

Fall 2011

check in

Boston University School of Hospitality Administration

DINING WITH GEORGE POLL

"It's all in the details."

BOSTON
UNIVERSITY

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Check In is published by Boston University School of Hospitality Administration for alumni and friends.

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From the Dean...



PHOTO BY VERNON DOUCETTE

Hello SHA Family,

We know that you want SHA to take a leading position in the industry, so—with the help of your generous donations—we are investing heavily in new technology. In April 2011 we gave all of our faculty and staff new **iPad 2s**. We are restructuring our core curriculum to take advantage of the tablet technologies, with interactive textbooks and real-time student polling of learning outcomes. We have also created two "mobile computing labs" so that faculty members can blend new learning material into any of their courses, in any classroom, beginning this semester. To ensure success with these initiatives, we recently upgraded our beautiful building, making it the **most WiFi-enhanced** facility on the entire BU campus.

We have also upgraded the Marriott Board Room with new sound and HDMI projection, so that we'll be able to take advantage of state-of-the-art video conferencing technology, allowing us to attract leading guest speakers from around the globe.

As part of our new technology focus, we have created **Curriculum 2015**, geared toward the essential skills this year's freshmen will need upon graduation. This will include the creation of a personal **"e-Portfolio,"** a focused collection of digital materials created over their four years at BU.

Next in line will be the replacement of our desktop computer lab with a wireless, interactive, tablet-based learning classroom. This will be an incredible place for cutting-edge, team-driven, challenge-based learning projects, as well as executive education seminars.

There are many other initiatives we can talk about when you visit SHA, such as the recent additions to our faculty and staff (see pages 1 and 2) and our **new electives** in hospitality design, event planning, and social media marketing. We are also proud to report that once again more than 90 percent of our recent senior class had job offers within three months of graduation.

Change is happening, but we're also keeping the best of what has worked so well for the past 25 years. Your continued support, through gifts to the Annual Fund and participation in alumni events, makes it all possible. Thank you for checking in with SHA.

Chris Muller

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PHOTO BY KALIMAN ZABARSKY

GET A CAREER BOOST—FROM SHA

SHA has appointed its first director of career services and corporate relations—and she isn't a resource just for students.

Marta Wyrodek, whose background includes counseling and career support at high schools and universities (including three years as an academic counselor at SHA), says the two halves of her title are interconnected.

"The corporate relations part is networking with companies to provide our students with the most and the best opportunities," she says. "We are really well respected by the companies that come in here, and they want our students; they specifically come to SHA because of our reputation."

Those firms want more experienced hands, too, and Wyrodek says many advertise positions that target SHA alums. (To access SHA-exclusive career resources and job postings, visit www.bu.edu/hospitality/alumni/jobs.) Once she's helped alums take those opportunities, Wyrodek hopes they'll stay in touch to offer internships or to mentor students.

For personalized career advice, or to lend your expertise to the next generation, contact Marta Wyrodek at mwyrodek@bu.edu. —ANDREW THURSTON

Apps for Class



Reserving a quiet table for two? Planning a 200-guest wedding? Try using your iPad.

“The hospitality industry has taken to using the iPad—and other tablet computers—in a whole raft of ways,” says SHA Dean Christopher Muller, and the School of Hospitality Administration is adapting, even leaping ahead. “Rather than trying to react to what the industry is doing, we feel we should move as fast or faster,” he says. “As educators, we need to ask ourselves, ‘What skills will the students need when they graduate four years from now?’”

That’s why SHA purchased 60 Apple iPads for use in all classrooms beginning this fall. Students learning about facilities design now use the devices to view and manipulate three-dimensional diagrams and drawings of equipment and floor plans. “It’s a wonderful way for the students to see interior spaces,” says Muller. In financial accounting, instead of students buying entire textbooks or even professors photocopying the parts they’ll need, single chapters are now available on the 8-by-11-inch tablet. And “an interactive textbook is very different from a flat textbook,” says Muller. “The entire way we look at a text is changing.”

Students can virtually highlight text and bookmark pages, so they aren’t losing options. (They can also change the text size for ease of reading.) And they’re gaining access to videos and interactive illustrations, relevant links, and definitions of terms. Whether it’s kitchen design or the workings of the Securities and Exchange Commission, concepts students need to master come to life with an impressive vividness.

Associate Professor of Hospitality Administration Peter Szende, who is pioneering a series of self-contained learning modules for students of food and beverage management, says his project is “just perfect for tablet devices because the modules are manageable chunks and because the tablet is very instructor- and student-friendly, with very rich applications.”

Furthermore, SHA’s iPads will boost efficiency for all concerned by reducing the amount of paper used and eliminating time spent making copies, Szende says. “This is a benefit because BU is restricting the number of pages students can print,” thus shrinking the University’s carbon footprint.

“The iPad is just a tool,” Szende points out, and increased efficiency doesn’t mean professors need to work any less diligently. “We still have to make sure we convey the right information, that the students learn those competencies and skills that will help them be competitive.”

At the same time, the School’s embrace of the tablet is part of the SHA competitive advantage, says Muller. “Our location in Boston, our study-abroad program, and now our cutting-edge technology are three key things that will make our graduates stand out from everybody else in the country.”

Incidentally, the iPad won’t let SHA students virtually wander off to update their Facebook status. “There’s an app that lets the leader of the group,” i.e., the professor, “control the other iPads so they can’t go and do other things on them,” says Muller, flashing a smile. —PATRICK L. KENNEDY

Promotions + New Hires



Associate Professor **Stanley Buchin** has been promoted to chair of the SHA faculty, a role that involves mentoring other faculty members and managing the development of new concentrations and courses for SHA students. He recently oversaw the creation of three new elective courses: **Tourism and Hospitality in China, Social Networking Marketing, and Hospitality in Literature and Film.**



Barry Bloom has joined SHA as an associate professor of the practice. Bloom’s 25-year career in hotel real estate includes roles as executive vice president at CNL Hotels & Resorts and vice president for investment management at Hyatt. His expertise includes asset management and hospitality franchise and management agreements. He holds a PhD in hospitality management from Iowa State University.



Erinn Tucker has joined SHA as an assistant professor of hospitality administration. Tucker recently received a PhD in hotel and restaurant administration from Oklahoma State University, where her research focused on employee behavior and training. She is teaching courses in human resource management and in conference and meeting planning.

PHOTOS: STANLEY BUCHIN BY BU PHOTO, BARRY BLOOM BY CYDNEY SCOTT, ERINN TUCKER BY VERNON DOUCETTE, BENZIGER PHOTO COURTESY OF BENZIGER FAMILY WINERY

— Q + A —

Trip of a Lifetime

CATCHING UP WITH THE RECIPIENT OF THE R. C. KOPF PRIZE, **SARAH NYESTE**

Recent graduate Sarah Nyeste (CGS’09, SHA’11) is among the six national winners of this year’s prestigious R. C. Kopf Prize, an award that includes \$10,000 cash and a two-month tour of wineries associated with Kobrand Corp. throughout California, Italy, and France. The travel experience, arranged and funded by the Kopf Family Foundation, began in September. *Check In* caught up with Nyeste just after she arrived in Venice to begin the European segment of the tour:

Which location has been your favorite so far?

The experience is so surreal that I don’t think I can pick a favorite part yet; although, I must say that eating at the French Laundry [a five-star restaurant in California’s Napa Valley] is definitely up on the list. Also, Benziger was the first winery where we were able to actually see the grapes being harvested and crushed.

What have you learned that has surprised you the most?

I have consistently been surprised by the differences between the winery properties. For example, Cakebread Cellars has its own chef but not a restaurant because it’s in Napa, and they have regulations against profiting from ventures not purely associated with the winery. Domaine Carneros [also in Napa Valley] looks like a chateau dropped in from France. It offers food “tasting courses” that you can order with different flights to showcase their wines.

Which European location are you most looking forward to visiting?

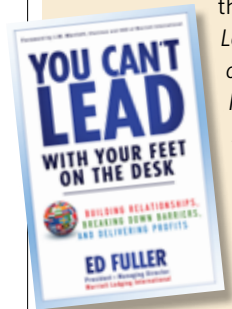
I am very excited to travel to the Burgundy region of France. I’ll be able to practice my French and, best of all, see how they pair their wine with food. This is a wonderful, exhausting, thrilling, exhilarating, fattening, awe-inspiring, and glorious scholarship, and I am lucky to have this opportunity. —CS



Benziger Family Winery, in Napa Valley

HAVE YOU READ THIS?

In July, the *Washington Post* ran a list of recommended summer reading for business leaders that included



the book *You Can’t Lead with Your Feet on the Desk: Building Relationships, Breaking Down Barriers, and Delivering Profits* by SHA Advisory Board Chair Edwin Fuller (SMG’68). By then, many SHA students were already

a step ahead, having received a copy of Fuller’s book during the Marriott executive’s spring visit to campus.

Senior Allison Harvey (’11, SMG’11)—now a SHA graduate and the front office supervisor at Boston’s Ames Hotel—packed the book in her suitcase and read it poolside during her spring break trip to Miami.

“I thought it was a great hands-on look at what the high-level executives of hospitality companies do on a daily basis,” Harvey says. “So many of us work at the property level and can’t see the larger picture—how what these executives are doing affects our jobs and the service the customer receives.”

The *Washington Post* praised Fuller’s explanations of how to connect and do business with people in any culture. Building cross-cultural relationships is a skill Fuller has honed over two decades as head of international lodging for Marriott, logging millions of frequent-flier miles as he’s visited hundreds of Marriott properties on six continents. His book includes insightful anecdotes from his business dealings in cities from Tokyo to New Delhi, Mexico City to Baghdad. The book’s lessons, Fuller writes, are intended not just for fellow globetrotters but for anyone looking to succeed in today’s multicultural business environment.

—CORINNE STEINBRENNER

5 IPAD INNOVATIONS FROM THE HOSPITALITY INDUSTRY

- PAPERLESS MENUS** ▶ Some restaurants now hand diners iPads instead of a printed bill of fare.
- HOTEL PAL** ▶ This app shows hotel rates in a given city, tonight or in the future. “The students in strategic marketing are using this to study price changing and competitiveness,” says SHA Dean Christopher Muller. “They used to do pricing surveys by hand; now they’re able to use the iPad as an analysis tool.”
- OPEN TABLE** ▶ A reservation system you can use in any city in the country, it lists the restaurants in town and when they have open seats and includes pricing and reviews.
- GUEST SERVICES** ▶ Hotel concierges use iPads “to help guests with everything from maps to booking theater tickets,” says Muller. “They use the iPad as a tool to help solve problems.”
- EVENT PLANNING** ▶ “If you go to a hotel to book a wedding today,” says Muller, “their marketing or sales people will sit with you and show you on an iPad what the wedding is going to look like,” presenting photos and layouts of the function rooms available.



At Toku, George Poll (CGS'82, SHA'84) serves modern Asian cuisine, from sesame-crusted tuna to mango pudding with coconut coulis (opposite), with elegant flair.

In Fine Detail

STANDING AT SIX-FOOT-FIVE, RESTAURATEUR GEORGE POLL IS A BIG PRESENCE—BUT HE HAS AN EYE FOR THE SMALL DETAILS.

By CORINNE STEINBRENNER | Photographs by BÉATRICE DE AGÉA

Chopsticks. Wood or ceramic? Disposable or reusable? Loose or wrapped in paper? Blank paper or paper printed with your logo? Logo printed vertically or horizontally? Two ink colors or one?

"It's always the details, the little details," says George Poll (CGS'82, SHA'84) as he discusses the six—soon to be seven—restaurants that he and his older brother, Gillis, have launched and are now successfully running on their native Long Island. Their impressive portfolio includes Toku, a sleek, upscale Asian restaurant in Manhasset, where a diner savors her Ja Jaing Mein with a pristine set of disposable, wooden chopsticks that come wrapped in bright white paper imprinted with the horizontal version of the restaurant's red and black logo. While Poll insists there are many, many factors that determine a restaurateur's success or failure, it may be his and Gillis's painstaking attention to detail that enables them to thrive in the notoriously risky restaurant business.

"Salt and pepper shakers. Who cares about salt and pepper shakers? Any saltshaker would be fine—a thin one, a fluted one, a fat one. But is it the right one? You think no one cares, but subliminally, they do," says Poll,

who chose traditional paneled-glass salt and pepper shakers to sit atop every white tablecloth of his flagship restaurant, Bryant & Cooper Steak House, which the *New York Times* has rated the best of Long Island's steak emporiums. Customers may not remember the shape of the saltshaker, the heft of their knife, the typeface used in the menu, or the sheen of the floor, says Poll, but they do remember eating in a restaurant that looked and felt just right. Subconsciously, diners do notice the saltshaker, he says, "and it helps make the experience what it's supposed to be."

Poll is, of course, punctilious in the choice of the food he serves, having learned the importance of quality ingredients from his father and older brothers. When Poll was a boy in the 1960s, his father owned and ran Pappas, a seafood institution in Brooklyn. Poll often tells the story of how his father traveled to the fish market early each morning to personally select fresh seafood for his restaurant, and of how the three Poll sons followed his example, making predawn treks to the waterfront markets themselves when they reincarnated Pappas on Long Island in 1979. ▶▶



When the brothers opened Bryant & Cooper Steak House in Roslyn in the mid-1980s, they applied the same exacting standards to the selection of their prime beef. They also fully renovated the building they'd purchased, bringing a sophisticated Manhattan style to Long Island and making choices that would affect every aspect of a customer's experience—from the genuine leather banquettes to the heavy "Daniel Boone" style steak knives. After seeing how powerful such design choices could be, they decided to renovate Pappas: they hired an experienced architect, replaced the previous owner's "kind of corny" portholes and nautical flourishes with dark wood and antique light fixtures, and rechristened the restaurant Riverbay.

A ROCKY START AT ANOTHER RESTAURANT REINFORCED FOR THE POLLS THE NEED TO GIVE EVERY ASPECT OF A NEW VENTURE THEIR UNDIVIDED ATTENTION.

restaurants a total loss. "People said, 'Oh, you didn't make it.' 'Oh, it cost a lot of money.' I look at it as money spent on education. I learned from my mistakes." The Florida experience taught him about the importance of knowing your clientele and choosing the right location, he says, about hiring, signage, and naming ("we tweaked the name, and it wasn't the right tweak").

A rocky start at another restaurant reinforced for the

Polls the need to give every aspect of a new venture their undivided attention. As George and Gillis were developing the concept for Bar Frites, a catering hall near Bryant & Cooper Steak House came up for sale, and they couldn't pass up the opportunity. "So we were already committed to one restaurant, and we took on another one at the same time," says Poll with a rueful laugh. When Bar Frites opened last year amid the planning for Hendricks Tavern, he says, the bistro didn't fulfill Long Island residents' high expectations of the brothers Poll. "So we had to go back to the drawing board. We spent eight months to a year redesigning the menu, adding new items—more fun items, more sharing items—lowering the prices, retooling, retweaking." They hired a new chef and in July introduced the new menu. So far, says Poll, the changes have been well received.

Of course, Poll doesn't expect Bar Frites—or any of his restaurants—to coast from here. On the day of our interview, he had a 3 p.m. appointment to taste new items for Toku's menu. "The restaurant has been open four years," he explained. "You can't let it get stale." He also monitors the level of service his restaurants provide. He keeps an eye on his waiters, to ensure they're reading their tables properly ("some people want to be entertained; some people, they just want a drink") and noticing customers' needs ("if a person is looking up, he needs something"). He brings any problems to the manager's attention. But, he says, "It's not always about finding something that's wrong. Then you're the negative guy. It's good to tell someone when they're doing something right, too."

With so many elements to pay attention to—the level of service, the balance of the menu, flavors, pricing, styling, wages, food costs, and on, and on—there's no one reason that restaurants thrive or fail, says Poll, "but we try to put as many positives as we can on our side." Among the most important of these are love of the work, a hunger to succeed, devotion to the customer, and consistency in food and service, he says. The rest is in the details. ■

Bryant & Cooper Steak House's dry-aged prime beef is hand selected and then hand carved at the Poll brothers' butcher shop, located next door to the restaurant.



Since then, middle brother Dean has amicably split from the partnership, taking Riverbay with him, and George and Gillis have continued to launch and operate restaurants with keen attention to every detail: the garlic mashed potatoes at Majors (two locations), the brick ovens at Cipollini, the illuminated onyx bar at Toku, and the mosaic tile floor at Bar Frites. This fall, Poll is constantly fielding calls from his architect, his general contractor, his banker, and various other parties involved in the launch of his latest venture, a restaurant and catering hall soon to be known as Hendricks Tavern. The renovation is a major undertaking: "It's a big building. It's a historic building," Poll says. "It's a lot of—what's the word? Not problems . . . challenges. A lot of challenges."

But Poll, a former Terrier offensive lineman, isn't afraid of tackling a challenge; he's not even afraid of failure. After he and his brothers tried unsuccessfully to expand their Majors concept by bringing it to Florida in the 1990s, Poll refused to deem the two shuttered res-

George Poll is the recipient of SHA's 2011 Distinguished Alumni Award.



PHOTO BY GEORGE SIMIAN

► **Live from LA**

Hannah Bartell ('04) comes from a family of hoteliers; now she's continuing the tradition in style. Bartell is a senior sales executive for the JW Marriott and Ritz-Carlton—two hotels in one 54-story tower—at L.A. Live. The 27-acre California entertainment complex is also home to the Staples Center and the Grammy Museum.

The coolest thing about L.A. Live is that three years ago, none of this existed. Now we have a \$2.5-billion district, which is home to half-a-dozen award shows [e.g., the Grammys and the Emmys], has 14 restaurants and a billion-dollar hotel tower, and is the most sought-after entertainment destination in Southern California.

Being in sales, you eat everywhere. We have two celebrity chefs. Kerry Simon is similar to his on-screen image in that he's very laid back, creative, down to earth, and great to talk to. Wolfgang Puck is charming, funny, witty, but at the same time very professional—and their food is amazing.

While we have two hotels here, we have the same general manager; they're operated as two distinctly different hotels in the same building. We do have departments shared between the two, such as housekeeping, but each brand has its own standards. When you're at the Ritz-Carlton, you feel like you're at a Ritz-Carlton, and when you're in the JW Marriott, it's a completely different experience.

Growing up, every Sunday night, we ate dinner at one of our restaurants. Starting when I was five years old, I remember eating in our restaurants and discussing how the food was, how the service was, what dishes we needed to keep, what dishes we shouldn't keep.

Boston Celtics or LA Lakers? I don't know if I can answer that! You know, the Lakers have won the last couple of years, but Boston is in my heart...

INTERVIEW BY ANDREW THURSTON

Each year SHA's distinguished lecture series—a spring-semester course that draws roughly 100 students from all class years—brings hospitality heavyweights to campus to share their stories and insights. The series is designed to introduce students to the industry's leading companies and provide them the opportunity to meet the people responsible for the companies' success, says Dean Christopher Muller, who oversees the course. Each lecture is followed by a roundtable discussion that allows 25 SHA seniors to interact on a more personal, informal level with the week's presenter. We spoke to four recent lecturers and asked them to share their words of industry wisdom with *Check In* readers.

Interviews by
CORINNE STEINBRENNER

▼
Manny Costa
(CGS'72, CAS'74)



AGE: 57
LOCATION: Boston, Mass.
TITLE: President and CEO
Costa Fruit & Produce
RESPONSIBILITY: Setting strategic direction for his company, which distributes fresh produce and specialty foods throughout New England

WORDS OF WISDOM
If you must cut costs, don't sacrifice quality. Cutting quality is self-defeating. It may provide short-term improvement to your

"If you must cut costs, don't sacrifice quality."

bottom line, but it does long-term damage to your business by alienating or disenchanting your customers.

Eliminate waste from your systems. Restaurants or hotels, for example, may believe they need seven-day-a-week delivery service, when they can realistically cut back to four or five days. That's just one of the ways to eliminate waste without jeopardizing the quality of the service your patron receives.

Understand what drives you. Define who you are or what you envision as your purpose. Sometimes that can amount to very simple infinitives: to serve, to build, to create, to teach. Choose your role in this industry based on what gives you the greatest satisfaction.

▼
Marc Bruno



AGE: 39
LOCATION: Philadelphia, Pa.
TITLE: President
ARAMARK Sports & Entertainment
RESPONSIBILITY: Overseeing operations at 170-plus stadiums, arenas, and convention centers across North America

WORDS OF WISDOM
Focus on the things you can control. You can't control

"If they did it, so can you."

whether the game will rain out, so why spend time worrying about it? Shift your attention to the areas where you can actually make a difference.

Don't be intimidated by new responsibilities. It's scary to take on something new, but try to remind yourself that somebody has done this job before. If they did it, so can you.

Dwell on the future. How much time do you spend thinking about the past versus the future? We in the business world should probably think a lot more about the future.

Remember your priorities. There's no success in the workplace that compensates for failure at home—that's something I heard from the dean of Harvard Business School when I was there. We live complex lives, and we try to balance everything that goes on, but our families need to come first.

ILLUSTRATIONS BY JENNA TALBOTT

▼
Peter Christie



AGE: 60
LOCATION: Southborough, Mass.
TITLE: President and CEO
Massachusetts Restaurant Association
RESPONSIBILITY: Protecting and improving the food and beverage industry in Massachusetts

WORDS OF WISDOM
Stay informed about industry issues. Never stop learning. Belong to your trade association and read industry news. Attend networking events with your peers: if you get 15 restaurateurs together, they're going to be talking about business, and that's very healthy.

Don't make excuses. In business, if you discover you're doing something wrong, stop doing it. I can't tell you how many times people call me about a regulation or a law and say, "Yeah, but..." What they're really trying to do is talk me into condoning their wrongdoing. No. Just stop doing it. Immediately.

Be humble. Humility doesn't mean that you think less of yourself; it means you think of yourself less often. Use the word "we." Give credit to others. Ronald Reagan had a sign on his desk that said, "There is no limit to what a man can do or where he can go if he doesn't mind who gets the credit."

"Give credit to others."

▼
Robert Earl



AGE: 60
LOCATION: Orlando, Fla.
TITLE: Founder and CEO
Planet Hollywood International
RESPONSIBILITY: Directing strategy for Planet Hollywood and Buca di Beppo restaurants and the Planet Hollywood Resort & Casino

WORDS OF WISDOM
Keep in touch with trends. Make sure you're ahead of the game. You can't do that from behind a desk—I'm traveling around the world all the time.

Blend youth and experience. It has been my firm experience that you need to blend the fresh new industry entrants with older, wiser team members for maximum results. This has proven a winning formula for me. The elder, respected team members have enjoyed coaching and rekindling their youth through the new kids' enthusiasm.

Connect with hospitality students. There's a lot of joy in helping this group. I derived a lot of pleasure from seeing these kids' faces and hearing their questions, and I ended up hiring one of the SHA seniors I spoke to. She's now arriving to work for me in a new food business in New York. ■

"Make sure you're ahead of the game."

Laurel Kramer Greeting Guests Is Just the Beginning

By
PATRICK L. KENNEDY

During her first weekend night alone as concierge at a luxury apartment building, Laurel Kramer ('12) had to deal with a toilet overflowing and leaking into the apartment below, a fire alarm that wouldn't stay off, and a princess (an actual princess) who needed a prescription refilled immediately. Another time, she had to make dinner reservations for eight members of yet another royal family, at one of Boston's hottest restaurants—in a Saturday night—in half an hour.

You'd think she'd relish the quiet times behind the front desk at the 176-unit South Tower of the Residences at the Ritz-Carlton in Boston. Instead, Kramer has used the off-peak hours to conceive of and create a welcome packet and annotated map for new residents, edit the building's newsletter, and chip in on budgeting duties.

And that's just in her first three months on the job.

"I'm basically the gateway to the building," Kramer says. "I greet residents, vet guests, manage deliveries and contractors coming in, organize packages and laundry—and I like to find little ways to do the job better."

Not only is the concierge job a rewarding one for many, but it is also a time-honored way to start the climb to a corner office.

"People don't realize how much that's a part of the management structure," says SHA Dean Christopher Muller. "Especially at luxury hotels, the concierge job is a path to management. Some think of the concierge as sort of



PHOTO BY VERNON DOUCETTE

Concierge Fast Facts

- While some believe the word "concierge" is based on the Latin *conservus* ("fellow slave"), others say the term comes from the Old French *comte des cierges* ("keeper of the candles"), a royal officer who tended to palace visitors in medieval times.
- Many hospitals now offer concierge services for patients and visitors.
- Mary Calvert, global accounts director for Omni Hotels, is among the many hotel executives who began their careers at the concierge desk.

a servant in the lobby, and that's not really the case. They're the front line for guest services."

"There's so much opportunity for growth in a company if you're skilled," agrees Kramer, whose bosses have noted her many skills.

In addition to her job at the Ritz-Carlton, Kramer works on campus in the new role of SHA concierge. That means manning the front desk, giving directions, and presenting a public face to visitors. "My favorite part is greeting prospective students who wander in off the street whom we might have missed otherwise," says Kramer, who is also active in student government and campus chapters of hospitality professional associations. "Choosing a college was stressful for me, and it was meeting with people here that sold me on SHA. So I feel very committed to helping other people make that decision." ■

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Manuel R. Costa (CGS'72, CAS'74)
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Mary Ann Milano-Picardi
(CFA'66, P'12)
Jacqueline Sonnabend
Paul S. Tormey
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J. Alan Hayman (SMG'74)
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Irma Mann (P'90)
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Jeffrey and Debra (COM'80) Saunders
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David B. Chag
Bruce C. Conway (P'12)
Rosamond Hampton Cosentino ('97)
Stuart Meyerson
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Anthony Barbuto (CFA'97, CAS'97)†
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Dana Lancaster ('88) recently celebrated 20 years with Anthony's Restaurants. She is general manager of Anthony's HomePort and Anthony's Oyster Bar & Grill in Des Moines, Wash., a picturesque waterfront community five miles south of Seattle-Tacoma International Airport.

Ana ('91) and Graham ('91) Ruggie of Ashland, Mass., sent their oldest daughter, Analicia, to college this fall. They write, "Can it really be 20 years since we graduated?" They encourage classmates to connect with them on LinkedIn.

In August, **Jeffrey C. Selden ('91)** began a new role as managing partner of Marcia Selden Catering & Event Planning in Fairfield County, Conn. "This exciting opportunity will undoubtedly prove to be tremendously rewarding on both a professional and personal level, as I will be working with my mother and sister, catering the coziest of dinner parties to the most opulent galas and weddings," he writes. Jeffrey was previously executive director of catering at The New York Palace hotel.

Meredith Meade-Norins ('93) of Bucks County, Pa., has been working for 10 years as the school psychologist for the Delaware Valley School for Exceptional Children in Hamilton, N.J. She has been married to Andrew Norins for eight years, and the couple has two children, Hailey and Jake. Meredith invites BU friends to contact her at DoctorMer@hotmail.com.

Jae Cho ('94) of Stoneham, Mass., married Andrea Sansone on June 25, 2011. The couple honeymooned in the Bahamas.

Rosamond Hampton ('97) married Frank Cosentino on June 4, 2011. The ceremony and reception with friends and family were held at the Hampshire Country Club in Mamaroneck, N.Y. Rosamond is chief administrative officer of global executive and general services for Citi.



Rosamond Hampton ('97) and Frank Cosentino were married in Mamaroneck, N.Y., in June. PHOTO COURTESY OF ROSAMOND COSENTINO

Amy (Thomas) Greene ('99) of Red Bank, N.J., is enjoying married life following her September 2010 wedding. After five years working in health care, Amy has returned to the hospitality industry and is now rooms division manager at the Molly Pitcher Inn and Oyster Point Hotel in Red Bank. She recently earned an MBA from Baruch College, with a dual emphasis in finance and entrepreneurship.

Amanda (Wolfe) Guile ('00) of Charlotte, N.C.,

graduated in May from Johnson & Wales University, Charlotte campus, with an AAS in baking and pastry arts and then completed a summer internship at Scratch Bakery in Durham, N.C.

Heather McGuire ('00) has announced her engagement to Toby Allan Bourke. The couple plans to be married April 28, 2012, in Heather's hometown of Hopkinton, Mass.

Punit Shah ('02) is president and chief operating officer of Tampa, Florida-based Liberty Group, which specializes in real estate investments, asset management, and commercial property development. He recently won Tampa's 30 Under 30 Award and has been appointed to the boards of the InterContinental Hotel Owner's Association and the CEO Council of Tampa. Punit married **Carla Porta ('05)** in 2009 in Sarasota, Fla., in a two-day wedding that celebrated both Carla's family's Catholic traditions and Punit's Indian heritage. Carla now works in Tampa at the Home Shopping Network.

James Gregg ('03) of Walnut Creek, Calif., married Lindsay Laughlin on July 16, 2011. James is associate director of sales for InterContinental Hotels of San Francisco, representing the InterContinental San Francisco and the InterContinental Mark Hopkins.

Shang-Wayne Tee ('04) "permanently renounced singlehood" on March 14, 2011, marrying his girlfriend

IN MEMORIAM

Christina Genco (CGS'08, SHA'10)

Christina Genco spent her last day doing what she loved. An avid cyclist and passionate volunteer, Genco was biking across the country for the charity Bike and Build, which raises money for affordable housing, when she was struck and killed by a sports utility vehicle in Alabama on June 6, 2011.



SHA program coordinator Jennifer Salman fondly recalls Genco's love of cycling and her giving spirit. "There was no one who could match her enthusiasm," Salman says. "When you saw her, you would automatically smile."

At the time of her death, the 22-year-old native of Newton, Mass., was director of operations for Revolution Lacrosse, a Boston-based club team. She is survived by her two brothers and her parents, who have established the Christina Clarke Genco Foundation (<http://ccgfoundation.org>) in her honor.—LF

Matthew Sullivan (SHA'11)

A motorcycle accident claimed the life of Matthew Sullivan on April 24, 2011. According to an obituary published in the *Orlando Sentinel*, the 26-year-old Floridian loved activities involving speed



and adventure, including skydiving and racing his Mustang.

SHA classmate Gary Chan ('09) recalls Sullivan watching out for him at BU and providing advice as an older brother would. "He was a risk taker and wasn't afraid to take anything to its limit or to stand up for what he believed," says Chan. "He was a bright, smart, hardworking friend, and he will be missed."

Though he participated in the 2007 Commencement ceremony, Sullivan left BU with one graduation requirement left to complete. He finished the assignment earlier this year, officially earning a 2011 diploma.

At the time of his death, Sullivan was employed at Amcscot. He is survived by his mother, Patty.—CS



In 2009, Punit Shah ('02) and Carla Porta ('05) celebrated his Hindu heritage and her Catholic traditions with a two-day wedding event in Sarasota, Fla. PHOTOS BY 6 OF FOUR PHOTOGRAPHY

of five years, Millicent Yap. They are expecting their first child in March 2012.

Leslie Lone ('06) is a food and beverage manager at the Sheraton New York Hotel & Towers, overseeing room service, a club lounge, a three-meal restaurant, a Starbucks, and a bar for the 1,776-room hotel.

James Fynes ('07) is a group sales manager at The Fairmont Dubai in the United Arab Emirates, where he handles group sales for the local market, North America, Southeast Asia, and Asia Pacific. He previously spent four years in sales and marketing at The Fairmont Copley Plaza Hotel Boston.

Sarah Miyake-Everett ('09) has worked at The Fairmont Copley Plaza Hotel Boston since her graduation. "I started off as a guest service agent, was honored with the prestigious Employee of the

Year Award in 2010, and was promoted shortly thereafter to my current role as the assistant front office manager," she writes. Last year, Sarah married **Sam Everett ('11)**, who was recently promoted to housekeeping supervisor at the Four Seasons Boston.

SHA congratulates **Leslie Duran ('12)**, who received a **2011 Arthur J. Packard Memorial Scholarship from the American Hotel & Lodging Educational Foundation.**

Jen Shun-Wen Hou ('09) works at the W hotel in Taipei, Taiwan. In July, she met up with several BU students, faculty, and alumni for an informal reunion lunch at the Four Seasons Taipei. In attendance were **Fei-Ju Hsiao (SMG'11)**, a manage-



From left, Fei Hsiao (SMG'11), Yueh Lee ('13), Assistant Professor Zoe Ho, Jen Hou ('09), Professor Michael Kwag, Mason Su ('12), and Carol Huang ('13) met in Taipei in July for an informal reunion lunch. PHOTO COURTESY OF ZOE HO

ment trainee at Four Seasons Taipei, **Yueh Lee ('13)** and **Carol Wan-Ting Huang ('13)**, both of whom were interning at the Four Seasons Taipei, **Mason Su ('12)**, an intern at the Grand Hyatt Taipei, SHA Assistant Professor Zoe Ho, who was in Asia participating in a faculty exchange, and SHA Professor Michael Kwag, who was attending a conference in Taipei.

Kelsey Bucher ('10) completed a revenue management training program with Starwood Hotels & Resorts at The Westin Seattle this summer and was then promoted to assistant director of revenue management at The Westin Diplomat Resort & Spa in Hollywood, Fla.

Christopher Remund ('10) and his wife are now living in San Francisco, Calif., "and loving it." Chris reports that his work at HVS Consulting & Valuation Services is both satisfying and challenging.

Julie Sutula ('10) graduated in May from a six-month intensive pastry program at the French Culinary Institute in Manhattan. "I loved it and learned so much!" she writes. She is now a hotel pastry cook in Midland, Mich.

Upon graduating from SHA, **Zachariah Demuth ('11)** accepted a job with Marriott in the company's revenue management department. He was placed in Newport Beach, Calif., and is now an inventory manager for the South Orange County region.

Melissa Lee ('11) is working at the front office at the Renaissance Vinoy Resort and Golf Club in her home state of Florida. She writes, "Built in 1925, the Vinoy is rich in history and is even rumored to be haunted! There is always something new and exciting going on both in the hotel and in the area!"

Send us your news at shaalum@bu.edu.



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