

CHECK IN

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Dean

James T. Stamas

Development and Alumni Officer

Tom Dennehy

Editor

Jean Hennelly Keith

Contributing Writers

Chris Berdik, Patrick Kennedy (COM'04), Vicky Waltz

Graphic Designer

Garyfallia Pagonis

Photography

Boston University Photo Services, unless otherwise noted

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CHECK IN

BOSTON UNIVERSITY SCHOOL OF HOSPITALITY ADMINISTRATION | SPRING 2007

Welcome Home!

SHA Opens Its New Doors

By Jean Hennelly Keith

The gleaming new foyer at 928 Commonwealth Avenue held an air of expectancy on September 27 as guests arrived to celebrate the dedication of the School of Hospitality Administration's much-anticipated new home. With the ambience of a gracious upscale hotel, the street-level foyer and reception area were filled with flowers and refreshments to welcome SHA community members and friends.

Sporting his warmest grin, Dean James Stamas greeted SHA students, faculty, alumni, industry friends, and benefactors, inviting them to tour the completely renovated three-story building.

The two-year transformation created an interior, designed by Elkus/Manfredi, distinctly different from that of other BU buildings. With open common areas that foster student and faculty interaction and an elegant conference room to host industry recruitment and SHA Advisory Board meetings, SHA's new facility offers students surroundings suggestive of their future work environments in the hospitality industry.

In addition to the reception area, the first floor of the nearly 28,000-square-foot facility houses an amphitheater, computer lab, and spacious lounge that can open into an adjoining research center for large gatherings. The second floor is devoted mainly to academic space—four classrooms, two study lounges, and three breakout rooms for group projects. In the common areas, furnishings in zingy colors offer comfortable and flexible seating and study configurations. A sleek glass-walled administrative suite and faculty offices as well as a conference room complete the third floor.

At the dedication ceremony, Stamas addressed more than 100 guests, including University



Dedicating SHA's new building: From left, President Emeritus Aram Chobanian, President Robert Brown, Dean James Stamas, and President Emeritus Jon Westling

President Robert Brown, Presidents Emeriti Aram Chobanian and Jon Westling, and thirteen School and College deans. "This completes a dream to create a home for the School that looks as good as our students." He thanked the many alumni, friends, and corporations from around the country for their donations to the building fund.

In recalling SHA's twenty-five-year successful evolution from a Metropolitan College program to an independent school, Brown remarked, "SHA has flourished and gained strength and stature. This building represents a very important step in the School's development." With a growing global reach in the hospitality industry, said Brown, SHA is well positioned to "train the next generation of leaders in the hospitality industry." 

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Photo by Len Rubenstein

From the Dean

Dear Friends,

It is with great pleasure that I report to you from our new home at 928 Commonwealth Avenue. As our first year in the new building winds down, there is much to share about our facilities, our students,

and events, including Commencement 2007 and a special Reunion.

On September 27, 2006, we dedicated SHA's new building in style, with Boston University President Robert A. Brown and Presidents Emeriti Jon Westling and Aram Chobanian in attendance. You can read more about the building's wonderful facilities and dedication ceremony in this issue.

Our students have adjusted quite well to their new surroundings. In September, we welcomed 125 new freshmen and transfer students, with the highest academic profile in the School's history.

This year, 114 students will graduate, SHA's largest class to date. We are very proud that many have distinguished themselves both academically and through their work experience. This year also marks the School's 25th Anniversary. To celebrate this milestone and our new home, all SHA classes are invited back to campus for a very special reunion during Commencement and Reunion Weekend, May 18–20, 2007.

In addition to dedicating the building in the fall, during Winterfest weekend in January we dedicated the Lisa A. Frost Student Lounge; held a reception in New York City last summer; and hosted numerous luncheons and building tours throughout the year. Many of you have received via e-mail the job listings we receive from SHA friends and alumni. We have also launched *ROM Service*, our online newsletter, which will provide School news, event information, job listings, and more.

As we complete this first year in our new home, I want to once again thank all of you who pitched in. The SHA Capital Campaign has raised \$4.7 million of the total \$6 million goal. We hope to conclude the campaign this coming year.

As the building fund campaign comes to a close, the next priority is alumni participation in the SHA Annual Fund. Your single gift each year makes a dramatic impact on our alumni participation rate, an important factor in school rankings. I encourage you to do your part in enhancing the School, as well as the value of your degree. Contact our Development and Alumni Officer, Tom Dennehy, at 617-353-1011 or tdennehy@bu.edu to make your gift, tour the building, inquire about reunions, update your information, or join the SHA Alumni Association. Demonstrate the same pride in your alma mater that SHA takes in you.

Sincerely,

James T. Stamas, *Dean*

Setting the Course for BU

The New Strategic Planning Report

By *Chris Berdik*

Boston University recently unveiled its challenges for the next decade: to “expand and enrich” the quality of campus student life, eliminate “bureaucratic barriers,” and continue its efforts to become “One BU.”

Unification is the major theme of the framework for a new University strategic plan that was released in December by the faculty and administration of the Strategic Planning Coordinating Task Force, appointed by University President Robert Brown last spring. The preliminary report outlines long-term strategies and visions for undergraduate and graduate education, research, faculty, student life, and administrative services.

In addition to making BU more inwardly cohesive, the framework calls on BU to build on its tradition of engagement with both the city of Boston and the world through internships,

community service, study abroad programs, and training for students and faculty that will prepare them for “global shifts in economics, politics, and research.” The result, says Brown, is a document that examines the University's foundation, and cultivates a core ideology that will guide future growth.

“This report is really about an image for the University as a whole,” Brown says. “It's about our principles and what our competitive advantage may be if we craft a university around them, and it offers a way to think about the decisions we make, going forward.” 🍀

This article was excerpted from BU Today. The Task Force invites alumni and other members of the Boston University community to read the strategic plan at www.bu.edu/strategicreport.

Tech Boost

Micros Donates Latest Software to SHA

By *Patrick Kennedy*

“This is not a vocational school,” says School of Hospitality Administration Assistant Professor Mike Oshins. “We're not training our students how to be front desk clerks”—something a new hire can learn at any hotel. Instead, when Oshins teaches students how to run a hotel using software, “I really want to train them on the theory [as well as the practice], so that when they go to work at the hotels, they'll have the managerial understanding. Hotels train for the whats. I want to train for the whys.”

Starting this semester, SHA's required course on hospitality technology will have the benefit of the industry's leading property-management software. The program's maker, Micros Systems, Inc., donated it to the School, along with a point-of-sale software package that restaurants use to track revenue and supplies. The gift has a market value of \$364,000.

Opera, as Micros's latest system is called, is “a relational database that basically manages the entire hotel,” says Oshins. This encompasses everything from day-to-day reservations and billing to long-term data aggregation and revenue projections.

For several years Oshins has shown students a simple demonstration model of Opera's original iteration, also donated to SHA by Micros. With the new, more dynamic system, “We'll take a look at how you customize a software based on what the management principles are of the operation,” Oshins says, “because information technology shouldn't drive the operations; it should be management that drives IT.”

Maryland-based Micros is widely considered the world's top provider of computer systems to the hospitality industry, and its gift to a fast-rising hospitality-management school like SHA makes a lot of sense, says Alan Hayman (SMG'74), retired executive vice president of Micros.

“We recognized how beneficial programs like BU's really are,” Hayman says. “As a leader in technology, I think

Micros wants to help such programs teach students how this technology can be used in hotels and restaurants to really provide the best possible service for their guests, and this is a very practical way of doing that.”

The gift is another part of SHA's overall growth as a school, most recently exemplified by its move in September to new digs with a state-of-the-art computer lab and AV systems, Oshins says. “The quality of the education's fabulous, and the best part of our program is the quality of the students—that hasn't changed. But environment counts. Particularly in hotel and hospitality, when you're talking about intangibles. Well, the intangible of a classroom that



Professor Mike Oshins in SHA's new computer lab with, from left, Jon Jaeger ('08), C. J. Church ('08), and Ami McCartt (CGS'05, SHA'07).

had a pole in the middle of it—it just didn't reflect the quality of the education the students were getting.”

“Look at the best programs in the country,” says Hayman. “BU's become one of them, and you couldn't say that ten years ago. There's a tremendous sense of interest in the program.” 🍀

Honoring a Lost Leader

SHA Dedicates Student Lounge to 9/11 Victim Lisa A. Frost ('01, COM'01)

By Vicky Waltz

More than five years after United Airlines Flight 175 slammed into the World Trade Center's South Tower, Jean Lam still recalls the gentle laughter of her best friend, Lisa A. Frost, who was on the plane. Friends since the fourth grade, the two women grew up sharing a passion for learning and a zest for life. The summer after they graduated from Boston University, they decided to move to San Francisco. The plan, says Lam (SMG'01), was that Frost ('01, COM'01) would fly to Los Angeles



The School of Hospitality Administration named its new student lounge after Lisa A. Frost ('01, COM'01), who died on September 11, 2001. Attending the dedication ceremony on January 20, 2007, were Frost's parents, Melanie and Tom Frost, pictured here with SHA Dean James Stamas.

and spend a few days with her family before joining Lam in San Francisco.

"Her boxes arrived," Lam says. "But she never did."

Frost, 22, a student leader remembered for her kind smile and her drive to succeed, died on September 11, 2001, when terrorists hijacked four commercial jet airliners in a suicide mission that left nearly 3,000 people dead. Frost's memory, though, lives on among the more than 70 friends and family members who gathered at BU on January 20, 2007, to dedicate the Lisa A. Frost Student Lounge. Located on the second floor of the new School of Hospitality Administration building at 928 Commonwealth Avenue, the 560-square-foot

room has coffee tables, lounge chairs, and high-speed Internet access.

"Lisa once asked me, 'Do you think we'll ever have our names on a building at BU?'" Lam recalls. "She loved it here. She loved BU, and she loved Boston."

Frost wanted to attend BU from the moment she found out about it. "There was no looking back," says her mother, Melanie Frost. "She came home and said, 'I want to go to a school 3,000 miles away,' and her father said, 'Uh, I don't think so!'"

But Frost was adamant that BU—and more specifically, SHA—was where she wanted to be, and she arrived on campus in the fall of 1997. Juggling her studies with extracurricular activities, including volunteering in the Office of Admissions, serving as copresident of the SHA student government, and interning at the Boston College Club—Frost pursued a dual degree, in hospitality administration and in advertising from the College of Communication. Despite health complications—she suffered collapsed lungs during her freshman and junior years—Frost graduated *summa cum laude* and was valedictorian of her SHA class.

"I knew Lisa as not just a student, but as a person and a leader," says James Stamas, SHA dean. "She was the best student I've known since I've been at SHA."

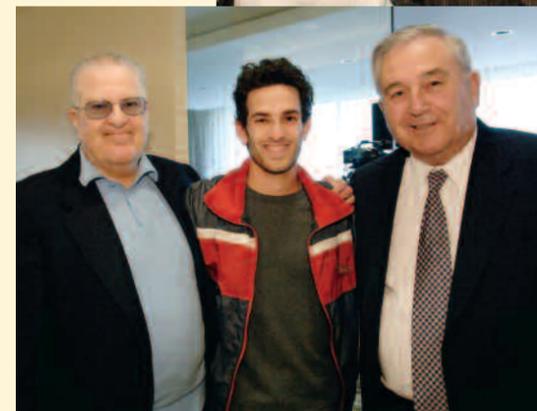
"Lisa took so many notes in class that I generally thought she knew more about the course topics than I did," recalls Chris Cakebread, a COM assistant professor of advertising.

Frost was so involved with SHA that it seems only fitting to name the new student lounge in her honor, says her father, Tom Frost. "I know that given the chance, she'd have probably earned this accolade someday on her own," he says. "Her spirit is very much here in Boston."

Frost's chef coat and watercolor paintings, on display at the dedication ceremony, are testimony to the young woman's array of talents and interests, says Melanie Frost. "I was in awe of her," she says. "She was so driven—I could never keep up with her."

The impact Frost had on the lives around her is evident on "We Remember," a website that pays tribute to the 28 BU alumni who died in the September 11 terrorist attacks. More than 200 people have left comments in his daughter's memory, says Tom Frost. "She is missed every day," he says, "but Lisa never backed down from a challenge, and that's why we have to keep going." 🍷

On September 27, 2006, the new SHA building at 928 Commonwealth Avenue was filled with the many smiling faces of SHA community members and friends who gathered to dedicate and celebrate this milestone in the School's development. Pictured, clockwise from top, SHA Advisory Board member James ('88) Aptecker and his wife, Alina; Dean James Stamas; Associate Professor Stan Buchin and Maggie Blackaby ('07); Jacob Sopher and his son, Evan ('09), with Dean James Stamas; from left, Aye Thanda Aung ('07), Christina Hoang ('07), and Brian Gaines (CGS'06, SHA'08), president of the National Society of Minorities in Hospitality; Dean James Stamas and SHA Advisory Board Chair Irma Mann.



Thank You!

SHA Annual Fund Leadership Giving Societies

The School of Hospitality Administration is grateful for the support of alumni, faculty and staff, family, and friends who made a gift to the SHA Annual Fund between July 1, 2006 and April 1, 2007. These gifts help the School prepare young people for success.

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News & Notes

Shirley Chan ('03) is working for ARAMARK as a catering director in the Times Square area of Manhattan, NY.

Christophe Moerman ('92, GSM'94), after working 10-plus years at BASES, has transitioned to ACNielsen, still working on the Procter & Gamble business and still located in Cincinnati. He is now responsible for the Family Health Care GBU at ACNielsen. More good news is that he and wife, Anastasia Damianidou, are the proud parents of twins, Alexander and Melina Moerman.

Scott Cutaneo ('89) is the chef/owner of Le Petit Chateau in Bernardsville, NJ, and has appeared many times on the FOX morning show *Fox and Friends*. A recent appearance was aired on Monday, March 5, 2007. Previous episodes can be viewed on his Great Scott website: www.greatscottchef.com.

David Siegel ('02) has been working in Portland, OR, with chefs Cathy Whims (of Nostrama) and Tommy Habetz (of Meriwether's). He has also started his own company called East Side Dining, which holds monthly "Supper Club" events that have recently been covered by the *Oregonian*: www.oregonlive.com/foodday/oregonian/index.ssf?base/living/117468511153720.xml&coll=7#continue.