

CHECK IN



BOSTON UNIVERSITY SCHOOL OF HOSPITALITY ADMINISTRATION

SPRING 2005

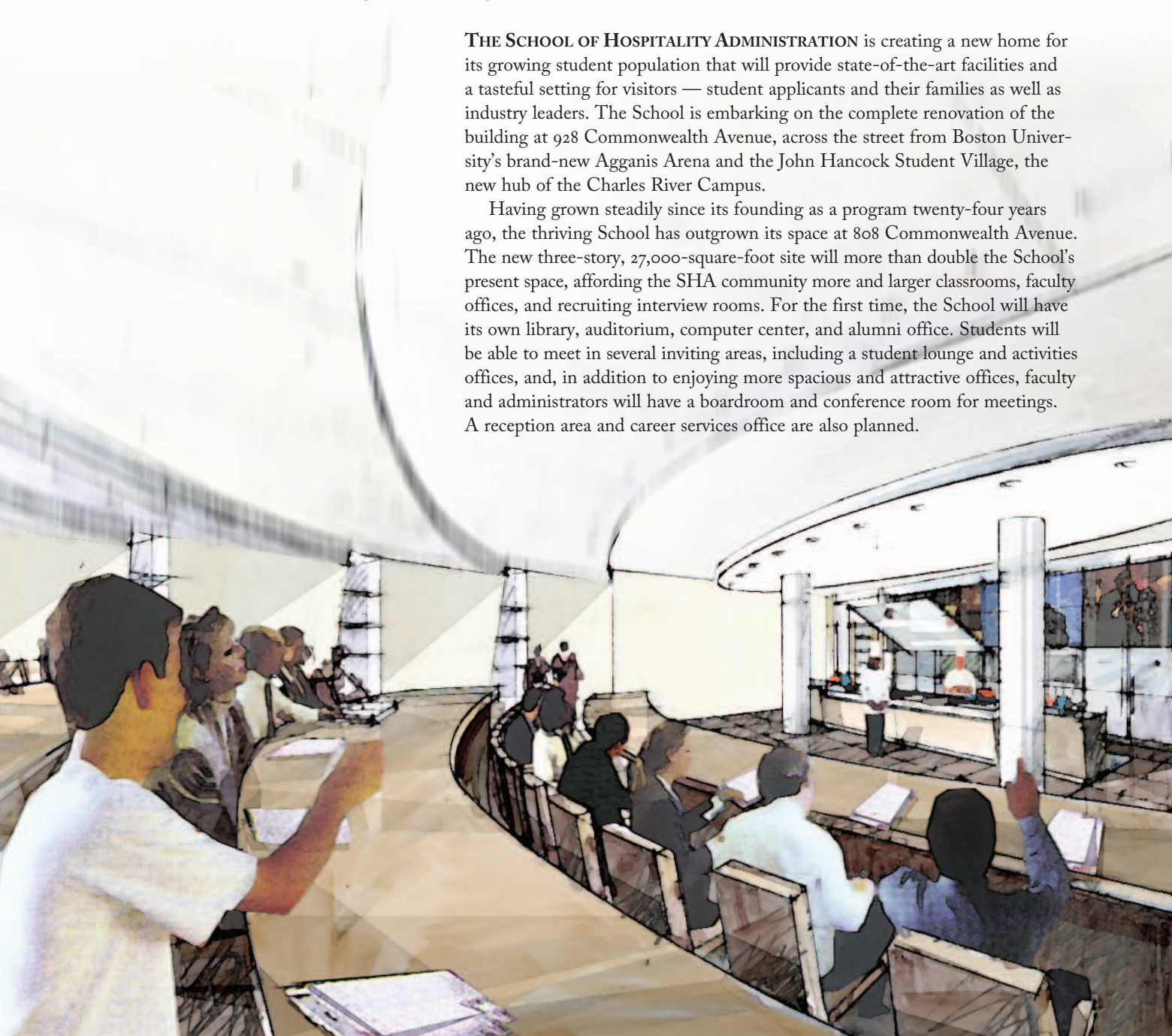
SPECIAL EDITION

Building a New Home for SHA

By Jean Hennelly Keith

THE SCHOOL OF HOSPITALITY ADMINISTRATION is creating a new home for its growing student population that will provide state-of-the-art facilities and a tasteful setting for visitors — student applicants and their families as well as industry leaders. The School is embarking on the complete renovation of the building at 928 Commonwealth Avenue, across the street from Boston University's brand-new Agganis Arena and the John Hancock Student Village, the new hub of the Charles River Campus.

Having grown steadily since its founding as a program twenty-four years ago, the thriving School has outgrown its space at 808 Commonwealth Avenue. The new three-story, 27,000-square-foot site will more than double the School's present space, affording the SHA community more and larger classrooms, faculty offices, and recruiting interview rooms. For the first time, the School will have its own library, auditorium, computer center, and alumni office. Students will be able to meet in several inviting areas, including a student lounge and activities offices, and, in addition to enjoying more spacious and attractive offices, faculty and administrators will have a boardroom and conference room for meetings. A reception area and career services office are also planned.





PHOTOGRAPH: LEN RUBENSTEIN

From the Dean

Dear Friends:

THE SCHOOL OF HOSPITALITY ADMINISTRATION now finds itself at a breakthrough moment, with the opportunity to move quickly into the very top tier of the world's hospitality management programs. The catalyst will be financial support from benefactors who share our vision of greatness.

We need a home befitting the hospitality profession to accommodate the School's growing student population and to offer an attractive setting for visits by applicants and industry guests.

The University has generously offered us the opportunity to relocate to a renovated building at 928 Commonwealth Avenue, across the street from the outstanding new John Hancock Student Village complex. The School's new location would more than double our current space, situate us at the new hub of the University, and feature state-of-the-art teaching facilities.

We are thrilled at the prospect of realizing this dream. I am pleased to announce that through the generosity of donors, we have raised \$2.5 million — more than halfway toward meeting our building fund goal of \$4 million. In order to proceed, however, we must keep our momentum and complete our fundraising efforts.

In this special edition *Check In* you will learn more about the School's evolution, its goals, and ways to give. I hope that you will join us in building toward a world-class future for the School of Hospitality Administration.

Sincerely,

James T. Stamas
Dean

Front page: amphitheater; below: library
ARCHITECTURAL RENDERINGS BY ELKUS/MANFREDI ARCHITECTS LTD.





SHA's Ascendancy

By Vicky Waltz

TWENTY-FOUR YEARS AGO, Boston University's School of Hospitality Administration began the journey to becoming the thriving institution it is today. Founded in 1981, SHA has grown from a small program within the University's Metropolitan College into a fully independent school.

Over the years, SHA's programs have received international recognition. During the past twenty years, more than 1,000 students have graduated from the School. Alumni, who reside in more than thirty-six countries worldwide, go on to assume leadership positions in numerous companies that own or operate hotels, restaurants, cruise lines, airlines, and theme parks. Many even branch out independently, choosing to open their own hotels and restaurants.

Since he assumed his role as dean in 1994, James Stamas has guided the evolution of the School to its planned relocation to a new home at 928 Commonwealth Avenue. Incoming SHA classes continue to grow in quality and size. During the fall of 2004, the School admitted a record-high 118 students. Today, approximately 300 students are enrolled in specialized undergraduate management programs that focus on the food, lodging, and travel industries. In addition, students gain valuable experience by living and working abroad, common destinations being London, Paris, Madrid, and Sydney.

Although young, SHA has experienced exciting and rapid growth over the last two decades. With dedicated leaders, devoted faculty, superior students, loyal alumni, and committed industry friends, the School continues to flourish.



Gala Launching

ON NOVEMBER 18, the State Room at the top of 60 State Street in Boston's financial district brimmed with good cheer and optimism as nearly 300 members and friends of the School of Hospitality Administration convened to celebrate the twentieth anniversary of the School's first graduation class. University President *ad interim* Aram Chobanian and SHA Dean James Stamas marked the occasion by announcing the public phase of a \$4 million building fund campaign to create a new home for SHA. The building at 928 Commonwealth Avenue will be completely renovated to accommodate the School's growing student population and to provide an attractive setting for student applicants and industry visitors alike. (See cover story.)

Under Stamas's attentive and decisive leadership, said Chobanian, the School of Hospitality Administration has "become a most successful school. At BU we have a tradition of entrepreneurship, and the program is continuing to grow and prosper." Stamas spoke enthusiastically about the new facility's space and attractiveness: "It's a great building; it will increase the amount of space that we have by almost

two and a half times. In the hospitality industry, image matters and we'll finally have a physical facility that matches expectations." Advisory Board Chair Irma Mann presented the SHA Advisory Board's strong support for the School's building renovation project: "We're global, we have jobs waiting for us when we graduate. We had a dream to make this the best school of hospitality. We need a school looking as good as our students look."

The gala reception was hosted by the Dean, the SHA Advisory Board, and Board member James Apteker ('88), owner of Longwood Events, which manages the State Room and the Boston University Club. Guests, including Board members, alumni, faculty, students, and parents as well as friends from the hospitality industry, were treated to dazzling views of Boston while they munched and sipped on elegant and bountiful refreshments and bid in a silent auction. Hoteliers, restaurateurs, travel and commercial real estate executives, and others in hospitality-related businesses mingled with members of the SHA community and viewed a slide show of building plans for the School's new facility. — *JHK*



President *ad interim* Aram Chobanian, at left, and Dean James Stamas announced the public phase of the building renovation campaign for the School of Hospitality Administration.

“In the hospitality industry, image matters and we’ll finally have a physical facility that matches expectations.”

— Dean James Stamas



Enjoying the gala festivities, from left, Thomas Kershaw, proprietor of the Hampshire House Corporation, which owns Boston's famous Cheers restaurant; Robert Cumings (SMG'59), SHA Advisory Board member and retired president of the Greater Boston Convention and Visitors Bureau; and Alina Apteker of Longwood Events and the State Room.



Host James Apteker ('88), at right, owner of Longwood Events and the State Room, greets fellow SHA Advisory Board member Robert Cumings (SMG'59), retired president of the Greater Boston Convention and Visitors Bureau.



Chatting at the gala, from left, Serge Denis, managing director of the Langham Hotel, and Howard Elkus, principal of Elkus/Manfredi Architects Ltd., the firm designing the renovation of the new SHA building.



Antipasto anyone? Guests from the Sheraton Boston Hotel, including, from left, StarMeeting Concierge Elana Kaye ('04), Convention Services Managers Rene Leung ('03) and Christine Kingdon, and Reservations Supervisor Therese Imhof ('01), enjoy an array of sumptuous hors d'oeuvres.



Posing with smiles, from left, Alina Apteker of the State Room, Advisory Board Member Manny Costa (CGS'72, CAS'74), president of Costa Fruit & Produce, his mother, Ana Costa, and Michael Neagle, State Room catering and sales manager.



Enjoying the party, from left, host James Apteker ('88), owner of Longwood Events and the State Room, Serge Denis, managing director of the Langham Hotel, and John Ebersole, Boston University associate provost and dean of the Division of Extended Education.



Catching up on wines and such, from left, Christy Fabiano ('03), wine tour consultant with EF Center Boston, and her former teacher Dellie Rex, SHA adjunct professor and founder of Wine Experiences, Inc. A "star student" at SHA, according to Rex, Fabiano wanted to travel and learn about wine. Her position, organizing educational wine tours with EF, "is just where I would want to be," she affirms.

View of Boston's Custom House from the State Room

PHOTOGRAPH: COURTESY OF THE STATE ROOM





Guests inspect a silent bid item, an "Around the World" gift basket, donated by Manny Costa, president of Costa Fruit & Produce Company.



Art Canter, president and CEO of Massachusetts Lodging Association, chats with Kelly Brooks, director of sales and marketing at Hotel Commonwealth.



Development and Alumni Officer Brad Hudson, at left, chats with SHA seniors Christopher Collins and Megan Willems.



Brooke Vecchio ('07) poses with her mother, Fern.



Peter Ungar ('98), executive chef of Salt and Pepper Cafe in Somerville, Massachusetts, and his wife, Ginhee, enjoy the festivities.

The Water's Nice — Jump into the Alumni Pool!

You may not believe that a modest contribution can make a significant difference, but let's do some math. If 200 alumni contribute \$100 annually for five years, the total is equal to a single gift of \$100,000. Such a gift would underwrite a major component of the new building. And that's what SHA alumni hope to do — pool their contributions to fund the SHA Alumni Center and name it in honor of all SHA alumni.

Early responses in support of this goal have been generous, with gifts averaging more than \$500. Please join fellow SHA alumni in this important effort by making a pledge of any amount to the SHA Building Fund. If you pledge \$100 per year for five years (\$500 or more in total), you may choose to have your name listed permanently on a plaque in the new Alumni Center.

Every gift helps, no matter the size. Thank you in advance for your support!

Hospitality Trends

IN NOVEMBER 2004, a group of leaders in hotel, travel, and commercial real estate gathered at the Boston University Club at 60 State Street for a dinner and executive roundtable regarding hospitality industry trends. Hosting was Gerald Blakeley, former chairman of Cabot, Cabot & Forbes and former Boston University trustee. Edwin Fuller (SMG'68), president and managing director of Marriott International, member of the SHA Advisory Board, and

former University trustee, opened the meeting with a briefing on economic development and growth in China. John Smith (GSM'65, Hon.'93), chairman of Delta Airlines and University trustee, offered his perspective on the state of the airline industry.

Other participants were Hugh Andrews, president of International Hospitality Enterprises; James Apteker (SHA'88), owner of Longwood Events (which manages the BU Club); James Carmody, vice president and general manager of the Seaport Hotel; Joseph Kelly, chief financial officer of Seaport Hotel and World Trade Center; Timothy Kirwan, managing director of Hotel Commonwealth; Paul Palandjian, president of Intercontinental Real Estate; Robert Sage, president of Sage Hotel Corporation; and James Stamas, dean of the School of Hospitality Administration. — JHK



Discussing current trends in the hospitality industry are, from left, President of Marriott International Edwin Fuller (SMG'68), Dean James Stamas, and former Chairman of Cabot, Cabot & Forbes Gerald Blakeley.



Chatting before dinner, from left, Dean James Stamas and Chairman of Delta Airlines John Smith (GSM'65, Hon.'93).

In Gratitude

WE ARE PROFOUNDLY grateful to all those who have contributed to the SHA Building Fund during the preliminary phase of the campaign. A full list of donors will appear in the next issue of *Check In*, so there is still time to be included!





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Published by the Boston University School of Hospitality Administration for alumni and friends.

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Ways to Give

Your support of the SHA Building Campaign is critical to the future success of the School. Every gift helps, regardless of the amount. If you prefer, you may pledge your gift in annual installments over five years. We also encourage you to arrange a gift from your company, either a direct corporate gift or a matching of your personal gift.

For larger gifts, the University's Development Office offers a variety of creative giving programs to accommodate annuity and lifetime income needs, estate planning, or the transfer of stock or other assets. Your gift might also mitigate capital gains or other taxes from investments or divestments that are subject to taxation in the United States.

Please consider making a gift or pledge today. For more information, please call Dean James Stamas at 617-353-3261 or the SHA Development Office at 617-353-1011, or give online at www.bu.edu/alumni/sha/building.



I wish to support the SHA Building Campaign!

Please complete this form or go to
www.bu.edu/alumni/sha/building.

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I would like to discuss a gift of \$10,000 or more. Please ask
Dean James Stamas to call me at _____.

OPTION 2

I would like to make a pledge now of \$500 or more:

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|----------------------------------|---|
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| | <input type="checkbox"/> or as a five-year pledge of \$1,000 per year |
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