

CHECK IN

BOSTON UNIVERSITY SCHOOL OF HOSPITALITY ADMINISTRATION

WINTER '01-'02

Personally Committed to SHA

SID FELTENSTEIN ESTABLISHES THE BARBARA STAMAS SCHOLARSHIP



PHOTOGRAPH: NEIL SULIER'S SOCIETY & EVENT PHOTOGRAPHY

By Jean Hennelly Keith

Sid Feltenstein is connected to Boston University in many ways — as an involved alum (he graduated from COM in 1962) and alum parent (his daughter Elizabeth is a 1992 MET grad) and, since October 2000, as a University trustee. But his focus at BU for nearly twenty years has been on the School of Hospitality Administration, which he has helped to develop as a member of the SHA Advisory Board since 1984. “I am personally committed to do whatever I can to make SHA the premier institution for people going into the hospitality industry,” he says, adding, “And it’s well on its way.” He notes that SHA Dean James Stamas “has done a spectacular job in raising the quality of the School and its programs, students, and faculty. On a scale of one to ten, he’s a twelve.”

Feltenstein’s interest in the hospitality industry is part of his daily life, as chairman, CEO, and president of Yorkshire Global Restaurants, the holding company for a restaurant empire of 2,300 stores, including A&W and Long John Silver’s franchises.

To help well-qualified students with financial need attend SHA, Feltenstein made a \$250,000 gift last spring establishing a BU scholarship that will give preference to SHA students. The scholarship, which will be awarded annually, will be named in memory of Barbara Stamas, the late wife of Dean Stamas. “Barbara was an incredibly vital, intelligent, exciting woman of whom I was personally fond and for whom I had great respect,” says Feltenstein.

Pleased that SHA has become so highly regarded in the hospitality industry, Feltenstein has broadened his BU scope. He enjoys his new post as trustee immensely and says, “I am now convinced more than ever of Boston University’s excellence.”

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Notes

The School of Hospitality Administration proudly announces a joint venture with HVS Executive Search. SHA is the first program to participate in this HVS “private labeling” service. HVS provides a direct link to a customized version of hospitalitycareernet.com, which allows private access — at no cost to SHA students and alumni — to a comprehensive tool for searching and applying for hospitality jobs online. In addition to job listings, this new SHA link offers daily industry news, polls, compensation information, and relocation services. Set your browser to <http://bu.hospitalitycareernet.com> and begin exploring!

Katrina Hayday Wester (SHA’88) of Wayne, Pa., is pleased to announce the birth of her son, Alexander Henry, in April. He joined his sister, Madison, then two and a half. Katrina writes, “I’d love to hear from my old friends at the School. Please e-mail me at Katrina@grandparents.com or katroadrcr@yahoo.com.”

Amy Thomas (SHA’99) of New York, N.Y., is back to work at a Marriott hotel in New York after spending about a year working on a special project at Marriott headquarters in Washington, D.C. Amy is involved in starting a SHA Alumni Club in New York. She would like to hear from all interested SHA alumni in the New York City area. E-mail her at thomasamy@yahoo.com.

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

CALLING ALL ALUMNI!

The School of Hospitality Administration needs alumni to assist with student recruitment activities. Alums will have the opportunity to accompany SHA staff to high school seminars and campus events to meet with potential applicants to the School. If you are interested in participating, call Anthony Barbuto at 617/353-2976 or e-mail him at abarbuto@bu.edu.

JOIN A BOSTON UNIVERSITY SHA YOUNG ALUMNI CLUB NEAR YOU

School of Hospitality Administration Young Alumni Clubs are being created in New York, Boston, San Francisco, and anywhere else SHA alumni decide to settle and get together. The clubs foster working relationships among the graduates of the School of Hospitality and provide a network through which friends keep in touch after graduation. Social events, lectures, and meetings supported by the University will offer opportunities for young alumni to meet SHA colleagues living and working around the world.

Please send a note to shaalum@bu.edu to learn more and get involved.

From SHA’s New Development and Alumni Officer



Dear Friends:

As the new School of Hospitality Administration development and alumni officer, I am enjoying getting to know SHA alumni and working with the School’s many loyal and dedicated volunteers. Alongside Dean James Stamas, Director of Career Services Brian Shockley, and the SHA Advisory Board, I’m working to develop a lasting alumni association that will benefit the School, Boston University, and you — the alumni.

A strong alumni association will foster cordial relationships among SHA alums and increase their visibility and marketability around the world. The School of Hospitality Administration at Boston University is one of the top programs in the industry; the SHA Advisory Board includes the best in the business. The SHA alumni association should be equally strong. Through social events, lectures, and meetings, an active alumni association will provide new opportunities for SHA alumni to network. And a mutually supportive network of prospective, current, and former students can

only increase the value and prestige of a SHA degree.

Our alumni association offers alums a way to stay involved with SHA after graduation. I hope you take the opportunity to join us. If you have any questions or would like further information about upcoming activities and volunteer opportunities, please contact me at 617/353-2976 or abarbuto@bu.edu. Once I have compiled a list of interested alumni, I will contact you about events in the near future. I appreciate your interest and look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink that reads "Anthony Barbuto". The signature is fluid and cursive.

Anthony Barbuto
Development and Alumni Officer



From left, SHA Advisory Board members Denise Coll, CEO of the World Trade Center Boston, and Marc Shapiro, president of Ellen McCluskey Associates, Inc., discuss SHA matters with Michael Oshins, SHA assistant professor.

School of Hospitality Administration Advisory Board

One of the School of Hospitality Administration's greatest strengths is its Advisory Board. SHA Board members — industry leaders who are committed to the School — give strategic advice, mentor students, raise and donate funds, and teach and lecture at SHA.

Hugh Andrews, President, International Hospitality Enterprise

James Apteker (MET'88), Owner and Manager, Veronique Restaurant

Michael Athanas, Vice President, Anthony's Pier 4

Milan Bedrosian, Regional Vice President (retired), Aramark Campus Dining Services

George Berkowitz, President, Legal Sea Foods, Inc.

David Chag, General Manager, The Country Club

Denise Coll, Chief Operating Officer, World Trade Center Boston

Robert E. Cumings (SMG'59), Partner, Cumings/McNulty

Robert Derba, President, Derba & Derba Company

Tom Engel, President, T.R. Engel Group, Inc.

Sidney Feltenstein (COM'62), Chairman, CEO, and President, Yorkshire Global Restaurants

Warren Fields, Vice President, Pyramid Advisors, LLC

Edwin Fuller (SMG'68), President and Managing Director, Marriott Lodging International

William Heck, President, Meinrad Corporation

Richard Joaquim (SFA'59), Hotel Executive (retired)

Irma Mann, President, IRMA, Inc.

Stuart Meyerson, General Manager, Hyatt Regency Cambridge

Burton Miller, CEO, Brookline Liquor Mart

Raymond Murgia (SMG'59), Vice Chairman of the Board, Emeritus, Massachusetts Restaurant Association

Kathy Rowe, Vice President, Food and Beverage, Sonesta International Hotels

Robert Sage, President, Sage Hotel Corporation

Jeffrey Saunders, President, Saunders Hotel Group

Marc Shapiro, President, Ellen McCluskey Associates, Inc.

Javier Rosenberg continued from inside

the job is to make sure that the people who work for you have clear plans and leadership and know what they're planning to achieve as a group. That's the key — that's why I don't think age is a factor."

Among his challenges as GM is staying competitive in Atlanta's tight hotel market, and the surge in online reservations has made staying on the cutting edge of technology a priority. "We've only seen the tip of the iceberg," he says of Internet reservations. "More and more people are starting to get comfortable with the idea, and it's forecast to grow even more." Swissôtel, he says, has been working with Priceline.com and Quikbook.com for more than two years, finding online reservations a growing source of business.

As for his own future, Rosenberg remains open-minded, having learned that there are rewards in following less conventional paths. "Something I'd enjoy very much is creating a successful product from the very beginning," he says. "Sometime down the road, many years from now, I'd like to own my own business — I'd love to have my own restaurant. Where? I don't know. What kind of restaurant? I have no idea. I think it's good to plan, but not to limit yourself, because you're going to have so many opportunities."

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Dean

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PHOTOGRAPH: LEN RUBENSTEIN

From the Dean

Dear Friends:

The academic year began with an exciting change for the School of Hospitality Administration. Reflecting Boston University's commitment to profession-related education, SHA is now a separate school, no longer part of Metropolitan College but rather under the aegis of Associate Provost and Dean of Extended Education John Ebersole. As a result of this change of status, the School has a distinct identity that we believe will enhance its visibility and growth.

This year we welcomed a group of outstanding freshmen who came to us with impressive test scores and class rankings. While maintaining a strong commitment to our liberal arts and hospitality management curriculum, we have added elective courses in club management, hotel planning and development, advertising, and PR and sales management, all taught by outstanding industry professionals.

Another welcome addition at SHA is Anthony Barbuto, our new development and alumni officer. You'll be hearing from Anthony, whose primary objective is to spearhead the growth of our alumni organization around the world and to help us raise the monies needed to support the School.

Other SHA highlights: We had a very successful 2001 Commencement. Our sixty-one graduates looked forward to great job opportunities, made much noise upon their introduction at Nickerson Field, and thoroughly enjoyed our graduation speaker, Bob Cotter, president and COO of Starwood Hotels & Resorts Worldwide, Inc.

And, finally, I am pleased to report that approximately \$20,000 has been raised for the Harold E. Lane Memorial Scholarship Fund. The first award is to be given to a deserving student in 2002.

Please remain interested in your School — and come see how we've changed!

Sincerely,

James T. Stamas, Dean

New York Ingathering

Held on November 12, while New Yorkers continued to grapple with loss, this year's annual SHA New York City Alumni Reception was an especially bonding experience. Said participant Amy Thomas (SHA'99), "It's great to see SHA graduates of all ages get together with such high spirits, in light of what's happened in this city.... It's nice to see each other again, to offer comfort and support in these trying times."

At the Marriott East Side, attendees represented all aspects of hotel administration — managers, consultants, and planners — as well as suppliers to non-hospitality firms, such as Ernst & Young LLP, Accenture, and Citigroup. Alums mingled with one another and celebrated their School's latest accomplishments. Dean James Stamas announced SHA's new status as a degree-granting school of Boston University, the creation of the Lisa Frost Memorial Scholarship, and the initiation of a campaign to raise funds for a new space for the growing School. Stamas and SHA Associate Professor

H. Michael Kwag attended the reception after representing SHA at the Annual International Hotel/Motel and Restaurant Show in the city.

Enthusiasm for a SHA New York City Alumni Club ran high. Anthony Barbuto, SHA's new development and alumni officer, addressed the gathering: "The New York City club will play a key role in mentorship, increasing SHA name recognition, graduate placement, and fundraising. The annual reception is a great venue to get the active New York City alumni together and introduce the challenges of the very near future." Programming for SHA New York events may begin as early as this spring. — JHK



In good spirits at the New York City Alumni Reception, from left, New York Alumni Board members Amanda Wolfe (SHA'00) and Amy Thomas (SHA'99).

Younger and Wiser

JAVIER ROSENBERG IS NAMED YOUNG HOTELIER OF THE WORLD 2001

By Midge Raymond

At twenty-nine years old, Javier Marcelo Rosenberg (SHA'94) is one of the youngest general managers of a major hotel in the country — and given the energy the job requires, his youth is an asset. As the GM of Swissôtel in Atlanta, Rosenberg faces demanding guests, a competitive hotel market, and twelve-hour days, yet remains unfazed by the rigors of the job. This fall, his seemingly innate talent for hospitality work earned him the Young Hotelier of the World 2001 award from *Hotels* magazine and the International Hotel & Restaurant Association.

Chosen from a pool of more than 100 hoteliers worldwide, Rosenberg was described by judges as “the obvious choice.”

“I’m thrilled,” says Rosenberg. “I honestly can’t believe it. It’s incredible to be distinguished this way, to be picked from so many people.”

His aptitude for hospitality work actually owes more to his personality and background than his age, though he did discover early that he wanted to work in the industry. “When I was fifteen,” Rosenberg says, “I thought that the hotel business would be perfect because it was a combination of financial skills and operational skills. Then you had the whole aspect of interacting with people, whether guests or staff, and that breaks a lot of the monotony in the job.”

Rosenberg’s promise was evident to others as well. “I think very few students have the kind of maturity he has,” says Rosenberg’s mentor, Hugh Andrews, SHA Advisory Board member and owner and operator of independent hotels and resorts in the Caribbean. “What attracted me to him — and why I made him a job offer right after school — was not only his maturity but that he was totally bilingual and bicultural. I think sometimes we forget how important it is in the world of international business to be able to adapt to different cultures.”

When Rosenberg graduated from SHA, Andrews hired him as assistant restaurant manager at his nearly 1,000-room El Conquistador Resort and Country Club (now a Wyndham) in Puerto Rico. Rosenberg was promoted to manager within four months and, under his leadership, the restaurant became a \$3 million business.

“He did such a wonderful job,” says Andrews, “that he caught the attention of all the senior managers in the hotel, and they were all vying for him.”

For Rosenberg, the decision to work at a start-



PHOTOGRAPH: COURTESY OF JAVIER ROSENBERG

up hotel — El Conquistador had opened only a few months before he arrived — rather than a larger operation with a structured training program was an obvious one. “I was very young; I was single,” he says. “I wasn’t risking anything. I chose it because I knew I’d have a lot more opportunities to try different things and to learn by banging my head against the wall. I had a hands-on experience.”

Although Rosenberg talks of learning through “making mistakes,” his accomplishments have far outweighed any missteps he may have taken. “He was instrumental in the Conquistador becoming the first hotel in Puerto Rico’s history to receive the Five Diamond Award from AAA, and only the second in the history of the entire Caribbean,” Andrews says.

Having learned at El Conquistador not only about food and beverage but all aspects of running a hotel, Rosenberg was well prepared when he was named acting GM at the Marbella Club Hotel in Spain at the age of twenty-five. Since then, he says, his career has moved very quickly: three years ago, he joined Swissôtel in Chicago, later accepting the position of GM in Atlanta.

His age, he says, has only a peripheral effect on his work, if any. “Some of the staff will definitely see you and say, ‘Wow, that’s a young GM,’ and that puts a little added pressure on in the first few months, but once people know you, it’s you, and the age factor disappears. I don’t have to know how to cook better than my executive chef, nor should I know how to check people in better than my front-desk manager. I think it’s important to have that background experience and know what it takes, but ultimately I think

Continued on back page

In Tribute

By Anthony Barbuto

This fall, the School of Hospitality Administration and the Boston University community at large suffered a great loss. Lisa Anne Frost (SHA'01, COM'01), a student leader, SHA class valedictorian, and friend to many, perished on United Airlines Flight 175, on September 11. Lisa was twenty-two years old.

Students and administrators remember Frost as an inspiring leader who radiated enthusiasm for her many undertakings. During her final year at Boston

University, she was co-president of the SHA Student Government, a University Scholar, a Golden Key National Honor Society member, a Scarlet Key Service Award recipient, an Office of Admissions volunteer, and an intern at the Boston College Club in Boston. While a BU student, she also found time to study abroad in Sydney, Australia. Graduating *summa cum laude* last May, Frost earned dual degrees — in advertising from the College of Communication and in hospitality administration from SHA.

“Lisa was involved in just about every club and volunteer organization a student could possibly handle, and she helped create our School’s honor society,” says SHA Dean James Stamas. “And when she did something, she did it right.”

Frost spent last summer working in Boston for *Where to Eat*, a local restaurant publication looking to expand into the San Francisco Bay area. On September 11, the native Californian was flying home to visit with family and friends in Rancho Santa Margarita, near Los Angeles, before moving to San Francisco with her lifelong best friend, Jean Lam (SMG'01).

A service was held in her memory at Marsh Chapel on September 28. Her friends and family, and members of the SHA and wider BU community gathered to share stories and remembrances. Friends and fellow BU students spoke of her caring and supportive nature, her desire to live life to its fullest, and her ability to make everyone around her feel at ease. Her father, Thomas Frost, spoke on behalf of his wife, Melanie, and their son, Daniel, asking that his daughter be held as an inspiration to strive for success and happiness.

In an effort to further Frost’s legacy to the BU community, and with the support and blessing of her family, the School of Hospitality Administration has established the Lisa Frost Memorial Scholarship Fund. The income from the fund will be used to make annual awards to one or more students who reflect Frost’s commitment to SHA and the Boston University community, her academic promise, and her leadership values.

If you would like to donate to the Lisa Frost Memorial Scholarship, please send a check, made out to Boston University and designated for the Lisa Frost Memorial Scholarship on the memo line, to Anthony Barbuto, Boston University Office of Development and Alumni Relations, 599 Commonwealth Avenue, Boston, MA 02215. For more information about the Lisa Frost Memorial Scholarship Fund, please contact Anthony at 617/353-2976 or abarbuto@bu.edu. You are invited to visit the BU memorial at www.bu.edu/remember to share your thoughts and read others’ reflections on the events of September 11.



PHOTOGRAPH: LEN RUBENSTEIN

Lisa Frost (SHA'01, COM'01): 1978–2001

Harold E. Lane Memorial Scholarship Update

Honoring Harold E. Lane, the late School of Hospitality Administration founder and former faculty member, the Harold E. Lane Memorial Scholarship will be given each year to one or more SHA students with financial need. Currently we have raised almost \$20,000 and will award the first Lane scholarship to a deserving student in the fall 2002 entering class. To contribute to the Harold E. Lane Memorial Scholarship Fund, please send a check, made out to Boston University and designated for the Lane Fund on the memo line, to Anthony Barbuto, Boston University Office of Development and Alumni Relations, 599 Commonwealth Avenue, Boston, MA 02215. For further information, please contact Anthony at 617/353-2976 or abarbuto@bu.edu.