

THE Boilerplate

SPRING 2009

One of HTM's own returns

After an exhaustive international search that yielded a number of highly qualified candidates, the Department of Hospitality and Tourism Management has selected a new head. Richard Ghiselli will return to Purdue to assume the position on July 1, 2009. For the last two years, Dr. Ghiselli has served as Director of the School of Hotel and Restaurant Administration at Oklahoma State University, where he held the Marilyn Thoma Endowed Chair. Before that, he was associate department head of HTM.



Rich Ghiselli, who spent 13 years of his teaching career with HTM, will return on July 1 to assume the position of department head.

“The faculty and staff are very excited that Dr. Ghiselli has agreed to be our department head. His understanding of our culture, his experience, his industry contacts, and his CHRIE activities are just what we need to continue our tradition of excellence and evolve into a premier international program,” said Doug Nelson, associate department head.

“I believe very strongly in HTM; the department has wonderful faculty, wonderful students, and wonderful staff,” said Dr. Ghiselli, a father of four who is returning to West Lafayette with his wife and youngest child. “It really is an opportunity that I relish, that I feel very grateful to have.”

A Chicago native, Dr. Ghiselli began his hospitality career working various positions in Chicago-area restaurants. His first degree was an AOS in culinary arts from the Culinary Institute of America. He went on to earn a BA in philosophy from the University of Illinois, then master's and PhD degrees in restaurant, hotel, and institutional management from Purdue University. He has 10 years of managerial experience in restaurants and country clubs.

After completing his doctorate, Dr. Ghiselli assumed a faculty position in the Department of Human and Family Resources at Northern Illinois University. In 1993, he was lured back to Purdue, where he was part of the faculty for 13 years. During that time, he directed the Arthur C. Avery Foodservice Research Laboratory, focusing his research on job satisfaction and turnover in the workplace, QOL, workplace behaviors, managerial behavior and ethics, performance evaluation (managerial and employee), the relationship between training and performance, consumer needs and expectations in foodservice, and food safety cost-benefit analysis.

During his time at Purdue he received the department's Bruce Lazarus Undergraduate Teaching Award, and the College's Mary L. Matthew's Outstanding Undergraduate

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Superb wines, sumptuous food, and impeccable service were hallmarks of the eleventh annual Boilermaker Black Tie Dinner, held April 3. Alison Wisthuf, Black Tie Dinner president, reminisces about the event on page 5. A photo essay appears on page 14.

Teaching Award. Over the years, he has authored or co-authored nine papers that have received Best Paper Awards at the Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference.

Dr. Ghiselli is a member of the American Culinary Federation; Club Managers Association of America; Council on Hotel, Restaurant, and Institutional Education; Gamma Sigma Delta; and the National Restaurant Association. He is on the board of directors of the International Council on Hotel, Restaurant and Institutional Education, the Oklahoma Restaurant Association, and the Oklahoma Hotel & Lodging Association, and is a commissioner on the Accreditation Commission for Programs in Hospitality Administration. He also serves on the editorial boards of the *Journal of Quality Assurance in Hospitality & Tourism* and the *Case Research Journal*.

Speaking from his Oklahoma State office in mid-April, Dr. Ghiselli said he was hesitant to suggest any specific initiatives for HTM. "I really need to discuss these with faculty and staff and find out their ideas first," he said. But, keeping in mind the department's strategic plan and recently revised curriculum, he envisions a future department that is focused on technology, diversity, community service, and research.

"I'm very concerned about technology, that we stay current with the industry standards. It's very hard to predict what students will be doing in 2013, but we need to try as much as possible to make sure that what we do in the classroom reflects the impact that technology will have on the workplace," he said. "So many things are moving toward e-commerce. When we schedule flights, we do everything online; we can even choose our seats, our times, without having to communicate with anybody. The hotel and restaurant industries are moving in that way as well; from your PDA you can make reservations for dinner, find restaurants, and read menus."

Customer demographics also are changing. Along with language and cultural differences, the hospitality and tourism industries are experiencing an upsurge in older adult consumers. "Students graduating right now are going to see more seniors than any other group has ever seen," Dr. Ghiselli said. "Seniors are staying in hotels and eating out. That is a huge market."

Many older adults also are foregoing retirement to stay in the workplace longer. That brings its own challenges to recent graduates. "One of my students returned after graduation to tell me that she was in charge of a group of people from different generations, and she was initially uncomfortable being an older person's supervisor," Dr. Ghiselli said. "It took her awhile to acclimate to that."

Service learning both at home and abroad is an important issue as well; today's corporations are increasingly focused on the communities in which they operate. "When I taught quantity foodservice, we engaged in community projects, where we took food to homeless shelters and prepared meals," he said. "Today, service learning is becoming part of many classes in some way, shape, or form."

Research is another key component for hospitality and tourism management education. Today's undergraduates are tech-savvy, but must learn how to judge the quality of information they find online; that issue is being addressed in a new information literacy requirement for HTM freshmen. "Everything's out there on the Internet now; it's just a matter of honing down, getting good information, and checking the reliability of the sources," he said.

A related issue is graduate-level research. Graduate students who engage in high-quality, meaningful studies today will be the educational leaders of tomorrow. In recent years, many of HTM's PhD students have distinguished themselves at national and international conferences. "Purdue has done a wonderful job of producing superb researchers, and that has to continue," he said.

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. TM

calendar of events

May 16-19
National Restaurant Association Show
McCormick Place, Chicago, IL

May 17
HTM Alumni and Industry Reception
Signature Room at the 95th
John Hancock Building, Chicago, IL
6-8 p.m.

September 21-22
HTM Career Day events

November 7-10
International Hotel/Motel Show, Jacob
Javits Convention Center, New York

New professor honored with Emerald Award

HTM faculty member Li Miao has received the 2008 Emerald/EFMD

Outstanding Doctoral Research Award. Dr. Miao, who was honored for her PhD dissertation from Penn State University, was recognized at the 2009

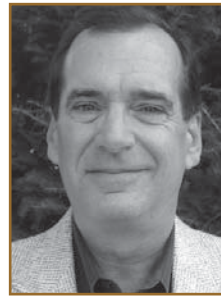
Hospitality and Tourism Graduate Student Annual Conference in Las Vegas, Nevada. Her dissertation, titled “Consumers’ emotional responses to service encounters: The influence of other consumers,” was recognized with a certificate, a cash prize, and an offer of publication in the sponsoring journal, *International Journal of Contemporary Hospitality Management*.



Li Miao

management positions in the hotel industry.

Dr. Adler earned his bachelor’s and master’s degrees in hotel and foodservice management from Florida International University in Miami. He also has a doctorate in education from the University of Mississippi.



Howard Adler

He has developed and participated in nine study-abroad programs. In addition, he spent the 1999-2000 academic year at the University of Del Este in San Juan, Puerto Rico, and the 2006-2007 academic year teaching at the South China University of Technology and the Macau Institute of Tourism. He consults with several hotel companies and presents seminars on organizational climate. He also is editor of the *Journal of Human Resources in Hospitality and Tourism*.

“Dr. Adler has been a fixture in our department for a long time, and when this opportunity came up I believed that we already had a top expert in the hotel field on our faculty and that it was a good fit,” says Dennis Savaiano, dean of the College of Consumer and Family Sciences.

“I am very honored to hold this appointment, and I think it is a great opportunity for me, especially at this stage in my long Purdue career,” says Dr. Adler. “I am very

proud of the HTM department and believe that we have an excellent faculty and staff and the top students in the country.”

Students serve as delegates in Chicago

Emily Gillespie and Carter Duggan are the Purdue delegates to the Michael E. Hurst Student Forum and Salute to Excellence Gala, which will be held during the National Restaurant Association show in Chicago, Illinois in May.



Emily Gillespie

Ms. Gillespie is a sophomore from West Lafayette, Indiana. After finishing her bachelor’s degree, she plans to attend a baking and pastry culinary program. She would like to start her own pastry or chocolate shop in the future.

Mr. Duggan, a sophomore from Indianapolis, Indiana, is pursuing a NAFEM certificate along with his bachelor’s degree. He is interested in kitchen design, possibly in a teaching capacity.



Carter Duggan

Lodging studies director receives named professorship

Howard Adler has been named the C.B. Smith Professor of Hotel Management. Dr. Adler has taught at Purdue since 1982, primarily in the area of hotel operations, and is the director of the Center for the Study of Lodging Operations. He previously held several

Seminar on graduate education

A 17-member faculty delegation from the School of Tourism Management at the Beijing International Studies University visited the West Lafayette campus in February.

Led by Dean Tongqian Zou and Associate Deans Dake Liu and Huimin Gu, the group spent three weeks in the United States, visiting leading hospitality programs.

The highlight of their Purdue visit was a three-hour seminar by Li Miao, HTM assistant professor, on graduate education. Delegates also toured the campus with HTM graduate students and attended a tea and coffee reception hosted by Chef Carl Behnke.

Core competencies part of curriculum revision

HTM has completed an extensive revision of the curriculum. All students will now take 22 courses to gain mastery of KSAOs (knowledge, skills, abilities, and other technical competencies). HTM also has eliminated emphasis areas and instead is focused on preparing students to successfully manage any kind of hospitality or tourism business.

To revise the curriculum, HTM first solicited feedback from alumni

and graduating seniors of the program, and industry advisory board members, and reviewed industry-related certification programs,

accreditation requirements, and peer hospitality programs. Then, taking into consideration new core competencies required by the College of Consumer and Family Sciences, the committee compiled a list of essential KSAOs.

The new curriculum will include CFS core competency requirements for aesthetics, conceptual and critical thinking, culture and diversity, mathematics and statistics, natural sciences, oral and written communication, social and behavioral sciences, social ethics, and technology. The courses will serve as the foundation upon which HTM students can become well versed in ethics, professionalism, civic engagement, diversity, customer service, and sustainability.

While HTM will no longer offer emphasis areas, students may still specialize in hotel, foodservice, or tourism through work experiences, internships, student associations, and elective courses. They also can choose non-HTM emphasis areas as well. Mick La Lopa, chair of the curriculum revision committee, explains, “Students can now decide the career they would like to seek upon graduation—for example,



Mick La Lopa

meeting planner, hotel manager, or club manager—and put together a plan to accomplish whatever goal they set for themselves.”

To prepare them to serve a diverse base of customers, all students also will be required to complete six hours of non-native language studies at the 200 level.

Incoming freshmen also will take an information literacy course to gain solid research skills. The course will include instruction on gathering relevant information from credible sources and using proper citations.

“This work could not have been completed without the forward thinking and commitment of faculty,” says Dr. La Lopa. “Thank you to curriculum committee members: Howard Adler, Bill Jaffé, Xinran Lehto, Doug Nelson, and Susan Walters. A special note of thanks for the hard work of Bill Jaffé for documenting all the changes made along the way to make the dream of a curriculum revision a reality.”

Graduate student wins teaching award

Joe Scarcelli has received an Outstanding Teaching Assistant Award for 2009. He was honored this spring at the 11th Annual Celebration of Graduate Student Teaching, sponsored by the Committee for the Education of Teaching Assistants. He is completing his PhD.

Prof receives Purdue Focus Award for 2009

William Jaffé was the 2009 faculty recipient of the Purdue University Focus Award. The awards are given annually to persons affiliated with Purdue University who have made an outstanding contribution to furthering Purdue University's commitment to disability accessibility and diversity.



Bill Jaffé

An associate professor in HTM, Dr. Jaffé has been an active voice for disability issues on the Purdue-West Lafayette campus. He promotes important disability issues that impact stakeholders throughout the Purdue system, particularly students. For the last 10 years, he has been an active member of the Advisory Council on Disability Issues (ACDI). He currently serves as chairperson of this voluntary committee that advises the Disability Resource Center.

“I have been involved in issues and the disabled for many years,” says Dr. Jaffé. “I contracted polio at five months of age, and while the effects of that ailment were diminished to just affecting my right arm and shoulder, I do know how any disability can alter the life of an individual. Thirty years later when

my daughter Nicole was born and subsequently diagnosed with cerebral palsy, I found out quickly that my wife and I would need to be the primary advocates for her.”

He adds, “As a faculty member at Iowa State and Purdue Universities, I have tried to be an ad-hoc advocate for students with disabilities and assist them in their needs as they work to achieve their goal of a college education.”

2009 Boilermaker Black Tie Dinner

By Alison Wisthuf, Black Tie Dinner president

Saturday, April 4 was a night of great success for the HTM Society and the department. More than 160 guests attended the Eleventh Annual Purdue Black Tie Dinner, including Purdue administrators, industry executives, parents, and alumni.

This year, nearly 80 students were involved from all emphasis areas. The innovative menu, brilliantly paired wines, elegant decorations, and exceptional service blended together perfectly to create a seamless dinner that was well received by all guests. Each course was conceptualized, planned, and executed completely by students and led by our executive board.

This year's speaker was Danny Sizemore'00, who worked at the first Black Tie Dinner 11 years ago. Mr. Sizemore is a chef and foodservice equipment representative who

has been involved in the industry his entire life. The career path that he chose has allowed for a wide array of foodservice experiences.

Mr. Sizemore started as a dishwasher and worked his way up to cooking, managing, and now kitchen design consulting, representing more than 30 kitchen equipment companies. In 2004, he became a partner at RHI Solutions in Seattle. Three years ago, he founded a mobile bistro called Skillet Street Food, which has gained wide praise for its concept, originality, and food quality.

With his passion for cooking and knowledge on equipment, he has earned various honors and awards. Mr. Sizemore also has been featured in *Forbes*, *Time* and *USA Today*, and has had recipes published in *Food & Wine Magazine*. He entertained the audience with stories from his time at Purdue and in the industry.

On a personal note, this dinner served as a wonderful capstone to my senior year. Being a part of Black Tie Dinner has been one of the most rewarding experiences of my Purdue career. The event has taught me how truly integrated all areas of the hospitality industry need to be in order to execute any event. I enjoyed seeing the board members work together, each with very different strengths, but one goal in mind, and that was to give our guests a memorable night. I believe we succeeded.

HTM heads to Vienna, Venice in 2010

Paris, Vienna, Venice, and Budapest will be some of the cities on the itinerary next summer when Howard Adler and John Rousselle conduct a five-week European tour. "I have led many study-abroad tours, and this will be one of the best programs HTM has ever offered," says Dr. Adler. "Students will see and experience numerous cultures and sights."

The group will leave for Paris in late June, spending five days in surrounding areas, including Nor-

mandy and the Champagne region. They will continue on to Munich, Germany for two days, then head to Vienna, Austria for one month, where they'll study with Modul University's hospitality and tourism management program.

Students will have several three-day weekends to explore various Austrian cities along with Venice, Italy; Prague, the Czech Republic; and Budapest, Hungary. "Vienna is a great place to be based as it is centrally located to so many places in eastern Europe," Dr. Adler says.

Students can earn up to nine credit hours during the trip. Dr Adler will teach a course on European tourism, and Prof. Rousselle will teach a course on franchise businesses. Students may earn an additional three credit hours of independent study.

Alumni are invited to join the group for a customized two-week program. For more information, contact Dr. Adler at adlerh@purdue.edu or Prof. Rousselle at rousselle@purdue.edu.

Students spend winter break in Dubai

More than 20 HTM, consumer science and retailing, and management students spent their 2008-09 winter break traveling and studying in Oman and Dubai of the United Arab Emirates.

The group visited several unique educational sites including hotels and shopping malls. One of the most valuable experiences for HTM students was a front- and back-of-the-house tour of the Monarch Hotel, a luxurious five-star Arabian facility.

They also experienced the unique cultures of the region. As one student said, "I feel much more open and accepting of Middle Easterners now. Having a better understanding

of their culture, their religions, and their environment, and being able to experience each of these things and more, I have more appreciation for their way of life. ... I was also very impressed with the hospitality showed to us throughout our trip. The customary offering of coffee and dates was always a warm welcome in both commercial and residential places alike."

Another student commented, "It was nice to see that Middle Eastern people do not follow the stereotypes that the media portrays to the US citizens."

The winter break study-abroad program was led by Professors Richard and Kay Widdows and organized by the CFS Office of



For many of the students on the Dubai trip, it was their first time out of the United States on New Year's Day.

International Programs. The trip will be offered again in 2009-10 and is open to CFS alumni and industry friends. Learn more at www.cfs.purdue.edu/studyabroad/.

East meets West with fusion fare

Imagine scooping up spoonfuls of that French favorite Crème Brulee, or sinking your teeth into Polynesian-styled Kalbi ribs. Such mouthwatering recipes are what guests expect during HTM's international lunches.

But this year, students and staff took taste buds on a detour by mixing European and Asian fare. Instead of cheddar in the broccoli soup, they blended in bleu cheese. And in lieu of a mixed green salad, they tossed together pomegranates, feta cheese, and black olives with honey lemon dressing. Those recipes served as the backdrop for two fusion-styled meals, one last fall and one this spring.

"Being from India, I am used to spices being used in traditional ways," says graduate assistant Ameet Tyrewala. "By using tandoori, an Indian seasoning for grilled meats, in Chicken Marsala, an Italian entrée, I had the opportunity to try bold new flavors while also giving people dining here a different experience altogether."

Not surprisingly, diners packed the John Purdue Room for the meals. "We usually seat about 60-75 for lunch time, but with each of these meals, we turned tables halfway through," Tyrewala says.

"This is exactly the kind of management experience we are trying



A Cajun chicken parmesan sandwich with homemade onion rings blended Asian and European influences for an East-meets-West themed fusion lunch this spring.

to provide for our students," says Keith Molter, foodservice supervisor. "By asking them to create unusual menus and by creating situations in which the restaurant is packed, we really challenge the front- and back-of-the-house."

Former teacher dishes up advice

Standing in a serving line for six hours a day might wear out some 60-year-olds. But not Sue Gritter. With so many opportunities to interact with people, it's easy for the HTM Café line server her to stay on her feet. "I'm 66, so I am the oldest one here, I think," says Mrs. Gritter, a former schoolteacher. "It keeps me young. It's a fun group of people; we all get along really well, and we always have a good group of kids."

A transplant from Michigan, Mrs. Gritter began working at Purdue in 1997, after several years with the Lafayette Jefferson High School cafeteria. "At the high school,

basically the kids ate the pizza and the French fries," she says. College students' palates are more diverse, and the café's menu reflects that. "The variety here is a drawing point," she says. "We offer two soups, four vegetables, five to six different entrees, always a vegetarian entrée, plus tossed salads and chef salads."

That doesn't mean that students are eager to try everything, though.



Sue Gritter

"We have a quality control person that comes on the line to taste the food," she says. "Every day is a different person. Many times they stick up their noses and say something like, 'Oh, I don't like spinach,' but I say they need to try it. Quite often, they enjoy it."

Quality control also involves presentation and temperature, and Mrs. Gritter is always willing to teach these concepts to each new protégée. "She's very, very personable. She has a teacher's intellect," says Keith Molter, foodservice supervisor. And like other good educators, her tireless enthusiasm sets a good example as well.

Alumnus gives soldiers taste of home

It's 5 p.m. on a breezy March day, and Colonel Tom Joyce '91 is observing his son's first baseball practice of the year.

Watching the kids pitch and catch on a diamond at Ramstein Air Base, Germany, he then heads home to the nearby town of Glan-Munchweiler in the greater Kaiserslautern area, home to about 53,000 Americans.

"The vast majority of military people live off-base in Europe, but we come on the base for many recreational activities," says Col. Joyce, who is both deputy director, Manpower, Personnel and Services, and chief of services, Headquarters United States Air Forces in Europe (USAFE).

"That's because our U.S. bases offer a little bit of America."

Off base, Americans can take in German culture, sipping *eiskaffee* (iced coffee) and bicycling through the rolling countryside.

But on base, they can take aerobics classes, learn to tap dance, join scout troops, and enjoy Starbucks mocha frappuccinos and Chili's mozzarella sticks.

"We have similar amenities at all of our bases," he says. "It's all about taking care of the airmen and their families. We have a saying in the Air Force—we recruit the individual, but we retain the family."

The son of a military officer, Col. Joyce lived on or near several US Army posts in Virginia and Germany until his family settled in Newport News, Virginia. Even though his father retired when Col. Joyce was young, he stayed immersed in the military lifestyle.

"We had a lot of military families in our neighborhood; that drove me to look at the military as a way of life," Col. Joyce explains.

Attending the University of Virginia on an ROTC scholarship, he headed to Eglin Air Force Base, Florida after graduation.

Col. Joyce intended to serve only the requisite four years. But his superiors convinced him to stay.

"I was working as a lieutenant in the services career field. The easiest way to align that is with the hospitality business—lodging on bases, all the eateries, officers' clubs, enlisted clubs, name-brand restaurants," says Col. Joyce.

Through the Air Force Institute of Technol-

ogy Civilian Institute Program, Col. Joyce enrolled at Purdue University to study restaurant, hotel,

and institutional management. He studied alongside civilian and military students, including Doug Nelson, HTM's associate department head.

After completing his master's degree, Col. Joyce served in Panama, Alaska, Washington, D.C., and Alabama before being sent to Ramstein Air Base. Each position has given him increasing levels of responsibility, to which he gives Purdue much of the credit.

"When I zeroed in on what I wanted to do in life, the hospitality piece fit in," Col. Joyce says.

"Purdue really set me up for success. I'm really grateful, and maybe someday I can come back to West Lafayette and tell people face to face."



Col. Tom Joyce

Executive keeps pulse on business

Standing under fluorescent lights, surrounded by eight-burner gas stoves and massive stainless steel refrigerators, John McCurdy '87 feels right at home.

But instead of spending long days overseeing chefs and servers, he works on the supply side, specifying ovens and freezers for the likes of Purdue's Earhart Dining Court and Ivy Tech's culinary program in Indianapolis.

"There are very few days that go by that I'm not in a kitchen, but I'm not in there for 10 hours," says Mr. McCurdy, president and co-owner of the HGA Group. "It's somewhat unrelated to what I envisioned when I was in school, but I've been able to keep my pulse on the food-service business."

Mr. McCurdy grew up in Indianapolis and began college at IUPUI, studying restaurant, hotel, and institutional management. Later, he transferred to Purdue, where he spent weekends during his senior year working as a night auditor at the Sheraton Hotel in Lafayette.

"It was nuts," he says. "Friday night I'd show up at 11 o'clock. I would work at the hotel until 7, go home and sleep, then get up and

work Saturday night. Then I kept a daytime schedule Monday through Friday."

Despite the unfavorable hours, Mr. McCurdy remained resolute in his path toward general hotel management. Three years after graduation, however, he was ready to set a new course.

"It was exciting, but it was long hours and a tough business," says Mr. McCurdy, who managed dining and room service operations during his stint with Hilton Hotels in Indianapolis. "I looked at my hourly pay, and thought, I don't mind working that much, but I'd like to get paid more for it."

Mr. McCurdy's aspirations eventually led him to HGA Group, a Detroit-based business representing more than a dozen different food-service equipment manufacturers. Instead of stocking products in a warehouse, the company would spec out products for clients, who would order directly from a distributor. HGA Group then received a commission from each sale.

Beginning in Indianapolis with the company, Mr. McCurdy moved to Grand Rapids the next year, where he managed the western side of Michigan. Ten years later, he purchased the company with a

business partner and relocated back to Indianapolis. Now his partner works in Detroit, while Mr. McCurdy oversees operations from Fishers, where the



John McCurdy

company showcases products in its HGA Café. "We sell everything from walk-in coolers and refrigerators to deep fryers, convection ovens, stainless steel fabrication, shelving, ranges, cup dispensers, water heaters, disposers, and dishwashers," he says. "Many of our products are top of the line, and buyers like to kick the tires and test-drive them."

Mr. McCurdy still works nights and weekends when needed. He's also taught foodservice equipment courses for HTM, driving to West Lafayette in the evenings to fill in while professors are on sabbatical.

But, he says, "The supply side of the business presents a lot of opportunities to have more of what I'd call a normal lifestyle. I found a great career and stumbled into a great company. It's been very exciting, very rewarding, very challenging—all the things you can imagine."

Annual Graduate Research Conference

The HTM tradition of receiving best-paper awards continued at the Annual Graduate Research Conference.

Among more than 300 papers submitted from 30 universities in the nation, Liang (Rebecca) Tang, doctoral candidate and SooCheong (Shawn) Jang, associate professor, received one of three best-paper awards at the 2009 Graduate Research Conference held in Las Vegas in January.

Their research project, “Destination Web Sites as Advertising: An Application of Elaboration Likelihood Model (ELM),” extended ELM to explain information processing on tourism destination Web sites.

Ms. Tang is preparing her dissertation and plans to graduate this summer. She will join Iowa State University this fall as an assistant professor.



Rebecca Tang and Shawn Jang received one of three best-paper awards at the Graduate Research Conference in January.

Senior wins Statler Scholarship of Excellence

Amanda Herrmann was the recipient of a Statler Foundation Scholarship of Excellence for 2008-2009. She was one of 10 students nationwide that received the prestigious award for this academic year. The \$20,000 scholarship pays tuition, fees, and textbooks for the academic year.

Ms. Herrman is a senior from Cross Plains, Wisconsin. Last summer, she was a special events intern at the Murphy Auditorium in Chicago, Illinois. She also has worked for Purdue Union Club Hotel and also has assisted V/Gladioux Catering during special events at Ross-Ade Stadium.



Amanda Herrmann

In addition, she has served as an executive board member for the HTM Black Tie Dinner, co-chair for the HTM Society Auction, and a student representative on the HTM department head search committee. She also received the National Restaurant Association Excellence in Education Award.

“We are so pleased that Amanda received this award because it means she competed favorably

with the top students in the country,” says Doug Nelson, HTM associate department head.

Professor receives Faculty Award of Merit

Xinran Lehto has received the Faculty Award of Merit from the Purdue Chapter of Gamma Sigma Delta. The award honors significant contributions to agriculture, consumer and family sciences, and veterinary medicine. On the research front, Dr. Lehto will present the following papers at the APacCHRIE conference in Singapore:



Xinran Lehto

- “Migrating to New Hotels: Antecedents of Travel Hotel Switching Intention” (with Ounjoung Park, PhD student)
- “Brand Equity’s Contribution to Hotel Satisfaction and Repeat Purchase Intention” (with Yi Chen, PhD student, and Junkung Park, assistant professor in Consumer Sciences and Retailing; and
- “Tourist Shopping Style Typology and Its Influences on Purchases” (with Sabrina Chen, former HTM master’s student, and Carol Silkes, HTM assistant professor).

Calling all HTM Career Day presidents!

By Doug Nelson

In honor of Career Day's silver anniversary, we are planning a special event to recognize past presidents of the event. Unfortunately, the names of some earlier presidents have been lost over the years. If you were a Career Day president, or if you know one, please contact me at (765) 496-2498 or nelson@purdue.edu.

HTM Career Day 2009: Bringing the Best to the Table for 25 Years

As is reflected in the theme—"Bringing the Best to the Table for 25 Years"—Career Day will be celebrating its 25th anniversary this year. The student-run event is scheduled for September 21-22.

This year, recruiters will meet with individual students during and after the fair. In addition, HTM students from Purdue's Calumet and Fort Wayne campuses will be included.

The board is headed by President Betsy Robison. Supporting her are returning veterans Carter Duggan, vice president; Laura Kunzie, decorations director; Courtney Glotzbach, host/hostess director; and Kathelyn Theiler, publicity director. New to the team of directors are Rachel Stackman, catering director; Josh Seidell,

development director; and Caroline Wright, accounting director.

The directors are backed by Lisa Moore, assistant publicity director; Julie McDowell and Hannah Fronczak, assistant decorations directors; Sarah Meils, assistant catering director; and Alicia Anderson, assistant host/hostess director. Jiayue (Selena) Xu will serve as assistant to the president.

Executive in Classroom series lines up speakers

This fall, HTM will welcome industry leaders as part of the Darden Series: HTM Executives in the Classroom. The schedule includes Steve Schutte, senior vice president of East Region Operations of Station Casinos in Las Vegas; Richard (Dick) Eisenbarth, vice president of Design/Build Baring Industries; Steve Bauman, vice president of Talent Acquisition, Marriott International Inc; and Judy Thomas, director of Special Events, Indianapolis Convention & Visitors Association.

Kristi Nyhof will be the keynote speaker at Career Day. Ms. Nyhof is regional vice president of operations for LongHorn Steakhouse and an officer of the parent company, Darden Restaurants, Inc. In her role, she is responsible for the day-to-day operations of more than 60 restaurants in 10 states.

Known for its passion for grilling

fresh, tender, juicy steaks—including the signature Flo's Filet and the Outlaw Ribeye—LongHorn welcomes guests with a warm, inviting, friendly atmosphere reminiscent of the American West. It was recently named the Number One Steakhouse Chain in the 2008 Consumer's Choice in Chains Awards.



Kristi Nyhof

Prior to her current role with LongHorn, Ms. Nyhof led Bugaboo Creek Steak House as president and CEO. Bugaboo Creek was formerly part of RARE Hospitality International, Inc. (former parent company of LongHorn Steakhouse and The Capital Grille), until it was acquired by Charlie Brown's Steakhouse Acquisition Corporation in June 2007.

Previously, Ms. Nyhof served as regional vice president of operations for LongHorn. A graduate of California State University, she began her career with Fresh Choice, a salad bar chain in California.

Darden Restaurants is the world's largest full-service restaurant company, owning and operating more than 1,700 Red Lobster, Olive Garden, LongHorn Steakhouse, The Capital Grille, Bahama Breeze and Seasons 52 restaurants in North America, and employs 180,000 people who serve 400 million meals annually.

CMAA members attend world conference

This year, Club Managers Association of America sent seven enthusiastic students to the World Conference for Club Managers and the Golf Industry Show in New Orleans. The week-long conference included a golf outing, education sessions, receptions, business meetings, interviewing, and much more.

This year's attendees accepted internships at some of the most prestigious country clubs across the United States. Lacey Biddle, 2009-10 CMAA president, will work with manager Marcus Bright at Pottawatomie Country Club in Michigan City, Indiana. Junior Lauren Ferrario will work at the Westchester Country Club in Rye, New York.

CMAA members also held their annual auction at Coyote Crossing Golf Course in Lafayette, Indiana, selling off golf clubs, equipment, and luxury golf packages for Illinois, Indiana, Ohio, and Kentucky. Funds raised helped to pay for attendance at the world conference.

This semester, members attended the quarterly business meeting and reception with club managers in Columbus, Ohio. Bob Brame spoke at the education session on agronomics and the current economic situation.

Hospitality Management and Tourism Graduate Student Association

The Graduate Student Association had a number of highly successful events this past semester, raising \$1,000 to help offset costs for students to attend the Graduate Student Research Conference in Hospitality and Tourism.

The first fund raiser of the semester was the annual spaghetti dinner. Graduate students prepared and cooked all the food, and professors served dinner instead of homework.

According to Doug Nelson, faculty advisor for GSA, "A good time was had by all—professors, graduate students and most of all, the guests."

The final fund raiser of the year was Spring Fest. GSA members coordinated activities including toilet paper basketball, room service races, a green hotel quiz, and a hand-washing check using Glo Germ™.

"While everyone enjoyed the events, the children had the most fun," says Dr. Nelson. "The hand-washing check was a big hit with the children, although it may have caused their parents a little anxiety; some of the children had a lot of trouble getting their hands clean."

Sustainable Tourism Research in Action

Sustainable tourism has become a hot topic for tourism faculty and students. Jonathon Day recently conducted a seminar as part of the Tourism Power Lunch Series he has initiated.



Jonathon Day

Dr. Day is also collaborating with Mick La Lopa on research for the Wales Tourism Alliance. Their findings will be incorporated into curriculum.

On March 19, Dr. Cai, director of the Purdue Tourism and Hospitality Research Center, spoke at the International Symposium on Sustainable Tourism Development. He was invited to the event by the Ministry of Tourism of Québec Province and the Transat Chair in Tourism at the Université du Québec à Montréal, Canada.

Michele McKenzie, president and CEO of the Canadian Tourism Commission, Canada, moderated the thematic session. Titled "Sustainable Tourism Branding: Experience and Authenticity," the speech highlighted recent research findings from the industry's best practices, and emphasized the people factor in developing and sustaining a destination brand.

Purdue Tourism and Hospitality Research Center

The Purdue Tourism and Hospitality Research Center is representing the Department of Hospitality and Tourism Management and the College of Consumer and Family Sciences at two upcoming international conferences.



Liping Cai

The first is the 2009 International Symposium on the Globalization of Higher Tourism Education, scheduled for June 20-21 in Shanghai, China. HTM initiated the conference with several Chinese, U.S., and Australian institutions.

The second event is the Third International Conference on Destination Branding and Marketing in Macau SAR, China, scheduled for December 2-4. Hosted by the Institute for Tourism Studies, Macau, this bi-annual conference was initiated and first organized in 2005 by the IFT and Purdue's College of Consumer and Family Sciences.

On the home front, Jonathon Day is working with Mick LaLopa on a sustainable tourism paper in conjunction with Dr. LaLopa's research for the Wales Tourism Alliance.

The paper will be ready for submission to the *Journal of Travel Research* this summer.

Dr. Day is also collaborating with Liping Cai and Mimi Li, a recent PhD graduate, on a manuscript of sustainable tourism. They will present findings at the International Forum on Sustainable Urbanization, scheduled for the West Lafayette campus May 26-30.

Arthur Avery Foodservice Research Laboratory

Activity in the lab has been holding steady. Five studies are currently underway, and two new studies are set to begin soon.

Abby Cronau has collected data on how health inspectors determine when to record a potential violation on the inspection report. The final report is due by August.

Jin-Kyung Choi is applying protection motivation theory to measure the effects of food safety information on individuals' restaurant selection decisions. She has completed her pilot study and is modifying the survey instrument in preparation for an early September distribution.

Joe Scarcelli and Ameet Tyrewala are looking at food safety, but from the aspect of keeping cold food at the right temperature in the event

of a power failure. Their results will be published in the fall issue of the *BoilerPlate*.

Anish Parikh is studying the barriers to implementation of the North American Association of Food Manufactures data protocol. The data protocol, which allows kitchen equipment to communicate with the office computer, promises potential cost savings on labor, energy, and maintenance.

To date, it has not been widely adopted by the foodservice industry; the study seeks to find out why.



Doug Nelson

One of our new studies will look at oil absorption rates for French fries with various commercial coatings. Numerous articles discuss absorption rates for laboratory fry coatings. However, few articles exist on commercial coatings, which, unlike many laboratory coatings, have added ingredients to increase customer acceptance. Mr. Parikh is also conducting this study, which will be completed by August.

A final study is an extension of Mr. Scarcelli's refrigerator research. This study will examine how energy consumption is affected by the length of time a refrigerator door is held open. It should be complete by August 2009.

Thanks to our supporters who contributed from February 1, 2008 to January 31, 2009.

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Subtotal:	\$73,800	
Purdue/Alumni and Outside Awards	\$344,739	
Total	\$418,539	



'42

Gwen C. (Curry) Vanderbilt is retired from teaching junior high school in Richmond, Indiana. She served on the board of Hayes Regional Arboretum in Richmond and is the former chairman of the board for the Hagerstown Senior Center. E-mail: 2vernc@gte.net

'80

Doug Binzel is group sales manager, national accounts, for the Wassetzstrom Company in Columbus, Ohio. E-mail: dougbinzel@wassetzstrom.com

'84

Glendee S. (Ferguson) Madden is employee store manager/employee transportation coordinator for Northrop Grumman in Carson, California. She resides in nearby Redondo Beach with her husband, James, and their two children. E-mail: Glendee.Madden@ngc.com

'86

Donald Fraser is living in New York City. He is corporate director of operations, overseeing the Affnia Branded hotels for the Denihan Hospitality Group. E-mail: Donald.fraser@denihan.com

'87

Laura (Ahlbrand) Nelson is owner/custom home furnishings specialists for Sew Nice Custom Window Treatments in West Lafayette, Indiana. She won second place in a national slipcover design contest, and fabricated and installed window treatments for the Senate floors of the Indiana Statehouse. Ms. Nelson is a certified workroom professional through Window Coverings Association of America (WCAA). E-mail: sew-nice@msn.com

'88

Colin Findley is vice president for business development for Profit Sword, LLC, a company he developed with his wife. He left the hotel industry after 24 years to work full time for the company, which provides Web-based financial business intelligence software applications to the hospitality industry. The Findleys live and work in Orlando, Florida. E-mail: colin@profitsword.com

'89

Julie (Stewart) Jacobs is senior sales executive (commercial lines) for Huntington Insurance in Mishawaka, Indiana. She married and had her first child at 40 years old. Mrs. Jacobs is enjoying the best times of her life personally and professionally. E-mail: Julie.stewart@huntington.com

'93

Terrie (Reed) Castor and her husband, David, are the parents of two girls and a boy. They reside in Cedar Spring, Michigan.

Theresa Valade resides in Porter, Indiana. She is CEO of Success Trek in nearby Valparaiso. Ms. Valade was named to the 20 Under 40 list by the *Times Business* magazine. Success Trek was awarded an EDGE award by the NWI Small Business Development Center. E-mail: t.valade@success-trek.com

'94

Roy Beaumont married SueAnne Christman in Stowe, Connecticut in October 2008. They honeymooned in South Africa.

'95

Jay Larkin is technical specialist and instructor in the Hotel, Culinary Arts, and Tourism Department at Schenectady County Community College, Schenectady, New York. He lives in nearby Malta. E-mail: larkinjp@sunysccc.edu

'98

David Kuck owns two Allstate agencies in the Boise, Idaho area. He and his wife, Kali, recently had their first child, Rosalyn Hunter. E-mail: davidk@allstate.com

Joshua Morris is general manager of the Hollywood Beach Marriott in Hollywood, Florida.

'00

Nick Koonz lives and works in Houston, Texas, where he is executive housekeeper for the Hyatt Hotels & Resorts. E-mail: Nicholas.koonz@hyatt.com

'02

Marie Hernandez lives in Lafayette, Indiana and owns 360 Event Planning. E-mail: Hernandez@360eventplanning.com

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