

THE Boilerplate

SPRING 2008

Hotels get hip and green

Can sustainability go hand in hand with luxury? Just ask Bruce Grosbety '85. As general manager of the new Terra Resort in Jackson Hole, Wyoming, he is banking on a hotel that's simultaneously hip and green.



Expansive low-E windows are hallmarks of the eco-friendly Terra Resort in Jackson Hole, Wyoming.

Photo by Cameron R. Neilson

“We’ve created a very contemporary-style hotel different from traditional mountain resorts,” he explains of the facility, which is awaiting LEED (Leadership in Energy and Environmental Design) certification. “We’re attracting a very diverse group of guests, people who probably live a very green life, and also the hotel guest who’s living in an urban environment.” Adds Ashley Morgan, director of sustainability, “We’re also trying to attract the group that doesn’t necessarily know it’s a green suite, but they have that moment, a sort of an epiphany, when they realize they don’t have to sacrifice.”

Sacrifice, in fact, is far from the minds of the Terra Resort staff. Instead, they’re focusing on restoration, recreation, and renewal, against a quiet backdrop of sustainability. Guest rooms contain creature comforts such as inlaid gas fireplaces, expansive windows and western-styled platform beds. They also have earth-friendly features like organic sheets, dual-flush toilets, and low-flow water fixtures.

Outside, innkeepers are helping the environment as well. Those large windows feature low-E coatings, which retain heat inside during the winter and outside during the summer. And native landscaping—aspens, wild strawberries, and drought-resistant grass—shouldn’t require as much watering as nonnative plants.

Without the need for constant sprinkling and irrigation, hotel managers can reduce their water bill by 34%. Those energy savings help offset the costs of high-priced features such as eco-friendly beds. Still, Ms. Morgan emphasizes that green doesn’t always mean expensive. “If you look hard enough, you can find items that will work in your budget and also be responsible. It just takes a lot of the research,” she says. Adds Mr. Grosbety, “We’re incredibly competitively set. We’re right there with the marketplace.”

Read about another green alum on page 10.

in this issue

- 2 News From Ray
- Calendar of Events
- 3 Awards/Honors/Gifts
- 4 Department Update
- 6 Research Update
- 7 Current Events
- 8 International
- 10 Alumni Update
- 12 Happy Moments
- 13 Donor Recognition
- 15 Scholarships
- 16 Strategic Alliance Council



Fish nets, leis, and dune grass set the stage for a Caribbean-inspired meal at HTM's February International Lunch. Here, Abby Cronau, teaching assistant, and Keith Molter, foodservice supervisor, await guests. Read more about it on page 8.



Ray Kavanaugh

Hello from West Lafayette, Indiana, home of YOUR Purdue Boilermakers! This message is being written as the women's basketball team has just won the Big 10 tournament and the men get ready to begin their tournament seeded second, the highest seed we have had since the tournament began. We are proud of our teams because they have accomplished far more than hoped for as their seasons began.

Our "new" president, Dr. France Córdova, is settling well into office. Her strategic plan is close to being completed. Her agenda is being built around access, success, and diversity.

Renewed emphasis is being placed on recruiting and retaining a broader base of students to campus with the support to improve success.

The fund raising for Marriott Hall continues. We need just over \$2 million to begin the project. Thanks to all of you who have contributed to the effort. We look forward to additional support from our dedicated alumni base.

You may recall that I wrote about our faculty needs in my last message. We were hit hard last year with faculty leaving to accept positions at other universities. It is my pleasure to announce that we have filled four of the five positions. One of the new hires began in December 2007. Two more begin in August 2008 and the fourth will begin in August 2009 at the latest. We are very excited to have all the new faculty members join us. They are very well qualified and will bring many important skills to our faculty. Kevin Bordelon is profiled in this issue, and the other new faculty members will be featured in upcoming issues.

The spring semester is always a busy time. As you can imagine, our graduating seniors were very busy making their first career moves out of college. As a result, our Career Center was very busy all semester. It pleases me to report that career opportunities and choices are strong for our graduates. Helping students find high-quality internship placements is also a major task of the Career Center and Janet Glotzbach, our career center coordinator. HTM has over 150 internships to coordinate every summer.



Ray Kavanaugh and his son, Ryan, caught up with Andrew and Elizabeth Whitaker at the HTM reception in New York last fall.

Finally, we are looking forward to another exciting year in 2008-2009. All indications are that our freshman class will be very strong again. We anticipate right at 100 new freshmen in the fall. Go Boilers!

Ray

HTM mission & vision

Vision Statement

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

Mission Statement

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

calendar of events

May 17-20: National Restaurant Association Show, McCormick Place, Chicago

May 18: HTM Alumni and Industry Reception, The Signature Room at the 95th, John Hancock Building, Chicago, 6 to 8 p.m.

September 22-23: HTM Career Day events

November 8-11: International Hotel/Motel Show, Jacob Javits Convention Center, New York

FENI gives professor best-poster award

Carol Silkes was awarded best-poster presentation at the 2008 Foodservice Educators Network International (FENI) Educational Summit in Las Vegas. Dr. Silkes' paper, "Towards a new model of experiential restaurant management," focused on team management as it relates to the hospitality industry.



Photo courtesy of FENI

Carol Silkes' study of restaurant models yielded a best-poster award at the Foodservice Educators Network summit in Las Vegas.

FENI is a professional organization dedicated to the advancement of culinary education. The conference brings together hospitality and culinary educators at secondary and post-secondary schools to share teaching improvements and innovations.

HTM head receives prestigious honor from restaurant association

Ray Kavanaugh, HTM professor and head, received the Michael E. Hurst Lifetime Achievement in Education Award at the National Restaurant Association Educational Foundation 21st Annual Salute to Excellence Awards Gala on May 17. The award honors an outstanding educator

who has made an indelible contribution to restaurant and foodservice education.

The Salute to Excellence event is held during the annual National Restaurant Association Show. It brings together the country's most promising restaurant and foodservice management students with top educators and industry leaders to highlight esteemed leadership and extraordinary academic accomplishments.

Students represent HTM in Chicago

Amanda Herrmann and Lance Connolly are the 2008 delegates to the Michael E. Hurst Student Forum and Salute to Excellence Awards gala and banquet, held May 17 during the National Restaurant Association Show in Chicago. In this day-long forum, they will interact with students from other hospitality programs and senior executives in the foodservice industry.

Ms. Herrmann is from Cross Plains, Wisconsin and her career objective is in foodservice as a catering or special events coordinator. Eventually, she hopes to become a professor. Mr. Connolly is from Rushville, Indiana and has extensive experience in management at private clubs. He plans to become a special events coordinator.

Prof, student receive best-paper awards

Chun-Hung (Hugo) Tang, HTM doctoral candidate, and SooCheong (Shawn) Jang, HTM assistant professor, received one of three Best Paper Awards at the 13th Annual Graduate Conference held at Rosen College in Orlando, Florida.



Chun-Hung (Hugo) Tang and SooCheong (Shawn) Jang pose with their best-paper awards.

The paper, "Mitigating Weather Risk in Nature-Based Tourism Business: A Proposal of Snowfall Derivatives for Ski Resorts," was selected from among 303 submitted by more than 30 universities. Based on historical data and a Monte Carlo simulation, the study demonstrated that snow index forwards could hedge some of the snowfall-related cash-flow risk and that hedging effectiveness is at its best during the peak season.

Mr. Tang is preparing his dissertation and plans to graduate this summer. He will join Oklahoma State University as an assistant professor in fall 2008.

Chef offers Purdue supporters a taste of Indiana in Florida

Carol Silkes was one of the featured professors in the Back to Class sessions during the 2008 Mollenkopf Weekend. The popular continuing education sessions are a highlight of the annual President's Council event in Naples, Florida each winter.

Chef Silkes presented "A Taste of Indiana" by showcasing recipes with Hoosier ingredients. The menu included Maple Leaf Farms duck ham, persimmon bread with crème anglaise, and a tasting of Capriole Farms cheese.

Black Tie Dinner celebrates 10 years

In April, the Purdue Black Tie Dinner celebrated a decade of exquisite service and culinary excellence. From small beginnings in the John Purdue Room, the dinner has grown in size and reputation; this year, more than 200 guests attended.

“Students showcased their skills learned through coursework and lab work, internships, and student organizations while presenting an unforgettable experience,” said HTM Society advisor Bill Jaffé. “The event gives passionate students an opportunity to expand their abilities through planning, developing, preparing, and serving the dinner to some of the industry’s most renowned experts.”

Bestselling authors Andrew Dornenburg and Karen Page served as guest speakers this year. Their first book, *Becoming a Chef*, sold more than 100,000 copies and was the James Beard Award Winner for Best Writing on Food.

Aspiring managers make job contacts through conferences

Club Managers Association of America (CMAA) is a national and international organization for club managers and students. Purdue’s chapter is for students pursuing a career in the private club industry such as country, city, athletic, or yacht clubs. It’s also appropriate for students looking for event planning, general management, food and beverage, lodging, and golf careers.

CMAA members attend two major conferences each year, the National Student Conference and Annual World Conference. In the past few years, students have traveled to such places as Hawaii,

California, Chicago, Las Vegas, and Florida. Conferences will be hosted in Charlotte and New Orleans next year.

Educational workshops, networking events with thousands of managers from all over the world, career fairs, and new friendships with other student chapters are some of the benefits of the conferences. Some of these interactions result in postgraduate jobs and internships. CMAA members have found jobs at some of the most prestigious clubs in the United States, including Chevy Chase Country Club, Washington, DC; Onwentsia Country Club, Lake Forest, Illinois; Bel-Air Country Club, Los Angeles, California; Maidstone Country Club, the Hamptons, New York; and Woodstock Country Club, Indianapolis, Indiana.

What really sets CMAA apart from other HTM organizations at Purdue is the close relationship with the “parent chapter” of club managers from all over the Midwest. Students attend two-day regional meetings each quarter, experience various educational workshops and guest speakers, and coordinate registration.

Darden Series lines up executives for fall 2008

Next fall, HTM will welcome industry leaders as part of the Darden Series: HTM Executives in the Classroom. The lineup includes:

- Ralph Brennan, owner of The Ralph Brennan Restaurant Group in New Orleans;
- Stein Kruse, president and chief executive officer of Holland America Cruise Lines;
- Bill Hornbuckle, president and chief operating officer of the Mandalay Bay Resort & Casino in Las Vegas, Nevada;
- Steven LaVoie, founder and chief executive officer of Arrowstream Inc.,

a supply chain management firm for the foodservice industry; and

- Jon McCabe, an active member of Club Managers Association of America (CMAA) and manager of the Union League Club of Chicago.

Eta Sigma Delta off and running in 2008

Pi Gamma Theta, Purdue’s chapter of the International Hospitality Management Society Eta Sigma Delta (ESD), has seen many changes over the past year. The entire executive board from 2007 either graduated or completed their terms in office. In addition, faculty advisor Sheryl Kline turned her duties over to Joe Ismail as she moved to the University of South Carolina.

The newly elected executive board, Erin Bailey (president), Jennifer Simmons (vice president), Dana Brocius (secretary), Brent Semanick (treasurer), Amy Widner (social chair), Lindsay Snyder (business chair), Jessica Slaga (fundraising chair), and Tamra Schwering (pledge educator) are off to a flying start in 2008 as they have taken on their duties with vigor and excitement.

According to Ms. Bailey, the board has planned many new ideas and events for the next year. “In April, we participated in Boiler Blast, the one-day campus-wide community service event. We had a booth at Spring Fest to help raise funds and awareness of ESD,” she says. “In April, ESD held its initiation ceremony with 20 new chapter members initiated. Family members of the initiates were invited to this memorable event!”

She adds, “In the fall, members will attend the International Hotel/Motel and Restaurant Show in New York. ESD hopes to raise enough money to cover most of the costs for the New York trip, and take as many members as possible.”

HTM Society events spotlight talents

Since its founding 35 years ago, the Hospitality and Tourism Management Society has evolved into the largest student organization in the hospitality and tourism management program. It is open to all students, regardless of their major, and benefits not only the students but also the surrounding community as well.



Bill Jaffé

Three fund raisers trademark the HTM Society. The HTM Society Auction, marking its 27th year, is held every fall and offers patrons an opportunity to bid on hospitality-related items donated by industry leaders. The Fountain Side Café at Spring Fest offers a fresh selection of hot and cold menu items prepared and served by students.

The society's most notable fund raiser, the Purdue Black Tie Dinner, attracts some of the most distinguished industry names and faculty. (See the related article on the preceding page.)

"These fund raisers truly spotlight the members' many talents and their dedication to their passion for the hospitality industry," says Bill Jaffé, society advisor. "The proceeds from the fund raisers are used to send the top participating members to the International Hotel/Motel and Restaurant Show in New York City and the National Restaurant Association show in Chicago."

Community service is another integral part of the HTM Society. Every spring, members take Boys and Girls Club participants to a Purdue women's basketball game. During the winter holiday season, members send care

packages to the troops and participate in the Angel Tree. Other team activities include the American Heart Association Heart Walk, the Hunger Hike, and the Purdue University Dance Marathon.

For more information, contact Dr. Jaffé at jaffew@purdue.edu or HTM Society President Anthony Lopez at lopezal@purdue.edu.

Board members gear up for Career Day 2008

Doug Nelson believes that the 2008 HTM Career Day's theme, "Don't Gamble, Invest in the Best" is good advice for hospitality recruiters worldwide.

"Hiring a Purdue HTM graduate is as close to a sure thing as you can get; our graduates are among the best in the nation," says Dr. Nelson, advisor to the Career Day Board. "Our experienced board is well on its way to making this year's Career Day the premier event in the nation."

Board members have already secured a prominent keynote speaker, Stein Kruse, president and chief executive officer for Holland America Line, Inc. Early responses from exhibitors and recruiters indicate that this will be one of the largest events in the history of HTM Career Day.

This year's president, Jennie Dallas, is supported by:

- Vice President: Betsy Robison,
- Decorations Director: Kelly Wolf,
- Host/Hostess Director: Dana Brocius,
- Publicity Director: Carter Duggan,
- Catering Director: Joan Reale,
- Development Director: Clint Sheets,
- Accounting Director: Lindsay Snyder,
- Assistant Decorations Director: Lauren Burkitt,

- Assistant Publicity Director: Kathelyn Theiler,
- Assistant Catering Director: Laura Kunzie, and
- Assistant Host/Hostess Director: Courtney Glotzbach.



Board members believe the 2008 Career Day events may yield the best turnout ever.

Spaghetti dinner boosts funds for HTMGSA

"Faculty serve food instead of homework" was the theme of a February fund raiser by the HTM Graduate Student Association (HTMGSA). Several HTM faculty members volunteered as servers for the spaghetti dinner, which attracted more than 90 guests.

The event was just one of many sponsored by HTMGSA this semester. In April, the club staffed the HTM booth at Spring Fest. The group also hosted a farewell picnic to graduating colleagues, commemorating a successful 2007-2008 academic year.

This year, 35 members were actively involved in the HTMGSA. The group was governed by an executive team including:

- Co-presidents: Anish Parikh and Juyeon Yun,
- Vice President: Stacy Smith,
- Treasurer: Yi Chen,
- Director of Social Events: Ameet Tyrewala, and
- Director of Education: Joy Huang.

Purdue Tourism and Hospitality Research Center

A milestone of international collaboration was reached for the Purdue Tourism & Hospitality Research Center (PTHRC) in December 2007 when the Guangzhou International Tourism Institute opened in Guangzhou, China.



Liping Cai

Dennis Savaiano, dean of the College of Consumer and Family Sciences, and Liping A. Cai, PTHRC director and co-director of the institute, traveled to Guangzhou to participate in the official opening ceremony.

The Guangzhou International Tourism Institute is jointly founded by Purdue University and Southern China University of Technology (SCUT) with support from the Municipal Government of Guangzhou. It aims to advance international and regional tourism development through applied and multidisciplinary research and practical training.

Among other activities, the institute will provide a platform for collaborations on tourism research between Purdue and SCUT. It will serve as a field station for tourism faculty and graduate students of Purdue and SCUT.

In addition, the institute will gather prominent tourism scholars from around the world to become a catalyst for cutting-edge research on China's tourism and tourists, and other global issues brought about by the enormity and complexity of the China market. It also

will function as a training center for the tourism and hospitality industry, addressing the pressing human resources needs for the sustained growth of the industry in China and the United States.

The two universities have also agreed to use the institute as a base for the promotion of university-wide cooperation between Purdue and SCUT across all academic disciplines. Such cooperation includes study-abroad, student and faculty exchange, and industry engagement.

Arthur Avery Foodservice Research Laboratory

The addition of a research assistant has greatly increased the productivity of the lab. Thanks in large part to Ji-Eun Lee's hard work, three articles based on food safety research conducted through the lab have been submitted for publication. In addition, she has submitted two refereed presentations. Ms. Lee will spend the remainder of the semester updating the Web site and assisting in the preparation of two more research articles.

As the results of previous studies are being published, our researchers have begun preliminary work on three new food safety projects. The first project will deal with the impact of the public reporting food safety inspection scores on the inspection process. We will ask inspectors what level of pressure they receive from operation managers not to include certain violations in the final inspection report.



Doug Nelson

The other projects address keeping food safe during states of emergency. Current recommendations state that refrigerated foods must be discarded if the power is off for more than four hours. The studies will look at ways to safely extend the time period refrigerated food can be stored so that vital food supplies are more readily available for longer periods of time. This information can significantly improve relief workers' ability to feed victims of disasters, such as Hurricane Katrina, until outside help arrives.

Finally, Barbara Almanza is organizing food safety experts from universities around the country to conduct multifaceted food safety research. The goal is to pool talents and resources to more effectively address critical food safety issues. If you wish to be included, contact Dr. Almanza at almanzab@purdue.edu.

Center for the Study of Lodging Operations

The Center for the Study of Lodging Operations has been involved in several studies this past semester. Howard Adler, director of the center, and Tracy Lu, center research assistant, have been conducting research on the following topics:



Howard Adler

- "International Undergraduate Students in Hospitality and Tourism Programs in the United States,"
- "Career Expectations of Chinese Students Studying Hotel and Restaurants Management," and
- "Study-Abroad Programs in Hospitality and Tourism Management in the United States."

Purdue students attend Pittsburgh conference

Sixteen National Society of Minorities in Hospitality (NSMH) members along with chapter advisor Xinran Lehto attended this year's NSMH national conference held in Pittsburgh, Pennsylvania in February.

At the conference, students participated in professional workshops, networking suites, and one of hospitality's largest career fairs. "The Purdue members exemplified professionalism and commitment," says Dr. Lehto. "The students were complimented by recruiters and professors in attendance for their excited and engaged attitudes."



Xinran Lehto

While there, current NSMH chapter president Leana Gonsalves was elected NSMH national vice chair. Vice president Amanda Eubank was awarded a scholarship sponsored by Club Corp.

Chef judges culinary contest in Indianapolis

Kevin Bordelon, chef instructor, and Janet Glotzbach, career center coordinator, represented HTM at the 2008 ProStart/FCCLA (Family, Career, and Community Leaders of America) Invitational in Indianapolis in March.

The event is the culmination of two years of training for high school students, who are studying culinary and management skills to prepare for careers in the restaurant and foodservice industry. Chef Bordelon judged the product taste



Kevin Bordelon, HTM chef instructor (left), judged high school students' culinary abilities in Indy this March.

event in the Culinary Competition, in which students prepared starter, entrée, and dessert items. Other events included a management competition, in which teams competed in case-study and game show-styled competitions that tested their knowledge and collaboration skills.

HTM curriculum undergoes revisions

Over the past 20 years, as hospitality and tourism has grown into the world's largest industry, the curriculum in the Department of Hospitality and Tourism Management has evolved. The changes have ranged from changing the department name from RHI to RHIT to HTM to alterations in course offerings and content.

These changes have been effective, as evidenced by the outstanding graduates and global recognition of the program. Still, the need for evolution continues.

For the last two years, John Rousselle has led a department-wide effort to gather curriculum-related information, data, and recommendations in preparation for a comprehensive overhaul of the curricula. Now, Joe Ismail and Mick Lalopa are leading a faculty committee to develop the new curriculum. Their objective is to help position Purdue to continue its mission of being a leading provider of superior education and high-quality service to the

best and brightest students in preparation for hospitality and tourism careers.

"This process differs from the ongoing curriculum development of the past 20 years in that it involves the development of a totally new curriculum rather than revisions to the current model," says Dr. Ismail.

"The process can best be described as zero-based in that the most basic components of the curricula are analyzed and evaluated without regard to current courses or course content."

He adds, "It is analogous to building a totally new race car engine as opposed to tweaking, tuning, or rebuilding an older engine. We start by examining the function and efficiency of the most basic components of the curriculum, which are represented by individual learning objectives."

Currently, the committee is examining the knowledge, skills, abilities, and other attributes (KSAOs) needed to prepare students for successful careers in hospitality and tourism. Next, they'll break down the KSAOs into individual learning objectives that will provide the building blocks for new courses. In fall 2009, HTM will introduce the new curriculum.



Joe Ismail

As the committee continues its work, alumni are welcome to contact the department with their suggestions.

"Alumni have experienced both the educational and career challenges that face current students; hence, their recommendations and insight will be critical to the development and success of the future curriculum," Prof. Ismail says.

Caribbean lunch spices up winter dining

The radiant waters of the Caribbean Islands may be thousands of miles away from Purdue University, but they were likely on the minds of John Purdue Room guests on a chilly February afternoon.

Amidst a backdrop of seashells, sand, and fishnets, HTM students served up a luscious West Indies-styled meal, highlighted by jerk chicken with fried plantains, tropical sparkling beverages, homemade pineapple ice cream, and coconut cookies.

“The students did a phenomenal job,” says Keith Molter, foodservice supervisor, who oversaw the fete. “This was the 12th international lunch and it was the 12th sellout.”

International lunches have become a favorite among Purdue faculty, staff, and the community, who savor the value-priced, themed gourmet meals. “You can’t get this anywhere else in town—the price of \$12.95 is extraordinary,” says Mr. Molter. “It’s five courses and everything is made from scratch.”

The events are also essential to the students’ education. “In this class, we try to foster an environment where people have a real-world experience,” Mr. Molter explains. “We’ll give them the tools necessary to succeed.”

The secret ingredient, of course, is careful planning. For this event, HTM teaching assistants Abby Cronau and Kristen Antalis worked closely with Mr. Molter to develop a menu, test recipes, and then delegate assignments to undergraduate HTM, dietetics, and CFS education students.

“We posted the recipes ahead of time, and the group took ownership,” Ms. Cronau



Tropical fruits sweetened the lunchtime salad.

says. One student, who hails from the Southern part of the United States, added her own seasonings to the cornbread. Others rolled up their sleeves to prepare the avocado soup, honey-lime vinaigrette, and salad mixed with papaya, mango, pineapple, pomegranate, and oranges. “To do something different not only challenges me as an instructor to come up with the recipes, but it also challenges the students, too,” says Mr. Molter.

HTM plans study-abroad in Oman, Dubai

A two-week study-abroad program, “Destinations: Dubai and Oman,” will take place from



Field experiences and lectures will highlight an intensive winter study-abroad journey to Oman and Dubai.

December 20 to January 4 for students in the Department of Hospitality and Tourism Management. The adventure is being developed in collaboration with the Department of Consumer Sciences and Retailing. It features a cross-listed course entitled “International Service Management in Dubai and Oman.”

The course combines class lectures and field experience. Students will be exposed to the current trends and critical issues pertaining to service management at a global level. Topics include customer relations management, cross-cultural human resources and marketing, and

other management concepts as applied to retailing, hospitality, and tourism industries.

Case studies from Dubai and Oman will be used as illustrations of best practices and challenges. This is an intensive three-credit course involving academic assignments before, during, and after the trip.

While it is open to all Purdue students, HTM, CSR, and MGMT students are particularly encouraged to apply. For more information, visit www.cfs.purdue.edu/ip/dubai.

Chocolate-making highlights Swiss travels

By Chef Carl Behnke

HTM's cuisine and culture travel program took 24 students on a journey through the wonders of Switzerland during Spring Break.

The first day included a walking tour in the city of Luzern and a traditional cheese fondue dinner.

Confiseur Laederach, maker of fine pralines, pastries, and chocolates, was on the next day's agenda; students enjoyed a behind-the-scenes tour of a world-class facility, with plenty of samples along the way. They were excited to ride cable cars high into the Alps on Mt. Pilatus followed by a guided tour through the Hergiswil glass factory and museum.

The remainder of the week was filled with open air markets, guided tours of Bern and Geneva, tours of a microbrewery and winery, lessons in boutique chocolate production, a visit to a Gruyere cheese factory and museum, a chocolate-making class, tours of the Nestle Alimentarium (food museum), and a visit to the Chateau de Chillon.

And, then there was the food. In addition to the fine meals in Luzern, students experienced a classic raclette, with bubbling cheese paired simply with pickled vegetables, boiled potatoes, and bread. Other meals showcased the broad range of Swiss cuisine from traditional roasted chicken to fried local sausage.

The best of the food, however, was saved

for last. On our final day, we toured the 150-year old Beau Rivage Palace Hotel—ranked No. 1 in Switzerland with an average room rate in excess of \$650 per night. Christoph Chapuis, host and director of training, covered most aspects of hotel operations.

When students saw the banquet table and private dining room, they realized their farewell dinner was going to be something special, and they weren't disappointed. An exquisite dinner of curried sea scallops, sautéed sea bass, roast saddle of veal over risotto, and a rich chocolate praline dessert was the perfect conclusion to an unforgettable Spring Break.

See a photo essay of the journey on page 12.

Chef instructor brings European flair to HTM

Jambalaya and chicken gumbo may be the cuisine of his childhood, but these days Kevin Bordelon is just as likely to stir up sauerkraut or potato dumplings when he has his turn in the kitchen. A native of Louisiana, Chef Bordelon has apprenticed in the Black Forest of Germany and also Prague, Czech Republic. Ask him to list his favorite dishes, and the answer becomes a gastronomic travelogue of his experiences.



Kevin Bordelon

"I love to do sauerbraten, fresh bratwurst, and also spätzle, that's actually a specialty in the part of Germany where I lived," says Chef Bordelon, the new chef instructor in HTM. "I haven't cooked anything yet this semester, but I plan to

do a German-themed menu and maybe a Czech-themed menu with goulash."

Just a few years ago, Chef Bordelon was working for the Department of Defense as a purchasing agent when he realized that his cooking hobby was more satisfying than his day job. Transferring to Nichols State University in Thibodaux, Louisiana, he completed a bachelor's degree in culinary arts.

In 2005, the National Guard reservist was planning to intern with Nestlé in Germany when Hurricane Katrina hit. "We didn't have enough helicopters, we didn't have enough manpower," he says. Troops arrived from across the country, and 28,000 soldiers needed daily meals. Chef Bordelon put his culinary training to work, helping to set up contracts with foodservice companies.

When the crisis was resolved, the internship was long gone. Contacting friends he'd made while deployed

previously in Germany, Chef Bordelon found an apprenticeship there. Then he moved further east to Prague, Czech Republic, where he learned the local cuisine first-hand.

Just as the chilly winters started to wear him down, Chef Bordelon was recruited by Bruce Foods Corporation as executive corporate chef in his home state. "I thoroughly enjoyed it," he says of the company, which specializes in Louisiana Hot Sauce, Casa Fiesta Taco Shells, and Bruce's Sweet Potatoes.

Now that he's at Purdue, Chef Bordelon is missing out on that balmy weather once again. Thankfully, the undergraduates in the John Purdue Room Bistro have made him feel right at home. "The student managers have planned shrimp etouffee, seafood gumbo and crème brûlée for one of the manager's specials," he says, laughing. "I think they were trying to play my Cajun background—and also get the chef to cook for them."

Annapolis resident promotes a sea change

Lynne Forsman remembers exactly when she became an environmentalist. Jogging near her Annapolis, Maryland home several years ago, she noticed how much litter had been strewn along the picturesque roads, where old-growth trees loom above the rolling landscape. “I hate trash and I love the outdoors,” says Mrs. Forsman, former owner of Nautical Destinations, who now serves in a consulting role with the company. “I began running with a trash bag. Then it just evolved. I’ve got a lot of energy, and I want to give back somehow.”



Lynne Forsman

Mrs. Forsman founded Nautical Destinations in 1995 to offer customized group yacht charters and events in Annapolis, Baltimore, and Maryland’s eastern shore. Ten years later, she began offering green charters, hoping that clients would select eco-friendly practices in boating maintenance (no trash overboard, cleaning, fuel, and recycling), catering (bulk containers, local food, and linens), and other onboard vending items. “There was little supply or demand. It wasn’t on the radar,” she says. “I thought, alright, I’ve got to start stirring up demand, and in Annapolis, what could be a bigger project than Chesapeake Bay?”

Mrs. Forsman joined the Green Meeting Industry Council, which promotes environmentally friendly initiatives in the hospitality industry. She also launched a local chapter of Green Drinks

International, which now draws about 100 participants to each event. “Our first attendees were the nonprofit folks, and it’s morphed into these new green businesses that have started up,” she says. “People are making contacts, starting to do business with each other. Everybody wants to go because it’s the in thing to do.”

Last October Mrs. Forsman returned to campus and participated in the Darden Series: HTM Executive in the Classroom. She shared many of her eco-views with the students and staff, making it her mission to encourage HTM to incorporate greening of the hospitality industry into the curriculum. “What an outstanding project it would be for HTM and the Purdue Memorial Union to work together in greening the Union Club Hotel,” she says. “Sustainability has arrived—it’s essential to educate our future leaders.”

Country clubs a way of life for HTM graduate

Kokomo Country Club General Manager Mike Hebenstreit grew up far removed from the hilly greens and wood-paneled dining rooms of traditional country clubs. Still, his penchant for fine food and entertaining has deep roots.

“I lived in England, my dad worked for Eli Lilly, and we traveled a lot,” he says. “My parents also entertained a lot. My mom was a dietitian and loved to cook. I was always in the kitchen; I was always the one to try something that was bizarre. I wasn’t content with fish sticks. I was eating escargot when I was 12 years old.”

Back in Indiana as a teenager, Mr. Hebenstreit parlayed his passion for food into several part-time restaurant jobs. After graduation from Purdue, he began his full-time career in the business.

Eventually, Mr. Hebenstreit wound up managing the Gold Rush in Kokomo. “The restaurant was like a ‘Cheers’ environment,” he says, referring to the fictitious bar of 1980s television fame. “Everybody knew everybody.”

Several of the regulars were board members of the local country club, and encouraged him to apply for the general manager position. One night while off-duty, he listened to their appeal. “The next thing I knew I was at a board table having an interview,” Mr. Hebenstreit recalls. “I knew 11 of the 12 board members. It was one of the best decisions I made.”



Mike Hebenstreit

After more than three years, Mr. Hebenstreit moved to the Woodland Country Club in Carmel, then to the Indianapolis Colts, then to the Bridgewater Country Club in Westfield. When financial issues forced a major downsizing, Mr. Hebenstreit returned to Kokomo.

These days, he spends his time overseeing activities at three banquet rooms, three dining rooms with bars, a golf course and a pool. During his rare off-hours, Mr. Hebenstreit hunts, referees soccer matches, and hits the greens.

Mr. Hebenstreit never was exposed to golf courses much before his general-manager days. Now, he can’t get enough of the sport.

“I started swinging the club and I got addicted to it pretty quickly,” he says.

'84

Nancy J. Rons is an information specialist for the Denver Metro Convention and Visitors Bureau in Denver, Colorado. She also works at the Museum of Nature and Science on Titanic-themed parties. She and her husband, Frank, live in Denver.

'85

Bruce M. Grosbety is vice president of operations for Terra Resort Group in Teton Village, Wyoming and president of the Wyoming Lodging and Restaurant Association. He resides in nearby Wilson.
E-mail: bruce.grosbety@terraresortgroup.com

'88

Thomas R. Hamilton lives in Chicago, Illinois and is a senior program manager for United Airlines in nearby Elk Grove.
E-mail: tom-hamilton@united.com

Terry Liphard lives in Indianapolis, Indiana, where she works as a superintendent/carpenter for F. A. Wilhelm Construction Company.

'90

Jason Campbell resides in Columbus, Ohio and works in nearby Hebron. He is a regional vice president for EHS Hospitality Group.
E-mail: jcampbell@EHShospitality.com

'93

Susan Young (Choice) Denny resigned her position as senior sales manager at Double Tree Paradise Valley Resort in Scottsdale, Arizona to become a domestic engineer. She has three sons, ages 3, 2, and 1. She lives in nearby Gilbert.

'95

Richard Horovitz lives and works in New York City, where he is corporate director of capital improvements for Morgans Hotel Group. *E-mail: Richard.Horovitz@morganshotelgroup.com*

'05

Heather L. Freund is catering sales manager for The Brown Palace Hotel & Spa in Denver, Colorado. She will marry Mauricio de Gortari (HTM class of '05) in September 2008.
E-mail: heatherfreund@hotmail.com

'06

Melissa Adams lives in Pittsburgh, Pennsylvania, where she is restaurant manager for The Original Fish Market, Westin Convention Center Hotel.
E-mail: Melissa.Adams@westin.com

Nelson Barber is a doctoral candidate and graduate instructor at Texas Tech University in Lubbock, Texas.

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Please contact Lora Adams at 800-535-7303 or lmadams@purdue.edu to support this fund.

Cheese factories, fine restaurants, and open-air markets highlighted a Spring Break study-abroad program in Switzerland. Chef Carl Behnke led the students on the journey, which included hands-on instruction in the fine art of Swiss chocolate-making.



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