

CHECK IN

BOSTON UNIVERSITY SCHOOL OF HOSPITALITY ADMINISTRATION

SUMMER 2003

Celebrating Lost Lives

ALUMNAE MEMORIALIZED THROUGH SHA BENEFIT AUCTION

By Jean Hennelly Keith



Thomas and Melanie Frost, who established the Lisa Frost Memorial Scholarship in their daughter's memory, wear buttons with her photo at the SHA Benefit Auction.

With an enthusiastic turnout, the School of Hospitality Administration's first annual Benefit Auction and Reception at Boston's Omni Parker House on November 14 exceeded expectations. More than 200 SHA alumni, students, and friends as well as representatives from the hotel and restaurant hospitality industry attended the gala event to raise funds in memory of two fallen young alumnae. Lisa Frost (SHA'01, COM'01) and Heather Ho (CGS'89, SHA'92) — whose lives were lost tragically in the September 11 attacks in New York City — were fondly remembered, and more than \$30,000 was raised to dedicate a room in their memory at the new School of Hospitality Administration location at 930 Commonwealth Avenue and to benefit the Lisa Frost Memorial Scholarship.

Frost's parents, Thomas and Melanie, who established the scholarship in their daughter's name, attended the festive event and were "stunned" by the generous contributions. The Frost scholarship will award \$5,000 annually to a student who best reflects Lisa's academic perseverance, active involvement in extracurricular activities, participation in student government, and motivation to excel. "I know the recipients will make Lisa's dream come true," her father said.

Heather's mother, Mary, was appreciative that her daughter was "memorialized well where others will follow in her footsteps," noting that every school Heather attended is honoring her in some way.

The evening was a celebration of the young women's lives, with much mingling and socializing. A silent auction offered a smorgasbord of items, ranging from dinners at many of Boston's hottest restaurants to celebrity-autographed sporting goods. A live auction of super treats followed, from a weekend stay

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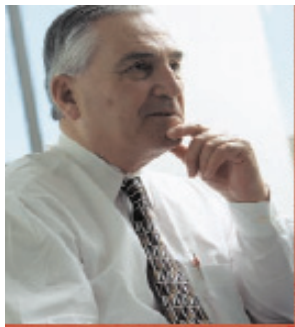
SHA Advisory Board's Newest Member

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PHOTOGRAPH: LEN RUBENSTEIN

From the Dean

Dear Friends:

On Sunday, May 18, we had a wonderful Commencement, made even more memorable by speaker Michael Leven, president and CEO of U.S. Franchising Systems and one of the industry's true leaders. At the SHA Reunion and Commencement reception the day before, two of our distinguished alumni received SHA Alumni Awards — Jeff Selden for Service to Alma Mater and Rocco DiSpirito for Service to Profession — before an audience of graduating seniors and their families. As we wish our graduating class the best in their future endeavors, we look forward to welcoming our largest and most qualified freshman SHA class in the fall.

In my last letter, I told you that we had begun fundraising to renovate space for a new home for SHA to meet our increased needs and to create a more fitting environment to showcase our program. The School is now well into the leadership stage of the multimillion-dollar campaign, having received approximately one million dollars in gifts, pledges, and commitments from SHA Advisory Board members, corporations, and foundations. Alumni donations and fundraising events in New York and Boston have also built fundraising momentum. I now look to alumni around the world to come together and help us reach our goal. Your alumni gift to the campaign, individually or as part of a group, can name a significant component of the School.

Once again I am pleased to report the success of our Alumni Association. With the help of Anthony Barbuto, our director of development and alumni relations, we will soon create alumni boards in L.A. and San Francisco to support the School and our alumni on the West Coast.

It's a pleasure to note the success of the Boston SHA Alumni Board in raising more than \$30,000 at the November 14 auction in Boston to create a physical memorial to Lisa Frost (SHA'01, COM'01) and Heather Ho (CGS'89, SHA'92) and to benefit the Lisa Frost Memorial Scholarship. I am also grateful to our NYC SHA Alumni Board and Event Director Laurie Onanian, major gifts officer with the Office of University Development and Alumni Relations, for their efforts in planning the NYC chefs' tasting and auction on June 16 to benefit the renovation of the new home for SHA. In addition to an array of wonderful auction items, the event showcased some of the finest SHA alumni chefs and friends in the greater New York area.

I hope you are well and urge you to continue your support for the School.

Sincerely,

James T. Stamas, Dean

*SHA Benefit Auction
continued from front page*

at Boston's luxurious Four Seasons to weekend vacations in Italy and Mexico. The more than 100 donated items attracted lively bidding.

Great collaboration among many resulted in the auction's success. In addition to a long list of sponsors and contributors, a host committee of dignitaries, and BU staff organizers, the SHA Alumni Boards of Boston and New York were key in orchestrating the event. The Boston Alumni Board members are Jose Caldera ('97), Jae Cho ('94), Sara Colgan ('98), Melanie Downing ('01), Sang Hwang ('94), Giovanna Mistretta ('99), Paul Pinto (CGS'88, '90), Sheri Saperstein Richberg ('96), and Michelle Roycroft ('94); New York Alumni Board members are Dale Chick ('97), Maureen Downey ('94), Rosamond Hampton ('99), Brook Harkavy ('97), Jonathan Major ('99), Marcus Ong ('99), Jesse Rosenblatt ('98), Jeffrey Selden ('91), Laurie Silver ('91), Tony Stephenson ('92), Amy Thomas ('99), Elizabeth van der Mandele ('01), Amanda Wolfe ('00).

Thanks to Hannah Gato for contributing to this story.



Getting ready to bid, from left, Debra Dewar ('84), director of restaurants and retail outlets, Seaport Hotel and World Trade Center Boston, and Denise Coll, COO of Seaport Hotel and World Trade Center Boston and SHA Advisory Board member

Bidding, Buying, and Enjoying at the first annual SHA Benefit Auction

School of Hospitality students, alumni, and friends as well as members of the Boston University community at large and hospitality industry representatives came together at Boston's Omni Parker House on November 14 for a sociable evening and to raise funds for a worthy cause. SHA's first annual Benefit Auction and Reception raised more than \$30,000 to create a memorial to Lisa Frost (SHA'01, COM'01) and Heather Ho (CGS'89, SHA'92), who lost their lives in the September 11 tragedy, and to benefit the Lisa Frost Memorial Scholarship.



James Apteker ('00), owner of Longwood Events and OMA Advisory Board member, with his wife, Alina, and Brian Shockley (MET'00), director of the SHA administration

AUCTION PHOTOGRAPHS: FRANK CURRIAN



Amanda Greene ('00) and Jose Caldera ('97), employment manager for Marriott Hotels, Boston



Students helpers: from left, Melissa Filan ('03), Devon Mosley ('04), Mike Pereira ('05), and Max Schlan ('03)



Happy at work, Paul Pinto in front of the Omni Parker House
PHOTOGRAPH: ELIZABETH B. BRENNER (COM'03)

Boston's Omni Parker House — the country's longest continuously operating hotel and the birthplace of Boston Cream Pie and Parker House Rolls — is steeped in Boston tradition. And Paul Pinto (CGS'88, SHA'90) is thrilled to be a part of it. He started working at the hotel in his sophomore year at Boston University, answering phones in the housekeeping department. And today, having worked at a number of posts at the Parker House and other hotels over the last fifteen years, he is director of human resources for the famed hotel.

His career ascension precisely fits his personal philosophy: "The slower you get to where you want, the better equipped you'll be."

His progression toward human resources, an area that's always interested him, began with his part-time operations position while in college and continued with jobs managing hotels' laundry, housekeeping, beverage, and banquet departments. He has been with Omni Hotels since his start in the industry, save for a short stint in Florida with another hotel

company in 1996. He went back to Omni the next year to open its New Haven hotel near Yale University and remained there until 2001. Then he returned to the Parker House.

The broad understanding of the industry he acquired through working in various departments and locations makes him much better at human resources, he says. Wide experience allows him to perform his tasks more effectively and to be more sensitive to the needs of the hotel's 350-plus employees. In addition to making himself available to any worker who wants to speak with him, Pinto, the New England area director for Omni, takes on regional projects for the company and acts as a resource to its other hotels — Omni has thirty-four nationwide.

As busy as his job keeps him, Pinto adds a personal touch to his daily work, taking time to greet employees by name and with a smile. His pleasantries also extend to the hotel's guests, with whom he often chats; it's an important way to assess their needs and how best to meet them, he says. Unable to picture himself anywhere else, he says his interaction with guests and workers at all levels and his ability to make a difference in how the hotel operates make his job fun.

He also finds time to be an active BU alumnus. He serves on the Boston SHA Alumni Board and visits campus for recruiting events. With other members of the Alumni Board, he was instrumental in organizing the very successful benefit auction in memory of Lisa Frost and Heather Ho at the Parker House last fall. Pinto's current involvement with SHA, which includes helping students get a start in the industry, is his way of giving back to the school where he gained "phenomenal" experience.

His goal for the Board is to create a formal mentorship program to match SHA students with industry workers who can assist them with career-related questions. Emphasizing the importance of gaining experience in the field early on, Pinto encourages students to broaden their backgrounds by trying a variety of hospitality jobs. He tells them: "You don't have to know what you want to do when you grow up. You just have to know what you want to do next."

So what's next for him? After working his way through a number of positions, Pinto says he truly enjoys his present post and would welcome any upward movement within the human resources department. "I love this hotel, I love Boston — it's home for me."



WINNING ALUMNI

At the SHA reception for graduating seniors and their families on May 17 at the brand new Hotel Commonwealth in Kenmore Square, Dean James Stamas, center, presented alumni awards to Jeffrey Selden ('91), at left, and Rocco DiSpirito ('90). Selden, who received the Award for Service to Alma Mater, is executive director of catering at the New York Palace hotel and a founding member of the New York Alumni Board. DiSpirito, owner and executive chef of Union Pacific restaurant in New York and a magazine and television celebrity, was recognized for his Service to Profession. PHOTOGRAPH: PATRICE FLESCH

ALUMS TO WATCH

Sara Colgan ('98) is a human relations manager at Sebastians, a catering company affiliated with the Seaport Hotel and World Trade Center Boston. She is also the director of the Boston SHA Alumni Board.

Maureen Downey ('94) is a senior wine specialist at Zachys Wine Auctions, Scarsdale, N.Y. In its inaugural year, Zachys established itself as one of the world's most successful wine auction houses.

Jesse Rosenblatt ('98) is the accommodations manager at New York-Presbyterian Hospital. He is responsible for changing the face of hospitality in the hospital by making patients feel like guests. Director of the NYC SHA Alumni Board, Jesse lives in Scarsdale, N.Y., with his wife and baby girl.

Annette Shafer ('84) is the author of *The Wine Sense Diet*, a health-conscious voyage through the vineyards of Napa Valley. She has completed thirteen marathons and lives in Napa Valley with her vintner husband, Doug, their two-year-old son, Tate, and dog, Jake.

Due to overwhelming response, we cannot print the entire list of "Alums to Watch" in this issue! Please contact Anthony Barbuto at abarbuto@bu.edu or 617-353-2976 with your permission to include your note on the SHA alumni Web site. When submitting future "Alums to Watch" notes, please add your permission to publish them online, in print, or both. Please see the latest alumni notes at www.bu.edu/alumni/sha/watch.

Notes

Christophe Moerman (SHA'92, GSM'94) of West Chester, Ohio, was promoted to manager of Procter & Gamble Global Client Service at ACNielsen BASES. He and his wife, Anastasia Damianidou, a senior analyst at Sara Lee, recently moved to West Chester with their dog and cat. E-mail him at Christophe.Moerman@BASES.com.

Eytan Chissick ('93) of Raanana, Israel, recently moved from Lawrence, N.Y., with his wife, Sandy, and their four children: Daphna, 8; Avital, 7; Zev, 5; and Orly, 2. Eytan is still commuting to New York City for his real estate company and writes, "We have never been happier!" E-mail him at eytan@chissick.com.

Robert T. Flynn ('96) of Boston, Mass., is the director of Bon Appetit Management Company. He attended the alumni party "Swanky Christmas" with Chris Hulton (CAS'96), Marc Bender (SMG'96, SED'03), Billy Snow

(UNI'96), Manan Trivedi (CAS'00, MED'00), and Bryan Reardon (CAS'95). E-mail him at papaboston@msn.com.

Jaime Smith Stickler ('00) of Quincy, Mass., married Alan Stickler of Hyde Park, Mass., in January. Viktoria Smith (COM'00) was her maid of honor, and Taylor Knight (COM'00) and Samantha Rockman (COM'00) were also members of the bridal party. E-mail Jaime at jaimes78@hotmail.com.

Heather M. Chaumont ('02) of Hicksville, N.Y., and her husband, Justin M. Harm (COM'00), announce the birth of their son, Ethan David, on September 27. Write to her at heath13h@yahoo.com.

We would like to hear from you. Please contact the SHA Alumni Office at 617-353-2976 or busha@bu.edu with personal and professional news, updates on addresses, etc.



New SHA Advisory Board member Manuel Costa, president and CEO of Costa Fruit & Produce, with Carolyn Rodio at the SHA Benefit Auction at the Omni Parker House in Boston last fall. PHOTOGRAPH: FRANK CURRAN

Welcome aBoard

By Jennifer Becker

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

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Produced by the Publications Group of the Office of University Development and Alumni Relations.

Boston University's policies provide for equal opportunity and affirmative action in employment and admission to all programs of the University.

The School of Hospitality Administration Advisory Board welcomes its newest member, Manuel Costa, who was appointed in February. Costa (CGS'72, CAS'74), president and CEO of Costa Fruit & Produce, is as well known in the food service industry for his social responsibility as for his business savvy.

Since he became the president of this Charlestown, Massachusetts-based company in 1977, annual sales have grown from \$2 million to \$100 million. His is now among the most successful produce companies in the Northeast, providing fresh goods to more than 3,000 clients, including restaurants, hotels, and public schools. A 2000 inductee of the National Restaurant Association's Hall of Fame, Costa has won many industry honors, including *ID Magazine's* 2000 Innovator of the Year Award.

His vision extends to the community. Last September, Costa Fruit & Produce donated \$20,000 worth of food to the Greater Boston Food Bank, as well as a driver to deliver these goods to citizens in need. And he cultivates future chefs by supporting culinary scholarships bestowed by such organizations as the ACF Epicurean Club.

In his new role as board member, Costa reviews the School's curriculum and offers professional insights to students. He will no doubt invigorate the Board and SHA students alike with his fresh ideas on excellence in the hospitality field.

School of Hospitality Administration Advisory Board

Irma S. Mann, Chair of the SHA Advisory Board, President, IRMA, Inc.

Hugh Andrews, President, International Hospitality Enterprise

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David Chag, General Manager, The Country Club

Denise Coll, Chief Operating Officer,

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Manuel Costa (CGS'72, CAS'74),

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