's Outstanding Senior for 2007.

Ms. Sawyer has maintained a 3.86 overall GPA, with four semesters of a perfect 4.0 GPA. She has served as a CFS Ambassador from 2005 until the present, and was president of HTM Society from 2005 to 2006. She has been a teaching assistant for HTM 331 (Advanced Sales and Service) class and for HTM 341 (Cost Control).

Mick LaLopa, instructor of HTM 331, says, "She quietly went about the business of helping me manage the class. She worked well with the students she supervised and had a positive attitude."

What's new with the graduate student association?

By Chris Novak, GSA President

The Graduate Student Association (GSA) provides HTM graduate students with an organized platform for fundraising and philanthropic events as well as educational and social interaction.

This past semester, the GSA prepared and sold chili and hot apple cider at the School of Nursing's annual Keep Your Child Safe and Secure (KySS) Walk on Slayter Hill. The event raised funds for the GSA and the Indiana Mental Health Association.

The GSA's director of education, Fei "Lio" Chen, organized multiple educational

workshops that provided transitional support for incoming graduate students. At the 2007 Graduate Education and Research Conference at the University of Houston's Conrad Hilton School of Hotel and Restaurant Management, PhD student and GSA treasurer Jian Zhang and faculty member Liping Cai were honored with a best-paper award. The achievement is a testament to the amazing support and guidance provided by HTM faculty and staff.

The GSA's motto has been "Work hard, play hard," and Eruch Taleyarkhan, director of operations, kicked the semester off right with a student and faculty social at Richard Ghiselli's house followed by a Thanksgiving party hosted by Chef Robbie Roberson. These events brought the students and faculty together, offering networking opportunities, cultural exchanges, and friendship building.

Black Tie Dinner goes 'To the Nines'



Purdue alumnus Ted Allen and Chef Sean DiCicco took center stage at the ninth annual Purdue Black Tie Dinner, held on March 23. The entirely student-run event, themed "To the Nines," attracted more than 200 guests.

Mr. Allen, keynote speaker, is a food and wine connoisseur on the NBC/Bravo hit television show, *Queer Eye*. The author of *The Food You Want to Eat: 100 Smart, Simple Recipes*, he appears frequently as a judge on Food Network's *Iron Chef America* and Bravo's *Top Chef*. He holds an MA in journalism from New York University and a BA in psychology from Purdue.

Chef DiCicco is executive chef at Mandalay Bay Hotel and Resort. He is responsible for the food quality in all kitchens and restaurants Mandalay Bay manages. In 2001, the American Tasting Institute honored him as Las Vegas Chef of the Year for Culinary Excellence. He graduated from the Culinary Institute of America in Hyde Park, New York.

Student spotlight: Samantha Gonzalez, HTM junior

I first became interested in the hospitality field when I was 15 and took a job alongside my mother at a fine dining restaurant in Dyer, Indiana. From there I went on to work at the highest volume Bennigan's in the state, starting off as head hostess and then moving on to prep and line cook positions.

After high school, I wasn't sure what career to pursue ultimately, so I joined the U.S. Army Reserve to serve my country and develop my leadership skills. A year later, I was deployed in support of Operation Enduring Freedom in Afghanistan.

When I came back from the Middle East, I returned to the question of career choice. I recalled my previous restaurant experiences, and it became clear to me that I wanted to pursue the hospitality industry.



Samantha Gonzalez

Last summer I interned with Carlson Restaurants at a TGI Friday's in Schererville, Indiana. Working in all areas of the restaurant, I learned that every position is critical in achieving success. Last fall, I helped with the opening of the Friday's in Lafayette. I currently work as a bartender and key hourly employee there, motivating staff members to increase sales and helping out wherever I'm needed in the front- or back-of-the-house.

Along with my studies and work, I also serve as Purdue's chapter president of the National Society of Minorities in Hospitality (NSMH). I enjoy motivating my chapter to pursue the seemingly unachievable. Next year, I will serve as NSMH's Midwest regional chair.

Since I first began working in this industry, my mom has pushed me to always achieve more. Thanks to her, I believe there is no challenge I can't overcome. Once I complete my bachelor's degree, I hope to obtain a management position in a restaurant. The ambition I've gained through my mom's influence should help set me apart from other candidates at graduation time.

HTM shines at tech conference in Slovakia

Juline Mills and four HTM graduate students attended the annual 2007 International Federation for Information Technology and Travel and Tourism (IFITT) conference in Ljubljana, Slovenia in January.

The 2007 conference included a PhD workshop, research track, and industry innovation segments. Dr. Mills chaired the PhD workshop. Alecia Douglas, Jungkook Lee, Celestino Ruffini, and Svetlana Stepchenkova presented nine research papers in both the PhD workshop and research track sessions. Svetlana Stepchenkova was awarded second place in the Best PhD Proposal Competition.

Cuisine and culture of Belgium, the Netherlands and Luxembourg

By Chef Carl Behnke

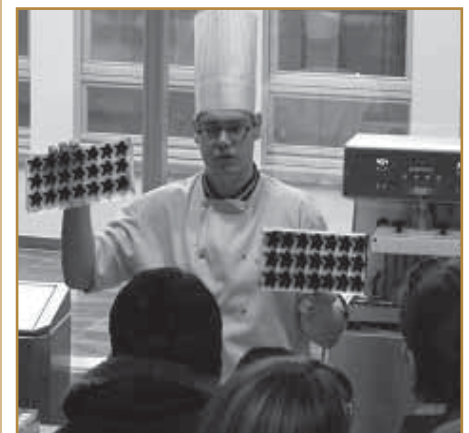
Chocolate in Belgium, mussels in the Netherlands, wine in Luxembourg – these are just a few of the spring experiences of the 25 HTM 398 (Cuisine and Culture) students. Classes began on the West Lafayette campus in January with lectures and presentations designed to prepare them for their spring break excursion.

Then, on March 11, we landed in Brussels after an overnight flight from Chicago. Once we had explored the market in Ghent, we spent the night in Bruges near the North Sea coast. Visits to a chocolate museum, De Halve Maan brewery, a Netherlands traditional Dutch pancake lunch, and a mussel farm taught us many European cooking and dining traditions.

Leaving Bruges, we headed down towards Luxembourg, stopping first at the famous St. Lambert Crystal Factory near the city of Liege. Then, along the Moselle River, our group learned about viticulture and wine making as guests of the Lucien Gloden vineyard. We returned to the city for a back-of-the-house tour of the five-star Le Royal Hotel. While there, we were hosted at the Alexis Heck Hotel School in the town of Diekirch.

The week passed quickly, and before we knew it, we were back in Brussels for a guided tour and farewell dinner at La Maison du Cygne. It was a fast and furious week sampling a wide variety of the cuisine and culture of this part of Europe. Now, back on campus, students will wrap up the course with reflective presentations and exams, hopefully with eyes opened to global possibilities within HTM.

What is next for the Cuisine and Culture program? In 2008, we'll return to Switzerland in the spring and then journey to China for two weeks in the summer. Please e-mail me at Chefcarl@purdue.edu.



A chocolatier in Bruges educates students during the spring break adventure.

Café staff feature: Jerry Kauffman

There are two things a caterer should never do, says Jerry Kauffman: “You never want to be late, and you never want to run out of food.” Thankfully, in the four-plus years he’s served as HTM’s catering supervisor, Mr. Kauffman has never done either.

He attributes that success rate to teamwork among the cooks and servers. “Any time you do catering, it’s vital that all parts of the kitchens are working together,” he says. “We have a great support staff – they prepare the food and I deliver it.”



On the go but always on time, Jerry Kauffman sets a prompt example for his catering students.

Mr. Kauffman grew up in Colfax, cooking for his large family while his parents worked. His mother was a server and his dad a bartender, cook, and manager of the former Miller’s restaurant, regionally known for steaming catfish dinners.

When Mr. Kauffman was 16, he joined the Miller’s staff, eventually working his way to the assistant manager position. He later served up family favorites as owner of Kauffman’s Kitchen in Jefferson. Four years ago, he relocated to Tippecanoe County and landed in Stone Hall.

Each day, Mr. Kauffman oversees the production and delivery of breakfast, lunch, and dinner around campus,

sometimes supervising as many as six different events in a single day.

All that work could wear out this restaurant veteran, but the students keep him young. “It’s interesting to learn about their hometowns and their cultures,” Mr. Kauffman says. The feeling must be mutual. “I’ve not had one complaint from them about the catering,” he says.

Adds Keith Molter, foodservice director, “I know he treats the students really well, because the new ones always ask when they will be in his section.”

Master Sommerliers return to HTM

By Kelly Phelan, HTM student

This February, 22 HTM students participated in an introductory level Master Sommelier certification course. Fred Dame, Tim Gaiser, and Matt Citriglia led the two-day course, which taught wine production, evaluation, identification, and standards of service.

The Court of Master Sommeliers offers the only internationally recognized sommelier certification. HTM was the first hospitality program in the country to offer the introductory course to students. Considering the popularity of the class, capacity may be doubled in the future. Look for more information in fall 2007.

What are you doing this summer?

So what are you doing this summer? In June and July, 22 Purdue students will spend five weeks in Switzerland during a study-abroad program with HTM. John Rousselle and Sheryl Kline will lead the culturally packed, culinary filled, and educationally oriented program. Karen Lieberman,

Purdue alumna and expert in hospitality and tourism ethical issues, will join them.

The program offers up to nine credits of coursework on international franchising, service and ethics, and Swiss culture and experience. Students will stay on Lake Geneva at the César Ritz College and in the resort city of Bettmeralp, 6,000 feet up in the Swiss Alps. They will taste fine chocolate, discover handcrafted cheeses, and discern boutique wines.

Study-abroad programs are a great opportunity for students to learn about other cultures and experience hospitality and tourism first-hand. This particular program was so popular that the capacity was expanded to accommodate students on the waiting list.

New registration process offers choices

Choices is the buzz word for fall 2007 registration. In preparation for the new Purdue Student Services system, HTM’s Student Services staff formed a task force to determine students’ perceptions of the registration process and brainstorm how to enhance it.

“Three types of students seemed to emerge during a registration session: 1) students who know exactly what they want and have researched their options; 2) students who would like some input from HTM advisors and upperclassmen on classes; and 3) students who want a one-on-one session with an advisor,” says Susan Walters, undergraduate coordinator.

Based on the task force recommendations, HTM will offer three different options. Students can turn in materials any time after registration begins, participate in small-group sessions and view results of drop- and add-requests immediately, or meet one-on-one with advisors. The task force is currently evaluating the new process and making necessary changes.

Introducing HTM's adjunct faculty members

Each week, off-campus professionals share their expertise as adjunct faculty in HTM. Here's the scoop on who's teaching what:

Gary Goldberg likes to immerse his accounting students in the hospitality industry. In his HTM 241 class, students read periodicals, perform real-company case studies, and tour his daily domain, the Purdue Memorial Union. "If there is a lighter side to accounting, I take a practical approach. I'm able to use where I work as a model of things," says Mr. Goldberg, PMU Dining Services director, who's spearheading the union's transformation into a streetscape.



Gary Goldberg

Mr. Goldberg came to Purdue nine years ago after stints with Richfield, Compass Group, Peabody Hotel Group, and Host Hotels and Resorts. "I worked for TGI Friday's, too," he says. "I use that company a lot in the classroom. Certain restaurants tell the story of the evolution of quick service and fast casual. I do a great deal of benchmarking on my own, and I share that with the students."

Rod Lindsey '88 has managed hotels in West Lafayette, Indiana; Champaign, Illinois; and other venues. Now that he's an executive for Intercontinental Hotels Group, he has a different perspective to offer his HTM



Rod Lindsey

382 (Housekeeping and Guest Service Management) students. "It's amazing how the lack of quality in housekeeping affects your bottom line," says Mr. Lindsey, who

oversees 39 properties in the Chicago area. "As a general manager, I didn't worry that much about the quality department. I see it in a much different role than I did before."

Case studies help students apply textbook quality principles to managerial issues. "We do real scenarios that I've actually encountered," he says. "For example, if your housekeeping staff walks out on you or you're dealing with no-shows or a lot of call-ins, in real life how do you respond?"

John McCurdy '87 is not a professor by training. But for the last 18 years, he's lived, eaten, and breathed foodservice equipment. As instructor of HTM 522 (Foodservice Equipment) last semester, he immersed students in the freezers, dispensers, and fryers of his everyday work.



John McCurdy

"I'm sure I didn't have the approach that a professor would have had," he says, "but I sure gave them a full view of this section of the foodservice industry."

A partner in the HGA Group, Inc., Mr. McCurdy used his industry connections to arrange for guest speakers and a behind-the-scenes tour of the newly renovated Cary Quad kitchen. Those experiences not only energized the students, but Mr. McCurdy as well. "It was great to see the excitement on their faces about the industry and about their careers," he says.

Gregg Theobald wants to give his students a taste of life beyond Chauncey Hill. So he gives them an experiential assignment: Go to the Tippecanoe County Courthouse, and compose a paper. "Write about what the courtroom looks like, what the lawyers are wearing," says the Lafayette attorney. "Almost without

exception it opens kids' eyes to something other than the 35,000 students they are usually in contact with during their college years."

The son of a retired Purdue professor, Mr. Theobald hopes to instill in his HTM 411 (Hotel and Restaurant Law) students an appreciation for airtight agreements and strict legal interpretations. "I try to point out nuts and bolts things, and explain, 'Hey, if you don't put this into your contracts, this is what's going to happen to you,'" he says. Once students return from the courthouse, they have a better idea what he's talking about.

None of **David Wood's** HTM students aspire to be CPAs or CFOs. Still, a firm foundation in accounting is a must for hospitality and tourism management. "Being able to look at a financial statement and understand what you're seeing will affect your ability to make decisions for your company," says Mr. Wood, varsity basketball coach and business teacher at West Lafayette High School. That's why he asks his students to do accounting by hand, using books and notes as little as possible.

A former full-time faculty member in the Department of Hospitality and Tourism Management, Mr. Wood began teaching in Stone Hall when he was on Purdue's coaching staff. While he's never run a restaurant or managed a hotel, he says, the fundamentals of accounting don't vary from industry to industry: "It's about money. And money makes businesses survive."



David Wood

PhD student teachers boast impressive resumes

One measure of HTM's depth and strength is the impressive credentials of advanced students. Here are brief profiles of PhD students currently teaching in the department:

A native of China, **Mimi Li** received her bachelor's degree in tourism and recreation planning from Peking University in Beijing and her master's degree in tourism geography from the University of Waterloo in Ontario, Canada.

Her research interests are destination marketing and management. She has worked on tourism development for several destinations back home, including Yichun City, the Genghis Khan Mausoleum Scenery Spot, and Tunxi Ancient Street in Huangshan City. Her dissertation focuses on the motivation model of the Chinese outbound traveler.

Jingrong (Jack) Liu obtained his MBA with an accounting major from the University of Illinois at Chicago. His research focuses on destination marketing, destination branding, and rural tourism. Other interests include franchising business models and budget lodging development.

His dissertation focuses on the constructs of destination brands. Future research may explore consumer behavior patterns, regional destination planning, and tourism product development and management.

Seoul, Korea native **Young Namkung** received both her bachelor's and master's degrees from the Department of Food and Nutrition at Yonsei University in Seoul. After graduation, she worked as an executive researcher for Research International Korea.

While pursuing her PhD, she has studied food safety issues in home-delivered meal programs and perceived quality and customer satisfaction in restaurants. Her dissertation investigates the role

of perceived service fairness in restaurants.

A native of Valdosta, Georgia, **Robby Roberson** earned his bachelor's degree in philosophy from Valdosta State University. He completed his chef apprenticeship in 1993, then served at various upscale resorts around the country before coming to HTM for his master's degree. A chef instructor at Purdue since 2003, Chef Roberson has researched a number of food safety topics. His dissertation focuses on assessment, perceptions, and future trends in HTM graduate education.

Stacey Smith is from Hays, Kansas, where she obtained bachelor's degrees in business administration and information networking/telecommunications from Fort Hays State University. She received her master's degree in hospitality, restaurant, and tourism administration from the University of Massachusetts-Amherst.

Ms. Smith teaches a class on management and organization behavior in the hospitality industry. Her primary research interests are training issues and crisis preparedness in hospitality. In her dissertation, she is investigating crisis plans for the meeting planning industry.

Mt. Pleasant, South Carolina native **Lionel Thomas Jr.** received his bachelor's and master's degrees in hotel, restaurant, and tourism management from the University of South Carolina-Columbia. He also is a certified dietary manager and has a culinary certificate from the Culinary



PhD students Robby Roberson, Jack Liu, Stacey Smith, Jane Zhang, Young Namkung, and Mimi Li are building their resumes with teaching and research experiences.

Institute at South Carolina. Mr. Thomas is pursuing a dual PhD in HTM and gerontology. While working as an assistant foodservice director at a continuing care retirement community, he became interested in foodservice and nutrition in older populations; these topics are the focus of his dissertation.



Lionel Thomas

A native of China, **Jian (Jane) Zhang** obtained her bachelor's degree in English literature and linguistics from Beijing International Studies University and her master's degree in hospitality management from the University of Massachusetts-Amherst. Her primary research interest is hospitality branding in hotels and restaurants. Her dissertation investigates brand experience scales for economy and mid-priced hotels. She also coordinates the Darden Series: HTM Executive in the Classroom.

'49

Joy LeRoy lives in Fort Lauderdale, Florida. She has had many honors including Global Year of Excellence, accepted the gold medal for the United States; Honorary Director General for IBA; Order of American Ambassadors, Woman of the Year, ABI; Republican Senator's American Spirit Award; and Inaugural World Forum, Oxford, England.

'77

Mary Frances (Higgins) Minich is program specialist with student services for the Lake County School Board in Howey-in-the-Hills, Florida. She returned to school and earned a BA in elementary education in 1996 from Stetson University. She has taught alternative education elementary students for 10 years. She received her MS in educational leadership (National-Louis University) in June 2005.

'78

Stephen Whitaker of South Bend, Indiana received the NACUFS President's Award 2006, Midwest region; and University of Notre Dame President's Award. He is general manager for Satellite Retail at the University of Notre Dame. E-mail: swhitake@nd.edu.

'86

Doug Sullivan is director of course rating for the Southern California Golf Association in North Hollywood, California. He lives in nearby Anaheim.

'87

Marguerite Havard is director of Women's Ministries for Walnut Grove Chapel in Indianapolis. She and her husband, John, live with their three daughters in nearby Carmel.

'88

Elizabeth Schaefer lives in Austin, Texas. She and her husband own Catwoman and Dogman Petsitters. They have three kids.

'89

Kimberly (Brown) Risk was appointed to the Lakeshore Excellence Foundation Board in support of the Lakeshore Public School System.

'97

Monique Rys is general manager for Compass Groups – Eurest Dining Services in Broomfield, Colorado. She is engaged to the executive chef at Johnson & Wales University in Denver. Their new home is scheduled for completion in May. E-mail: Mrys71@comcast.net

'98

Jennifer Amick is a field service representative for Cargill-McDonald's Business Unit in Naperville, Illinois. She received the President's Award for High Achievement. E-mail: Jennifer_Amick@cargill.com

Tim McEnery is president of Cooper's Hawk Winery and Restaurant in Orland Park, Illinois. He and his wife own the winery, which is the second largest in Illinois. They live in Tinley Park. E-mail: tmcenery@coopershawkinery.com

Colleen (Cashman) McSween is marketing/membership director for the Plantation Preserve Golf Course and Club in Plantation, Florida. She competed in the 2006 U.S. Women's Open Professional Golf Tournament in Newport, Rhode Island. E-mail: Purduegolf1@aol.com

'01

Derek Free is branch manager for Enterprise Rent-A-Car in Oldsmar, Florida and lives in Holiday. E-mail: Derek.a.free@erac.com

Kimberly Keer lives in Chicago, Illinois and is working on her MA in special education. She wants to work in a Chicago public high school with children that have learning disabilities. E-mail: Paperfire7@hotmail.com

'02

Willena Hollingsworth is housekeeping manager for Allerton Crowne Plaza in Chicago, Illinois. She lives in nearby Gary.

'03

Breanna West is managing partner with Max & Erma's in Sterling Heights, Michigan. E-mail: timandbreanna@comcast.net

'05

Leslie Knox is bistro and bar manager for ARAMARK in Phoenix, Arizona.

'06

Meredith Brown lives in Vienna, Virginia. She is a meeting planner for the American Council of Engineering Companies in Washington, DC.

Send your updates to brayj@purdue.edu.

HTM on the Road

By Lora Adams, HTM development director

Last fall, HTM hit the road for two alumni and friends events. The first event was held in Las Vegas in late October. Derek Delp BS '95 helped the department coordinate the event and invited other alumni and friends. Alexis Lundeen MS '04 hosted the party at The Capital Grille, where she works. The event was a hit with more than 20 alums and friends attending. The view of the Las Vegas Strip was breathtaking.

Our second trip was to New York City for our annual outing to the International Hotel/Motel Show. For the second year, we celebrated atop Rockefeller Center in the Rainbow Room. Although the view was a bit obstructed by the fog, the department's guests, alumni, and students enjoyed another wonderful event with impeccable hospitality. Andrew Whittaker MS '99 and Cipriani USA hosted our event. Thanks to all our hosts and sponsors for their generosity.

Grad teaches executives the art of etiquette

Not sure how to properly seat dignitaries or where to place your wine glass and cheese plate when shaking someone's hand? HTM alumnus Cynthia Lett '79 can help you.

Principal of the Lett Group (www.lettgroup.com), president and owner of Creative Planning International, a certified protocol and etiquette professional trainer in various aspects of business and social etiquette, Ms. Lett helps professionals build relationships and ultimately business success.

"People who have good manners are better in difficult situations," says Ms. Lett. Companies with global aspirations must learn etiquette and protocol both at home and abroad. "I have a unique background in the industry as I have literally traveled the world, and I've worked in those situations, not just as a tourist," she says.

As a Purdue student in the 1970s, Ms. Lett double-majored in public relations and restaurant, hospitality, and tourism management. While working full-time, she earned a master's degree in legal studies from Antioch School of Law, Washington, DC. Just months after starting her own event-planning company, she landed her first international engagement.

After traveling to more than 100 countries, Ms. Lett returned stateside to teach business and social etiquette and international protocol for such companies as MCI Telecommunications, Chevron Overseas Petroleum, and J. P. Morgan. Today, she offers corporate and personal training sessions like the Well-Mannered Weekend, where participants can learn the finer points of gift-giving, taxi-hailing, and making a great first impression.

Ms. Lett has also created the International

Society of Protocol and Etiquette Professionals (www.ISPEP.org) to offer internationally recognized certification, mentoring opportunities, professional development, and referrals.



Cynthia Lett

"We also have another mission – that's to bring etiquette back into public schools," she adds. "Even kids in affluent high schools don't know how to eat a meal properly, how to introduce people, and how to make people feel good around them." Developing these social graces now will make it easier for young adults to successfully navigate the job fairs and internship interviews of their futures.

Alumni offer feedback on department curriculum

"I am extremely proud to be a graduate of Purdue (HTM) and use the experience to my advantage everyday." Those are the feelings of one of more than 300 alumni that responded to a Purdue HTM survey. Just over half of the respondents were female with 67% between the ages of 25 and 44.

The majority of the respondents work in the foodservice and lodging segments of the industry. Graduation dates ranged from 1941 to 2006 with two-thirds having finished the program during the last five years. Overall, alumni believe their Purdue HTM education prepared them for the industry. As several respondents stated:

- "Purdue HTM has done a wonderful job preparing us for the real world.
- "The basic understanding I had of the industry (which I credit to Purdue) was invaluable to me and enabled

me to be a valuable business partner to the general manager to whom I reported."

- "I felt that the classes I took while at PU truly helped prepare me for what the industry had to offer me."

Alumni were satisfied with the department's required courses, but thought that academic/career advising and internship requirements could be improved. One suggestion was, "Expand the practicum to include 2-3 applications [sic] at 200-300 hours for each area of the industry: hotel/lodging, F&B management, and tourism."

Many of the alumni believed it was important to require a second language, but more important to require a work internship experience. They stated, on average, the internship experience should be approximately 500 hours, which is

more than the current requirement of 400 hours. They also chose the following top ten curriculum areas:

1. conflict management
2. leadership skills
3. forecasting and budgeting
4. employee relations
5. problem solving skills
6. communication/presentation skills
7. field/work experience
8. supervision techniques
9. finance/accounting/math
10. critical thinking skills

One important skill that manifests in all these areas is the ability to write effectively and persuasively. As one alumnus stated, "Students need to understand that even e-mail communication must have proper grammar and spelling once they become professionals."

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International Gold & Silver Plate Society	\$1,000	Kathryn Giannini
Jack Irvine Travel Memorial Scholarship	\$750	Elizabeth Cashen
MCL/McGaughey	\$3,000	Kristin Bild
	\$2,500	Mary Larson
	\$2,000	Darci Sutton
	\$1,000	Anthony Rush
	\$1,000	Andrew Sime
National Restaurant Association Educational Foundation	\$2,000	Joshua Buelo
	\$2,000	Christine Quinn
Joseph Rivers Sommers Scholarship	\$1,500	Amanda Herrman
Statler Foundation	\$20,000	Robyn Kriek
Travel Industry Association of America Foundation National Council of Destination Organizations Scholarship	\$4,000	Linda Forristal
Madonna Warren Award/Purdue Union Club	\$600	John Burt
	\$600	Jason Breneman
	\$600	Mary Redman
Winegardner and Hammonds	\$1,000	Allison George
	\$1,000	Marissa Gudanick
<i>Subtotal:</i>	\$62,575	
<i>Purdue/Alumni and Outside Awards</i>	\$445,638	
Total:	\$508,213	

Mrs. Barbara M. Wiley and
Mr. Edwin P. Wiley
Mrs. Laura C. Winjum
Mr. Richard J. Wolfred
Ms. Linda J. Womsley
Mr. Thomas A. Wright and
Mary A. Suppinger-Wright

Mrs. Christine K. Wuergler
Mr. Martin J. Zinser
Mrs. Liliann R. Zipfel and
Mr. Jeffrey M. Zipfel

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Washington, DC

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Valerie Collins, SVP Chief Information
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Darden Restaurants, Orlando, FL

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Bill Edmundson, Principal
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Steve Eustace, General Manager
Equipment Preference, Inc.,
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Jim Howenstein, COO
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Nanjing, China

Kevan Johnston, President
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Arlington, TX

Gary Jones, Vice President Human
Resources
Hilton Hotels Corporation, Memphis, TN

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Pyramid Advisors, Boston, MA

Mickey Mills, Senior Vice President of
Operations
Buca, Inc., Minneapolis, MN

Susan Niemczyk, Operations Vice
President
Sodexo Services, Downers Grove, IL

Dave Sibley, VP of Operations
White Lodging, Carmel, IN

Mark Smith, Vice President
Daydots International, Fort Worth, TX

Ex Officio
Doug Bennett, Vice President, Sales &
Services
Indianapolis Convention & Visitors
Association, Indianapolis, IN

Ray Kavanaugh, Professor and Head
Department of Hospitality and Tourism
Management, Purdue University

John Livengood, President and CEO
Restaurant & Hospitality Association of
Indiana, Indianapolis, IN

John Sautter, Vice President for
Housing and Food Services
Purdue University

Dennis Savaiano, Dean
College of Consumer and Family
Sciences, Purdue University

For further information on membership,
contact the department at (765) 494-4643.

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