

CHECK IN

BOSTON UNIVERSITY SCHOOL OF HOSPITALITY ADMINISTRATION

WINTER 2005

This New House

PLANS UNDER WAY FOR SHA'S NEW HOME

By Jean Hennelly Keith

Renovation planning for the School of Hospitality Administration's much anticipated new facility is well under way. The three-story building at 928 Commonwealth Avenue will be completely remodeled to create a new home for SHA, scheduled to open next summer. "We are thrilled at the prospect of realizing this dream," says Dean James Stamas, who has been immersed for many months in meetings with architects and other planners for SHA's new space.

SHA will have prime real estate at BU's hub, directly across Commonwealth Avenue from the state-of-the-art Agganis Arena and Fitness and Recreation Center in the University's new Student Village. Says SHA Advisory Board member Jim Apteker ('88), who has been a strong advocate of the project, "We're very proud and happy that SHA will have its own facility. Right now, the School has everything else — the programming, the faculty, and the students. The facility is the last missing piece." In admiration of Stamas's commitment to the School, Apteker has made the naming gift for the dean's suite in the new building. In memory of SHA's found-

ing program director, Harold E. Lane (CAS'36, GRS'40), longtime SHA Advisory Board member and friend Hugh Andrews has made the naming gift for the new library. A major hotelier and developer in Puerto Rico, Andrews believes the School's "opportunities are limitless." William McCormick (CGS'62), U.S. ambassador to New Zealand and Samoa and cofounder of McCormick & Schmick's Seafood Restaurants, has named a classroom to encourage the education of restaurant managers in what he describes as an "extraordinary industry that celebrates the free market. Many great talents come out of hotel and restaurant management schools, and BU is right up there with the best."

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The building at 928 Commonwealth Avenue will be completely renovated to make a new home for SHA.

RENDERING OF FRONT ENTRANCE: ELKUS|MANFREDI ARCHITECTS
PHOTOGRAPH: COURTESY OF THE SCHOOL OF HOSPITALITY ADMINISTRATION

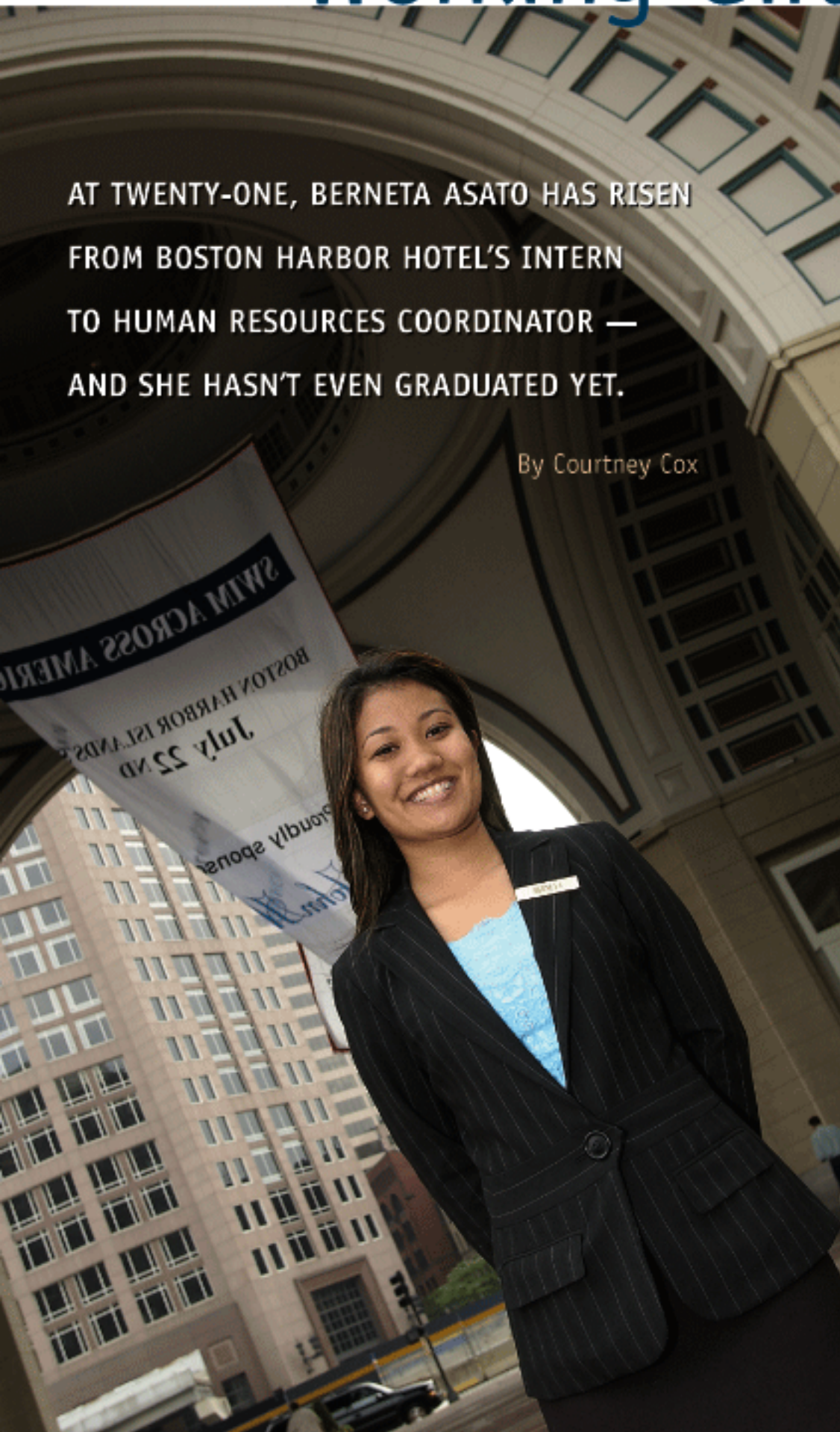
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Working Girl

AT TWENTY-ONE, BERNETA ASATO HAS RISEN FROM BOSTON HARBOR HOTEL'S INTERN TO HUMAN RESOURCES COORDINATOR — AND SHE HASN'T EVEN GRADUATED YET.

By Courtney Cox



PHOTOGRAPH: KALMAN ZABARSKY, BOSTON UNIVERSITY PHOTO SERVICES

While some college students spent last summer scooping ice cream or leisurely sunning themselves, Berneta Asato hardly had time to glance at the clock. And she continues at a brisk pace this semester. As Boston Harbor Hotel's new human resources coordinator, Asato ('06) has been busy solving the problems of the hotel's 496 employees.

Hired as a human resources intern more than a year ago, Asato was promoted to coordinator — a position traditionally held by someone with more experience — in May. Although she dons sleek business attire, Asato spends the majority of her hours in the “back of the house,” the guest-restricted basement where the sole benefit is, conveniently, a pastry shop.

But Asato has had little time to worry about aesthetics; she has been too preoccupied with updating I-9 forms, confirming employee citizenships, and drawing up affirmative action reports.

“I love that my day goes by and I don't even know it,” Asato says, sitting in her office. “You see everything when you're in human resources. Everything comes to you. You're at the heart of the hotel.”

Whether she is phoning the Department of Homeland Security or interviewing a potential concierge, Asato thrives in the chaos that's typical of the hospitality industry. Although she is only twenty-one, Asato's age has never been an issue. Lisa Schuessler, Boston Harbor Hotel's assistant director of human resources, says Asato “just blends in. Berneta is more mature than most,” says Schuessler, who was instrumental in Asato's promotion. “I find myself forgetting that she is a student.”

Brian Shockley, SHA director of administration and career services, recommended Asato for the internship because of her “positive and professional attitude.” But she surpassed Shockley's expectations when she received the promotion.

“The director of human resources [Steve Fraser] called to tell me how impressed he was with her abilities and how he was offering her a full-time coordinator position for the summer,” Shockley recalls. “These positions are rarely offered to students.”

While coworkers appreciate Asato for her refreshing and friendly attitude, Asato attributes her outlook to the hotel employees, whose problems become her job.

“I love the employees here,” she says. “Human resources is the only department in any hotel in which you get to work with everyone.”

Her promotion last spring was “a big break,” Asato says. “What's been really great about working here is that for the internship, it was all about training me to be the H.R. coordinator. And for this position, they're really trying to train me to be the

employee manager. I'm very fortunate to be here."

Asato is quite exceptional in other ways too. Raised in Honolulu, Hawaii, she's driven by an ambition more typical of the fast-paced Northeast than of the leisurely Pacific islands — which explains why, when most students her age are only

material [at SHA]," Asato says. "Everything is so interesting and hands-on. And I love the proportion of work, so when you get out there, you actually have experience on your résumé."

Asato's summer in an office seemed like a vacation compared with her spring and fall semesters. In addition to her classes and twenty-five-hour-a-week unpaid internship, she is an administrative assistant in the dean's office at Metropolitan College and treasurer of BU's Hawaii Club.

With graduation approaching, she doesn't intend to return to Hawaii any time soon. Instead, she hopes to continue in a full-time human resources position at a Boston hotel and eventually become an employee manager. "The great thing about hospitality is that no matter where you are, if you don't like it, you can always go to the other end of it," she says. "There are opportunities everywhere — to go up, down, wherever you want to go. I'm very lucky," she added. "I know what I want to do for the rest of my life." 🍷

"Human resources is the only department in any hotel in which you get to work with everyone."

— **Berneta Asato ('06)**

beginning to think about drafting résumés, Asato presents her business card with the ease of a seasoned professional. Coming from a city almost entirely dependent on tourism, she is rapidly rising in her career.

"I like the mentality of the East Coast," Asato says. "People are very motivated. At home, people are very laid-back."

Although she had intended to study accounting, Asato soon realized that hospitality is an ideal hybrid of her vast array of interests. "I love the

Getting There Through Internships

On his first day as a food and beverage intern at the New York Palace Hotel, Paul Goodman attended a wine tasting. "I thought, 'This is the greatest internship ever,'" recalls Goodman ('06). Well beyond its appealing introduction, the internship proved to be extremely educational. During the two months he spent at the Palace, Goodman circulated among numerous departments, gaining experience in banquets, stewarding, the hotel's dining rooms and executive lounge, and room service.

"This was invaluable, especially going into my senior year," Goodman says. "Because the hotel was short-staffed, I filled in for supervisory roles. It presented its challenges, but I knew I was making an investment in my future. If you can work successfully at one of the biggest hotels in New York City, you can work anywhere," he adds.

To gain a balance between classroom theory and practice, each School of Hospitality Administration student must complete a minimum of two 400-hour internships, paid or unpaid, in order to graduate. Internships are available in hotel and restaurant operations, human resources, sales and marketing, food services, and country club and entertainment venues through the School's Career Services Office.

"SHA students gain a wealth of experience during their four years in our program because our required work experiences help students discover their direction within the hospitality industry," says Jennifer Salman, internship coordinator. "Top industry recruiters view our students as strong management candidates."

Internships give SHA students a competitive edge when they enter the job market. Sales and marketing intern Jenna

Oppenheimer ('06), who worked at the Palace last summer, began interviewing for postgraduate positions this fall. "I have a lot of experience on my résumé," she says. "And thanks to my internship, I know I want to do marketing for a hotel after I graduate."

The contacts that students make through their internships are especially important. "I don't know if I want to return to New York," says Goodman, who is from Seattle, "but working at the Palace was great for networking. New York is a powerful place, and I made lots of connections."

Among those connections is Jeffrey Selden ('91), executive director of catering at the New York Palace Hotel. Two years ago, when the Palace asked Selden to find summer interns to work in its food and beverage department, he turned immediately to his alma mater. "I told SHA to send me the best students it had," Selden recalls. "The internship program is an excellent staffing resource. The students are extremely driven and clearly interested in learning."

Students worked in numerous departments. "They did everything, and in a very short period of time," Selden says. "We wanted to completely immerse them in the hospitality industry by giving them 'real life' experience."

For students who want to live in New York City for a summer, there's no better opportunity than SHA's internship program at the Palace. "Interns live in the hotel, we give them three meals a day, they get room service twice a week," Selden says. "And once students graduate, there's a very good chance we'll hire them on full time." 🍷 — Vicky Waltz

A SNEAK PREVIEW

SHA's new home will feature flexible floor plans and moveable walls to accommodate a wide range of group sizes for meetings and social gatherings of students, alumni, faculty, and friends in the hospitality industry. The ground floor vestibule will open to a spacious reception area with access to a lounge for guests, including admissions visitors. The library will offer students comfortable study spaces and current state-of-the-industry electronic and print resources. The board room will provide an appropriately tasteful setting to convene meetings of the School's alumni and industry leaders. Throughout the new facility, lounges and lobbies will provide large and more intimate spaces to make members and friends of SHA's community feel at home. 📍

FIRST FLOOR

The first floor will include a VIP lounge, student government and activities offices, a library, computer lab, and auditorium, as well as an alumni office near the front reception area.

SECOND FLOOR

The second floor will be almost exclusively student-oriented, with four classrooms of varying sizes, three breakout rooms for student projects, and two student lounges. Smaller classrooms can also be used for student club meetings.

THIRD FLOOR

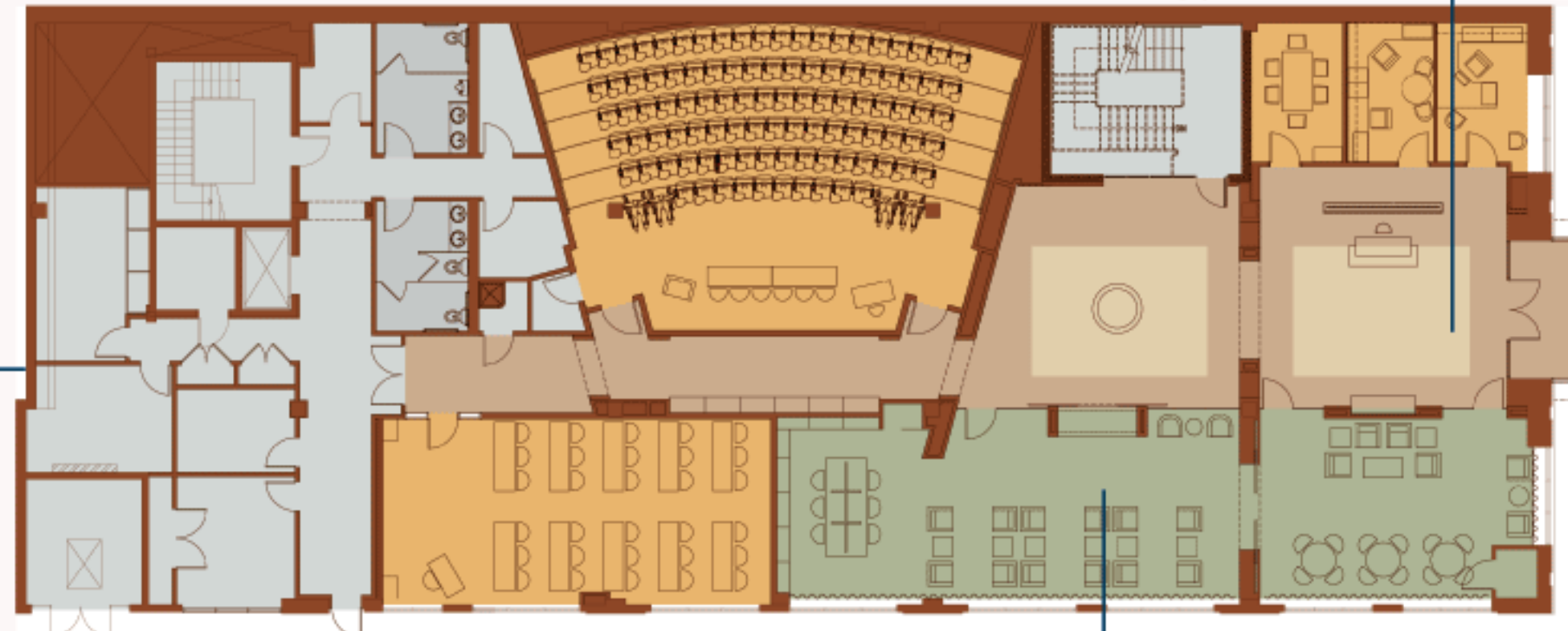
The third floor will house the dean's suite, with floor-to-ceiling glass walls; faculty and advising offices; a faculty conference room; a board room with an adjoining catering room; and a staff lounge.

Twenty-six of the forty-two naming opportunities in SHA's new facility have been committed or are under proposal. For more information on naming opportunities, please call Dean James Stamas at 617-353-3261 or Development and Alumni Officer Tom Dennehy at 617-353-1011.

RENDERINGS: ELKUS|MANFREDI ARCHITECTS



concierge, first floor



information/resources, first floor



board room, third floor



lounge, third floor



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PHOTOGRAPH: LEN RUBENSTEIN

Dear Friends:

What an exciting year we have had at the School of Hospitality Administration! This fall we enrolled one of our largest and best qualified freshman classes and added new faculty. Our internships and graduate job placements continue to be a great success, offering our students rewarding career opportunities. And we are pleased to have successfully raised funds in preparation for a move to our new home. In my last letter, as you may remember, I wrote that we had an opportunity to move quickly into the very top tier of the world's hospitality management programs. In short, we are seizing that opportunity.

This fall we welcomed 122 new students, bringing our student body total to 340 students — well on the way to our goal of 400 top-notch students. Our freshmen came from the top 20 percent of their classes.

We're also pleased to have been able to add a faculty position this year, which has been filled by Brad Hudson, who recently completed his Ph.D. course work while simultaneously serving as our capable development and alumni officer. His commitment to the School and the industry is inspiring, and we certainly welcome his return to the classroom.

Internships and job placement continue to be an essential part of our students' overall educational experience. Read about some great internships this past summer as reported by both students and their employers (see page 2). Graduating students found jobs with such companies as Starwood, Harrah's, Omni, Fairmont, Hyatt, Marriott, Ritz-Carlton, ARAMARK, Houston's, Longhorn Restaurant, and The Country Club. Students received significant support from the School's staff, faculty, and friends in finding these jobs.

The School of Hospitality Administration is well on its way to realizing our dream of a new home. We are deep into architectural and design planning and expect to be in our new facility at 928 Commonwealth Avenue by summer 2006. The SHA Building Campaign has raised \$2.9 million of the \$4 million goal, almost 73 percent. We have also raised approximately \$800,000 of a \$2 million goal for academic enhancements. Your support now is more important than ever. We must continue our momentum to complete the campaign over the next year. For your convenience, we've included a reply card and envelope in this issue of *Check In*. Please consider a contribution.

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

Sincerely,

James T. Stamas, Dean

From the Dean

Welcome Back

By Kelly Cunningham

Brad Hudson, who rejoined SHA's full-time faculty this fall as an associate professor specializing in marketing. Hudson knows the School well. During the ten years he has called SHA home, Hudson has taught nearly a dozen courses as an adjunct and assistant professor, overseen both the human resources and food and beverage curricula, and, most recently, worked as an officer in SHA's Development and Alumni Relations office. "I'm delighted that Brad's back on the SHA faculty," says Dean James Stamas. "He did a great job in development, but the classroom is where his heart is. He's an outstanding teacher."

Serving clients such as Cunard, Cadbury Schweppes, Nestlé, and Carlson Companies, Hudson has held various management and consulting positions throughout his career. He is a former CEO of Bay Tower Inc. and was food and beverage

manager at Four Seasons Hotels. In 1984, Hudson completed his undergraduate work at the University of Pennsylvania, where he studied economics and management. He received his master's in management from Cornell's School of Hotel Administration in 1993 and completed his Ph.D. course work in economic history through BU's University Professors Program this year.

Teaching exceptionally motivated students from diverse backgrounds, says Hudson, is one of his job's most rewarding aspects. "SHA students are very smart, and they have a lot of work experience," he says. "I really have to keep on my toes to make sure that what I'm delivering is of value to them. Plus, the hospitality industry is an international industry, and I have students from places like Malaysia and Iran. I have to understand what, say, the hotel industry is doing in the rest of the world. To teach here, I can't be complacent. It's an exciting challenge." 🍷

News & Notes

Christophe Moerman ('92, GSM'94) of West Chester, Ohio, was promoted to director of Procter & Gamble global client service at BASES (Booz Allen Sales Estimating System), part of VNU Advisory Services, a global information and media company. He lives in West Chester with his wife, Anastasia Damianidou.

Robert T. Flynn ('96) of Watertown, Mass., director of operations at Emmanuel College for Bon Appétit Management Company, spoke at the May 2005 commencement ceremonies of Newbury College in Brookline, Mass. He also spoke about conflict resolution at a leadership conference recently. Robert attended the summer weddings of **Billy Snow** (UNI'96) and **Marc Bender** (SMG'96, SED'03), "especially after seeing **Chris Hulton** (CAS'95) and **Manan Trivedi** (CAS'96;00, MED'99;00) take the plunge last year." E-mail him at rflynn@cafebonappetit.com.

Send us your news at
tdennehy@bu.edu!



Join the Club

Having celebrated its first anniversary in July, the Boston University Club is thriving, with more than 400 members and growing. Owned by SHA Advisory Board member Jim Apteker ('88), the club offers BU alumni a chic setting for business and social networking in Boston's financial district. Perched atop 60 State Street, it boasts panoramic views of the Zakim Bridge, the North End, and Boston Harbor. To assure smooth business meetings, the club provides a complimentary car service and a silent lunch service in its elegant dining room. Younger members have the opportunity to meet leaders of industry and to mingle with other young alums — all sharing a BU bond.

To learn more about these and other benefits of becoming a Boston University Club member, please call 617-854-5050 or log onto www.bostonuniversityclub.com.

PHOTOGRAPH: COURTESY OF THE BOSTON UNIVERSITY CLUB

Introducing...

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

Dean

James T. Stamas

Development and Alumni Officer

Tom Dennehy

Editor

Jean Hennelly Keith

Contributing Writers

Courtney Cox (CAS'07, COM'07), Kelly Cunningham, Patrick Kennedy (COM'04), Victoria Waltz

Proofreader

Patrick Kennedy

Editorial Assistant

Cara Frigand (CAS'06)
Maura McGreevy (COM'07)

Graphic Designer

Wendy Bergquist (CFA'96)

Production Coordinator

Laini Leto (CFA'04)

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Check In is a winner of the 2004 APEX Award for publication excellence.

Greetings!

I'm pleased to become the School of Hospitality Administration's Development and Alumni Officer. Although new to SHA in this capacity, I have spent the past five years at Boston University working with deans and development officers on a variety of Development and Alumni Relations projects, including some for SHA. Dean Stamas's energy and dedication to improving the School are truly inspiring and have helped shape my decision to join one of the nation's best hospitality schools.

The School of Hospitality Administration has had a long-standing commitment to maintaining the highest standards in preparing tomorrow's industry leaders. From a development perspective, a new home exclusively for SHA that reflects this commitment remains our highest priority. We are more than halfway there, and your support this year is essential. Joining your peers by contributing to the Alumni Group Gift will help fund the new



PHOTOGRAPH: JAMES TRUONG

SHA Alumni Center. Current and future generations of students would benefit from this tribute, a lasting display of alumni dedication to SHA.

I hope to meet and speak with many of you in the near future and bring you up-to-date on the important work being done at SHA. In the interim, please consider contributing to the SHA Building Fund. You can make your gift using the reply card and envelope in this newsletter or by going online at www.bu.edu/alumni/sha/building. Floor by floor, we're building our way to the top.

I invite you to get in touch by phone at 617-353-1011 or by e-mail at tdennehy@bu.edu to discuss SHA's building campaign or other School matters.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Dennehy'.

Tom Dennehy
Development and Alumni
Officer

Now Online at
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