



Jeffrey Selden (SHA'91) at the Senior Graduation Luncheon and Alumni Awards in May at the Hotel Commonwealth.

We'll Take Manhattan continued from front page

him better understand where he wanted to go in life. "My experience at BU was tremendous," he says. As an undergraduate, he participated in "just about every extracurricular activity that I could get my hands on — the wine club, the dining club, night classes with different chefs, career counseling, and peer advising."

He headed for New York after graduation, where he worked at the St. Regis New York and The Four Seasons' Pierre Hotel before taking charge of catering at the Palace, where he oversees all food and beverage for the hotel, as well as handles conferences and social events. He fell in love with New York's high energy and extravagance, and his affection for the city impelled him to work to help give SHA a "New York presence."

In 2002 he played a major role in the founding of the New York Alumni Board. Since then he's been closely involved with the SHA Alumni Association, working to bring the R. C. Kopf Student Achievement Scholarship back to BU students (see article on previous page) and co-chairing, with friend and celebrity chef Rocco DiSpirito ('90), SHA's "One Hot Night in NYC" chefs' tasting and auction. This year, Selden was honored alongside DiSpirito with the SHA Alumni Association's Award for Service to Alma Mater.

Selden believes the extraordinary successes of so many SHA alumni speak for the quality of the school — it's just a matter of getting the word out. "When I look back at the people I went to school with who are here in New York, it's this great, great group of people," he says. "Some amazing chefs here in New York went to school with us! Rocco, Brian Bistrong ['92, of Citarella], Bryan Calvert ['03, of Café Atlas]. All these guys have restaurants here in the city that are very successful. Here you have this great resource of people who add so much to a city. And I think where they went to school is a big part of why they're successful."

Host With the Most

By Jennifer Becker

After a globetrotting career in the hospitality industry, Peter Szende joined the School of Hospitality Administration's faculty as an assistant professor last September. Now he draws upon his international experience to introduce students to the universally appreciated art of fine management.

He embarked on a twenty-year career in the business after earning degrees in tourism and hospitality from Hungarian and Swiss institutions, including a doctorate from the University of Economic Sciences in Budapest. Starting as a banquet manager at the Forum Hotel in Budapest, he trained in hotel and restaurant management in Zurich and London. Szende managed public relations at the Hilton Hotel Budapest before working in management positions at hotels in Hungary and France.

In 1995, he began his professional relationship with the Four Seasons luxury hotel chain. Szende honed his food and beverage skills at the Toronto hotel, where he drafted training manuals and service quality standards, and later became director of restaurants and bars at the Four Seasons Resort and Club Dallas at Las Colinas. Most recently, he was assistant director of food and beverage at the Four Seasons Hotel Boston.

His classroom experience includes teaching hospitality courses in Switzerland and Hungary, and spending a month training new employees at the Four Seasons Hotel in Amman, Jordan. He also wrote the textbook *Hospitality Marketing*.

At the School, Szende is serving up his cosmopolitan insights to students in his Introduction to Hospitality, Marketing, Human Resources Management for the Hospitality Industry, and Food and Beverage Management classes.

SHA NEWS

Brad Hudson has joined the University Development and Alumni Relations Office as development and alumni officer with primary responsibility for SHA. He joins colleagues Adam Wise, major gifts officer, and Anthony Barbuto, director of development and alumni relations, in fundraising, event planning, and alumni networking efforts for the School. Some of you may remember Brad from his previous role in the classroom as a SHA professor (both adjunct and full-time) from 1995 to 2003. Former students especially are invited to contact him at bhudson@bu.edu or 617-353-1011.

On December 6, **Dellie Rex**, lecturer in wines at SHA, was one of the first two women to be inducted into the Boston Chapter of La Commanderie de Bordeaux. The historically all-male organization was founded in France 175 years ago to promote the appreciation of Bordeaux wines. Its Boston Chapter opened in 1957.



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Dean James Stamas

Director of Development and Alumni Relations

Anthony Barbuto (CFA'97/CAS'97)

Development and Alumni Officer

Bradford Hudson

Editor

Jean Hennelly Keith

Contributing Writers

Jennifer Becker

Tricia Brick

Cynthia Buccini (CAS'84, COM'87)

Taylor McNeil

Proofreader

Jennifer Becker

Editorial Assistant

Lauren Ladoceour (COM'05)

Graphic Designer and Production Manager

Amy Osborne

Design Assistant

Laini Leto (CFA'04)

Photographers

Boston University Photo Services, unless otherwise noted

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Jim Apteker ('88), right, catches up with Dean James Stamas at the Young Alumni Gala in October. Apteker, owner of Veronique Ballroom and Longwood Catering in Brookline, Massachusetts, received a Young Alumni Council Award at the gala. "This is a real honor," he said after accepting the award, which recognizes young alumni who bring credit to Boston University through their personal and professional achievements, their character, and their support of the University. Keith Tavares (CGS'88, CAS'92), vice president for student and young alumni programs on the Boston University Alumni board of directors, said success follows Apteker at every turn. "Hosting events with fine food and drink has become a trademark for Jim Apteker," he said. The first winner of the SHA Alumni Award for Distinguished Service in 2000, Apteker is president of the SHA Alumni Association and a member of the SHA Advisory Board and the BUA executive board of directors. At the gala, he was surrounded by family members: his wife, Alina; his father, Eli; Eli's wife, Joan; and Joseph Felder, Jim's cousin from Israel.

Notes

Geoff Gardner ('94) is chef/owner of Sel de La Terre in Boston, which was voted Best French Restaurant 2003 by *Boston Magazine*.

Michelle Derasse Corry ('95) and her husband, Steve, recently opened 555, a restaurant named for its location at 555 Congress Street in Portland, Maine. Its seasonal menu features American-Californian cuisine. Michelle invites all alumni to visit her restaurant.

Sheri Saperstein Richberg ('96), marketing maven, creates new product development and marketing strategies for the hospitality industry. Currently Sheri leads the marketing efforts of the Briar Restaurant Group, owner of eleven restaurant and entertainment destinations in and around Boston. Sheri is an active member of the SHA Alumni Association.

Stephen Crowley ('01) is a general manager with Starbucks Coffee Company in Cambridge. He was recent-

ly selected as Manager of the Quarter for New England and invited to corporate headquarters in Seattle.

Liz Davis ('02) currently works for Marriott as a sales manager in the New England Sales Office. She specializes in groups and catering for twenty-five hotels throughout New England. Previously she was inside sales manager for the Cambridge Residence Inn.

Shirley Chan ('03) is food service manager for Sodexo USA at the Charlestown Navy Yard in Charlestown, Mass.

Mindy Frankel ('03) is a catering administrative assistant at the Willard InterContinental Hotel in Washington, D.C.

We would like to hear from you. Please contact the SHA Alumni Office at 617-353-1011 or busha@bu.edu with personal and professional news, updates on addresses, etc.

CHECK IN IS A WINNER OF THE 2003 AMERICAN GRAPHIC DESIGN AWARD FOR EXCELLENCE IN COMMUNICATION AND GRAPHIC DESIGN.

CHECK IN

BOSTON UNIVERSITY SCHOOL OF HOSPITALITY ADMINISTRATION

WINTER 2004

Bringing SHA to Their Cities

By Tricia Brick

A LITTLE BIT OF EVERYTHING

Sara Colgan's hospitality résumé begins with a dozen doughnuts. As a teenager, she took a summer job at a bakery in her hometown of Gill, Massachusetts, and got hooked on the human side of the hospitality business.

"I think that's why I got into the industry in the first place — I think it's why I liked working at a bakery when I was fourteen — to help people," she says, and laughs. "Granted, it was writing on someone's birthday cake or serving doughnuts. But it was still helping people."

Back then, she never envisioned herself as a human resources manager for Sebastians, a catering and food service company affiliated with the Seaport Hotel and World Trade Center Boston. But throughout her career, she has translated a near-limitless curiosity and a love for working with people into wide-ranging success.

Colgan ('98) came to BU knowing what she loved about the hospitality industry, but without a firm idea of exactly where she hoped to end up. So she took advantage of "a little bit of everything."

"I tried to find different jobs within the industry, to try to experience as much as I could," she says. "There's so much diversity in Boston, so many different types of businesses, that I was really able to take advantage of the experience."

While a student at SHA, she worked in restaurants and hotels, marketing companies and reservation agencies. She supplemented her hospitality



Sara Colgan (SHA'98) is director of the Boston SHA Alumni Board.

WE'LL TAKE MANHATTAN

New Yorkers know that theirs is the only real city on this coast. Jeffrey Selden ('91) wants to put Boston — specifically, BU's School of Hospitality Administration — on New Yorkers' maps.

"Every single day I have someone say, 'Oh, you went to hotel school? Where'd you go, Cornell?'" says Selden, who is executive director of catering at The New York Palace Hotel. "I want to get awareness out there of how great a school SHA is."

Though Selden grew up helping his mother in her catering business, he credits SHA with helping

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PHOTOGRAPH: LEN RUBENSTEIN

From the Dean

Dear Friends:

At the midpoint of the academic year, our future and current students are involved in a variety of important life transitions. Prospective students have just submitted their applications and are anxiously awaiting decisions from the admissions office. Our freshmen are adjusting to life on campus and beginning their second semester classes. SHA sophomores and juniors are considering long-term career goals and planning their upcoming summer internships. Our seniors are looking forward to graduation and applying for full-time jobs.

As always, we are grateful for the involvement of alumni, parents, and friends who refer student applicants, serve as guest speakers, offer career advice, and hire our graduates. Your ongoing participation is very important to the students as they make these transitions, and critical to the future of the School itself.

We are also grateful for the financial support that many of you provide. The School recently launched a major capital campaign to fund our move to a new facility, and the early results are encouraging. You will be hearing more about this in the next few months.

In the meantime, I encourage you to visit our Web site regularly at www.bu.edu/alumni/sha. There you will find photographs of recent events, news updates, alumni notes, and alumni board contacts. You may also update your personal information to include an e-mail address so that we can reach you more efficiently.

I hope you and your loved ones enjoy a pleasant and fulfilling New Year.

Sincerely,

James T. Stamas, Dean

A Little Bit of Everything continued from front page

course work with classes in economics, entrepreneurial management, and Japanese culture. "I loved the program at SHA because it combined classes that were small and targeted to the industry with classes in the School of Management and the College of Arts and Sciences," she says. "It gave me the best of both worlds."

A senior-year internship with the Seaport Hotel and World Trade Center Boston led to a job with the company. Today, from her office in the Seaport Hotel, she supports Sebastians' management teams, working in recruitment, training, and employee relations. Building relationships, she says, continues to be her motivation. "I know 90 percent of our staff by name, and I know a little bit about people's lives," she says.

She also applies her natural inclination for bringing people together to her work with the SHA Alumni Association. As director of the Boston SHA Alumni Board, she's worked to organize networking opportunities for alumni and students — she was instrumental in planning the School's first annual Benefit Auction and Reception and the "Alumni Live!" networking evening. She sees alumni involvement as reflecting the spirit of the hospitality business.

"In this industry, you really have to have a certain kind of personality — you have to innately want to help people," she says. "It's not something you can fake on a daily basis."



At The New York Palace Hotel in June, SHA alums and friends gathered for "One Hot Night in NYC," a chef's tasting and auction to benefit the School, raising \$50 thousand and having great fun in the process. Clockwise: Host Committee members George Poll (CGS'82, SHA'85), owner of Bryant & Cooper Steak House, and Maureen Downey ('94), who arranged all wine-related auction items; Event Director Laurie Onanian, who masterminded the evening; and Co-Chairman Jeffrey Selden ('91), executive director of catering at The Palace, who arranged the event location and secured the top auction item — a guest appearance on *Will and Grace* — which sold for \$6,500.

PHOTOGRAPH: ALAN KLEIN

Laboring in the Vineyards

By Jean Hennelly Keith

On September 2, senior Ryan Cole embarked on "the most amazing trip ever." After seven weeks' immersion in all aspects of wine-making in some of the premier wine regions of California, Italy, and France, Cole says he never again will look at a glass of wine the same way. His visits to wineries on the West Coast and in Europe have inspired his great respect for what it takes to produce wine, from soil cultivation, vine care, and grape-picking to winemaking processes, storage, marketing, and distribution. In addition to having the pleasure of tasting a multitude of wines and absorbing a variety of local cultures, he rolled up his sleeves and picked grapes, moved heavy wine barrels, and checked sugar levels of fermenting new wines as part of his wine education.

Earning dual degrees at the School of Management and the School of Hospitality Administration, Cole was one of six students nationally to win an R. C. Kopf Student Achievement Scholarship last spring, which funded the extraordinary wine and culinary tour of wineries associated with Kobrand Corp., a major wine and spirits company. He is the first SHA student to receive the \$25 thousand scholarship, given by The Kopf Family Foundation, Inc., to students with a demonstrated "interest in fine wines and restaurant management." At twenty-one, Cole was the youngest on the fully funded trip, accompanying fellow students from the Culinary Institute of America, Cornell, and Johnson & Wales.

Cole likens the internship to MTV's *Road Rules*, "without the cameras." For nearly two months, the six students spent their time in close company, navigating their way — and sometimes losing it — from big cities like Los Angeles, Venice, and Paris to work, study, taste, dine, and tour in and around vineyards, often in very remote areas. They were wine and dined by leading winemakers, and sampled dishes in spots ranging from tiny, family-run village restaurants to top-rated Michelin establishments.

In California they visited vineyards in Santa Barbara, Napa Valley, and Sonoma Valley, including Cakebread Cellars, Domain Carneros, St. Francis, and Benziger. They toured barrel rooms and private

cellars and learned firsthand about sustainable livestock, organic farming, and biodynamic winemaking. They even got to hold falcons used in a control test to chase pesky birds from a vineyard.

Some of Cole's favorite spots were in Italy's Piedmont region, where in addition to tasting delicious Barolos, the students were welcomed to the home of winemaker Alberto Chiarlo, who took them to local restaurants and to a goat farm to see cheese-making. France offered a view of wine caves in Champagne dating to 800 B.C., where 16 million bottles of wine are stored today. After visiting Kobrand-owned Maison Louis Jadot in Beaune, a French house that is the first Burgundy producer owned by an American firm, they toured the Côte d'Or, viewing all the vineyards Jadot owns there, and learned how wine barrels are made at Cadus Tonnellerie, the Jadot-owned cooperage. Their French tour was topped off with numerous tastings at Bordeaux and Beaujolais wineries.

Back at SHA, Cole has developed an independent study based on the marketing knowledge he acquired on the Kopf-funded trip. His teacher, wine lecturer Dellie Rex, finds the Kopf Scholarship program of great value: "Ryan can offer perspective; he has a lot to contribute in class," she says. He is also head teaching assistant for SHA's cooking classes because of his cooking experience, another passion, gained during high school working at restaurants in his native Kentucky and while a BU student at Boston's Lenox Hotel and as pastry chef at On the Park. His career aspirations, at least initially, are to work in a hospitality financial consulting firm that develops hotels and restaurants. And if he winds up a restaurant owner, he says, now he'll know the fine points of his wine list.



Vineyards at Champagne Taittinger, Reims, France. Inset: Grapes from St. Francis Winery vineyards in California's Sonoma Valley.

PHOTOGRAPHS: RYAN COLE



View of Italy's Piedmont landscape from the home of winemaker Alberto Chiarlo.

A FAMILY AFFAIR

Boston University's School of Hospitality Administration has been selected by the Kopf Family Foundation, Inc., as one of the few programs nationally to receive the R. C. Kopf Student Achievement Scholarship for 2004. The \$25 thousand scholarship funds all-expense-paid student travel for six or more weeks to wineries in California and Europe associated with Kobrand Corp., a major wine and spirits importer and distributor founded by the late Rudolph C. Kopf. Back in the mid- and late eighties, several SHA students won the predecessor to the Kopf Scholarship, the Kobrand Charles Fredy Internship, which offered a six-week experience in France. After a hiatus in SHA's participation in the nineties, SHA reconnected with the Kopf Foundation program

at the prompting of Fredy alum Jeffrey Selden ('91), receiving its first Kopf Scholarship in 2003.

Says Brenda Kopf Helies (GRS'69), foundation board member and co-owner of Kobrand, "It's nice to be able to expose promising young people to the wines we import and the differences in the countries and regions. They will be able to use the skills they acquire in a hotel or restaurant career." She and her two sisters inherited the family business and, with their husbands, learned the complexities of the wine industry as they went. Still actively involved in the company and traveling occasionally to the wineries, she says, "It's exciting and pleasant, and we do enjoy wine." — JHK

Breadth of Experience

SHA ADVISORY BOARD MEMBER DENISE COLL HAS MANAGED IT ALL



Denise Coll
PHOTOGRAPH: BACHRACH

By Taylor McNeil

Denise Coll has come a long way from her first job after college, even if she's only traveled a few miles across town. In the mid-1970s, she was a guest service agent at Back Bay's Sheraton Boston and now she's general manager of Boston's Seaport Hotel and World Trade Center. She's also senior vice president of the parent Hospitality Services Company, a subsidiary of Fidelity Capital.

Her career reflects the varied opportunities in the hospitality industry, which she talks about with students at the School of Hospitality Administration in guest lectures, one of her connections to SHA as an Advisory Board member. She stayed with Sheraton for twenty-two years, eventually becoming managing director of the Sheraton Boston Hotel, as well as a Sheraton senior vice president and area director of operations of Sheraton's North American division. But five years ago, she received a more intriguing offer: to work at the brand-new Seaport Hotel. Seaport presented "a unique opportunity to do something more entrepreneurial and to run an independent property," she says.

Building the business has been challenging. "The Seaport district is the newest part of Boston, and it was in the middle of the Big Dig for four of our first five years of operation," Coll says. "Clearly it has been a very pioneering kind of experience." That's meant focusing on the large-groups and meetings parts of the enterprise, which are less dependent on external activities, as well as creatively attracting a weekend clientele. Of course, the nearby Boston Convention Center, which opens in June 2004, will help. So will additional hotel competition slated for 2006 and 2007 — by drawing more attention to the Seaport district.

The Seaport Hotel is only one part of Coll's responsibility. She also oversees some 120,000 square feet of exhibition and conference space and services for over 1 million square feet of office space.

A member of the SHA Advisory Board for almost eight years, Coll says she has seen the School grow and improve. "I think the program continues to strengthen itself," especially in the quality of its faculty. And her advice to students? Get a broad range of experience in the industry, and then pick your specialty. "I encourage them at the onset to really try to touch all aspects of the business before they allow themselves to be on a single track — the broadness of the experience is what really makes a great operator."