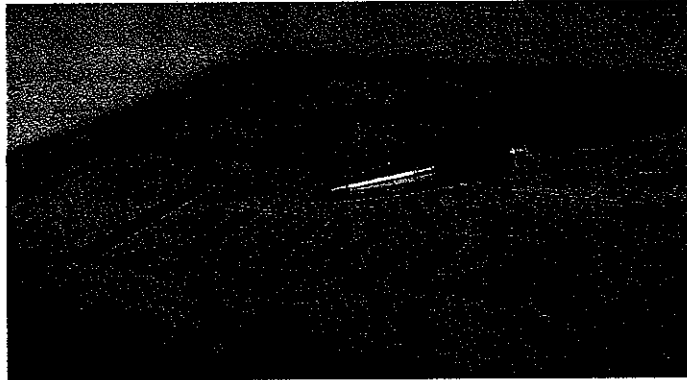


The



Fall, 2005

*The Newsletter of the Hospitality Management Program
Of the Richard Stockton College of New Jersey*



From the Director's Chair

It's hard to believe that another year is coming to an end, as I look back; the past year has been a very exciting one for the College and the Hospitality Management Program. If you look at the face of the campus, new buildings are appearing all around us. In an effort to create more office space, the Administrative Offices in J-wing vacated the campus and moved to their new home at the Parkway Center on Jim Leeds Road (near the parkway). Many new faculty offices were created. This was indeed a benefit to the Hospitality Management Program as the four faculty members in the program now have separate private offices on the 2nd floor of J-wing, and we are all in the same hallway. This allows for a sharing of ideas among our faculty and an easy way for the students to be able to locate us when they need us.

The Hospitality Management Program welcomed its fourth faculty member this year, Dr. Brian Tyrrell. Brian comes to us from the University of Nevada at Las Vegas, and his main focus in the program will be on Travel and Tourism. We look forward to him adding some excellent coursework to our program. Please check out the faculty profile inside to find out more about Brian.

The Hospitality Management Advisory Board held its annual meeting last spring at the Carnegie Center in Atlantic City and it was a tremendous success. This board consists of industry professionals from across the region that meets to discuss program issues and offer insight into ways to promote and support the welfare and interests of the Hospitality Management Program as an integral academic unit at the Richard Stockton College of NJ. Interaction with industry leaders plays a crucial role in ensuring the ongoing success and vitality of our college by supporting our mission in the areas of education, applied research, and service. Recently, the advisory board added its first alumni representative, Justin Lucas, from the class of 2004. Justin is currently

the General Manager at Gourmet Italian Cuisine Restaurant on Pitney Road in Galloway Township and we are pleased to welcome Justin and look forward to his insight as a former student.

Eta Sigma Delta (ESD), the international hospitality management honor society, held its annual service project, the March of Dimes Walk-a-thon last April. This organization has the enormous task of working to prevent birth defects among newborn babies. As the College's Chairperson of this event and, in addition, this year's South Jersey Regional Chairman for this worthy organization, I was very pleased at our personal chapter's fundraising efforts as well.

I look forward to hearing from you and would like to use this column as a way to answer your questions about the program or share your comments and suggestions with others. Let us know where you are and what you are doing. Feel free to e-mail me at whithemc@stockton.edu.

Happy Holidays to you and yours!
Until next time...

by Dr. Cliff Whithem

Feast for Families: A Service Learning Project



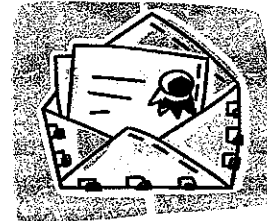
Last April, Professor Scales' Introduction to Hospitality Management class raised \$1,100.00 for The Alcove, Center for Grieving Children through service learning. The initial goal of the class was to raise five-hundred dollars, an amount

that would be difficult, but obtainable through a charity dinner. However, the class and the project received an incredible amount of support from our faculty, staff, and students and we were able to surpass our goal significantly.

This service learning project consisted of a delicious buffet dinner, well worth the five dollars donation, and an auction. The auction gave all a chance to win a variety of donated prizes. Neighboring businesses had a huge hand in making this project such a success, without their prize donations much of the money could not have been raised. We must thank not only them, but everyone who helped support our efforts in making our Service Learning Project such a huge success.

by Brittney Wolfe

An Open Letter to



Recent Graduates: "The Real World-New Jersey"

WOW! I've done it. I have not only graduated, but I also just nailed the interview for my first "real" job! Many recent graduates have this thought... but what happens next? How do you prepare for your first experience in the full-time work force? Your education and degree gives you the knowledge and credentials to do your assigned tasks, but are you prepared to interact on a professional level with co-workers, supervisors, and upper management? Here are a few helpful guidelines to aid in your preparation.

Communication is undoubtedly the key in today's technologically advanced

society. Everything from reports to contracts is expected instantaneously. E-mail plays a big role in this exchange of information, so it is very important for the upcoming generation to understand how to use it as an effective tool in the business realm. For those students who grew up during the explosion of the information age (i.e. personal computers and the Internet), email has been used primarily as an informal method of communication between friends, peers, and family. However, it is very crucial to be able to use e-mail in the work setting without bringing in bad habits of slang, abbreviations, and grammar misuse. I recommend the following two books for this, as they give excellent guidelines on how create effective forms of communication for any work environment. Strategic Business Letters and E-mail by Sheryl Lindsell-Roberts and The Encyclopedia of Business Letters, Fax Memos, and E-Mail by Robert W. Bly. They are very easy to read and, unlike other books, these give good, applicable information that can be related to any industry or department.

Another aspect that I feel should be addressed before starting is the professional wardrobe. Many students during their pre-college and college years have had little need for suits, dress pants, and collared shirts (the usual T-shirt and jeans worked for me for four years). However, it is strongly urged to be proactive in obtaining a few pieces before heading out on the first day. The one wrinkled collared shirt lying at the bottom of your closet will not give an award-winning first impression. I have found that the best policy for figuring out the proper dress code is to just ask; someone is always willing to tell or find out for you. Your choice of clothing really reflects on you and how you are perceived by others in the workplace. To graduates wishing to give off the right impression and excel in their

industry, appearance plays an essential part. Be appropriate in your choices and it will add to your success.

by Jennifer Anderson, Class of 2005
Alumni Coordinator and
former Eta Sigma Delta President

Peter Greenberg Describes Why It's Really Not About the Destination but Rather the Journey

by Brian Tyrrell, Ph.D.

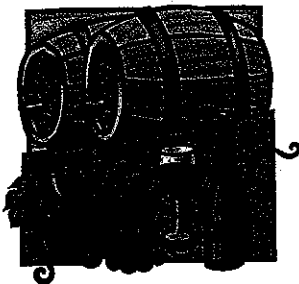


On October 6, 2005 the faculty of the Hospitality Management Program attended the 2005 Fall Tourism Conference co-sponsored by the New Jersey Travel Industry Association and the South Jersey Tourism Conference. The conference, held at the Burlington County College in Mount Laurel, featured Peter Greenberg as the guest speaker. Peter Greenberg is perhaps best known for his position as the Travel Editor for NBC's Today Show. Peter also serves as the Travel Channel's chief correspondent, and is considered by many to be an expert on travel and related issues. Peter touts himself as the "travel detective" and has published a book on travel by the same name.

Peter Greenberg discussed strategies for attracting and retaining customers. He focused much of his discussion on what he refers to as participatory travel or travel that allows your customers to experience things during their journeys. "The focus should be on the process, not the product" Greenberg emphasized. This might mean having

tourists help make saltwater taffy down on the boardwalk. Guests do not necessarily have to get their hands dirty to participate in the experience; visually supporting your story with real people doing real things in front of real tourists can have the same effect.

The experience, he cautioned, should not be a secret. Peter questioned the New Jersey travel experts in attendance as to who builds the boardwalk and how can that be brought into the travel experience for visitors to New Jersey. He pondered as to how many Mr. Peanuts might still be roaming around the boardwalk at the shore. The audience was allowed to ask questions of Mr. Greenberg and generally seemed both receptive and enthusiastic about his ideas on participatory travel.



Indeed some businesses in Atlantic County have already begun to enjoy the benefits of participatory travel. At the

Renault Winery in Egg Harbor City visitors coming during select weekends in September can slip off their shoes and start stomping grapes. They can even take home the fruits (the liquid version that is) of their labors. At the Wheaton Village in Millville visitors, under the supervision of a master glass artist, have the opportunity to shape hot molten lava into a paperweight or blow it into a bowl or vase.

An article published on MSNBC.com in November of 2003 entitled Participatory Travel Getaways details more opportunities to experience travel throughout the United States. Please see the article available online at <http://msnbc.msn.com/id/3475982/>.



Hospitality Faculty and Students Travel to Philadelphia

The Hospitality Management Program attended a group tour of the Downtown Marriott Hotel in Philadelphia, PA to observe the daily operations. Whether you are traveling for business or pleasure, or planning a meeting, Marriott focuses on what it takes to make your trip successful. In the heart of America's historic quest for liberty, this Philadelphia hotel possesses a towering presence, rising to every occasion for the business and leisure traveler.

The tour began with an informative video about the history of Marriott Hotels and how they were born and emerged into what they are today. The tour then proceeded with our tour guide named Tareena Hudson, from the Human Resources Department, who has been with Marriott for a number of years. As we walked into the lobby, you could not help notice the beauty of it. The lobby is a circular dome that is spacious with an airy design surrounding itself by an elegant water fountain in the middle of the hotel. You can not help feeling relaxed by the light music and luxurious atmosphere once you have entered the lobby.

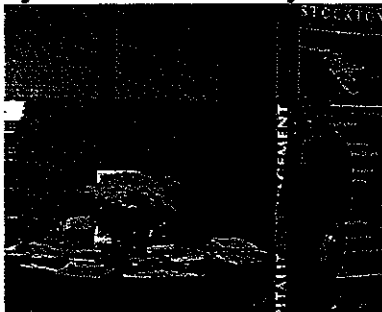
As a group, we were escorted by our tour guide to the Presidential Suite and Vice Presidential Suite. Tareena explained to us in detail that these rooms were only given to

guests who are here for a major convention and who come to Philadelphia for business purposes. The suites are spacious and decorated with expensive furniture and high end accessories that fill the room with elegance

The most interesting part of the tour was the housekeeping department led by an enthusiastic manager who is in charge of 90 housekeepers and who's spirit to serve is what makes guests return. Managers at the Philadelphia Marriott know and understand how hard their employees work, and they are more than eager to reward them for their hard work and dedication. Each year they hold an event at the Philadelphia Convention Center called the "Hotel Olympics" which is done out of good humor and fun by having games such as a "toilet paper toss" or "linen launch" just to get their spirits up and have a day of fun and rewards.

Michael DeAngelis, a Stockton Hospitality Management graduate, is the Food and Beverage Supervisor. He explained to the students how it takes commitment and long hours to manage daily operations, and supervise employees. It was great to hear someone tell the students all the positive and negative aspects of the industry and what they should expect after graduation. Marriott truly defines service and excellence to its guests each and everyday.

by Ann Marie McNally



Student Megan Barillo helped Professor Scales welcome prospective students and parents at the Stockton Open House in October

Profile of



**Dr. Brian Tyrrell,
Assistant Professor in
Business Studies,
Hospitality Management**

The Richard Stockton College of New Jersey is proud to introduce a new professor to our Hospitality Management program. Dr. Brian Tyrrell is joining our Stockton community of faculty, staff and students after four years at the University of Nevada, Las Vegas. When asked why he decided to pursue his career at Stockton, he proclaimed it was his complete confidence not only in the administration and faculty, but in the students and the growing hospitality program. It is Stockton's strong emphasis on teaching; he said attracted him to our campus.

Educationally, Dr. Brian Tyrrell could not be more qualified for Stockton. He first received his Associates in Business Administration from Delaware County Community College in 1992. He then continued to receive his Bachelors in Business Administration and a Master's Degree in Geography both from West

Chester University in Pennsylvania. He has also pursued and received his Doctorate in Hospitality and Tourism Management from Purdue University in West Lafayette Indiana.

His past work experiences within the hospitality industry and in teaching contribute greatly to his ability to provide Stockton's students with all the knowledge they need to succeed. In one of the fastest growing industries in the world, Dr. Tyrrell has been involved in many fields of hospitality, from working in all segments from hotels, country clubs, and restaurants. In addition, he worked with Wyndham's Asset Management Division, which allowed him to train with professionals at Sheraton, Radisson, Crown Plaza, and Clarion hotels. From 2001-2005 he was a professor with the UNLV focusing on their current hospitality program. Prior to 2001 he taught at Purdue University, and concurrently tutored students with disabilities while attaining his Masters at West Chester University.

(Below) Dr. Tyrrell speaks about Stockton's Hospitality Management Program to the Greater Atlantic City Region Tourism Council



Dr. Tyrrell has set several goals not only for his involvement in Stockton's hospitality program, but also for his activities at the college level. His main goal is to maintain an active research agenda focusing on New Jersey both at the community and state levels. Active steps have already been taken by Dr. Tyrrell both with the South Jersey Tourism Corporation

in Camden, and the Edwin B. Forsythe National Wildlife Refuge where over 39,000 acres of Southern Jersey coastal habitats are protected and managed for birds and other wildlife. In reference to the hospitality program, he would like to eventually see a study abroad program providing students with the educational opportunity to study in areas such as Switzerland or Australia.

Personally Dr. Tyrrell considers West Chester, PA "home" and enjoys spending time with his wife and three year old daughter. He is an avid hiker and has hiked every mountain range in the continental US. He looks forward to working with the faculty, staff, administration, and students of the Richard Stockton College of New Jersey in helping to further what he sees as a very successful hospitality management program with no where to go but up.

by Cortney Troncone

WalkAmerica 2005

by Jane Jaworski,
Stockton's March of
Dimes Co-Chairperson



The March of Dimes
Walk-a-thon for 2005
was held on Sunday,
May 1st. It was a very
cold, rainy spring day,

but walkers came out "energized and ready to go" at the Flying Cloud Restaurant in Atlantic City (the start of the walk). It seemed that none of us wanted to let the weather dampen our spirits. From the youngest "walker" who wasn't even a year old (Prof. Scales' son Stephen), to the oldest, the day was filled with community spirit and compassion.

Stockton's efforts in fundraising, lead by the College's Chairperson, Dr. Cliff Whithem. Dr. Whithem has worked with

the March of Dimes organization for nearly 20 years and this year served as South Jersey Regional Chairperson. The South Jersey area raised a record breaking \$3 Million this year!

The Stockton "walkers" raised nearly \$1500. Many people who were unable to walk donated funds, and a record number turned old cell phones in to "cash" for this event (over 100 old phones were collected). At the awards banquet held in June, Stockton College was given the "Silver" award for raising 20% over the previous year's funds. Dr Whithem was also presented a special award for all his hard work and dedication. We thank all who supported and congratulate Dr. Whithem and his "team" for making Stockton's role in this event happen!!! Together, we can make a difference!

Alumni Profile

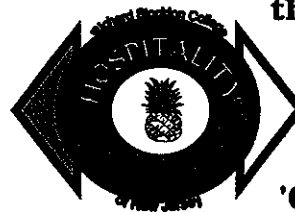


Justin Lucas graduated from Stockton with a Bachelor of Science degree in Business, with a track in Hospitality Management. At the age of sixteen, he began his experience in the food and beverage field as a bus boy

at Gourmet Italian Cuisine Restaurant in Galloway. He worked his way to the take out operation, answering phones and taking orders for deliveries. Later he became the manager of take out. After quite some time in this position, Justin left the Gourmet Italian Cuisine Restaurant and went into the corporate world at the Seaview Marriott Hotel and Resort in the banquet department. As he was finishing his degree at Stockton another position opened up with his previous employer, he returned to the Gourmet Italian Cuisine Restaurant as an entry level food and beverage manager. Shortly after his graduation in May, 2004 Justin was promoted to General Manager. Gourmet started off as a small, fourteen hundred square foot property in 1991. Today it is a multi-million dollar corporation with three facilities. Justin credits Stockton for providing a detailed explanation of accounting and food and beverage costing, which has helped in his career path. Justin has also agreed to serve on Stockton's Hospitality Management Advisory Board as the first Alumni member.

by Stephen Gelson

The Hospitality Management Society of the Richard Stockton College of New Jersey would like to recognize the officers for the '05-'06 school year.



Karri Hibbert-General Manager
Ann Marie McNally-Director of Operations
Joy Isabelle-Controller
Michele Wharton-Admin. Assistant
Monica Coralluzzo-Fundraising
Amanda Cardana-President, Eta Sigma Delta
Faculty Advisor-Donna Albano

The Ledger Staff

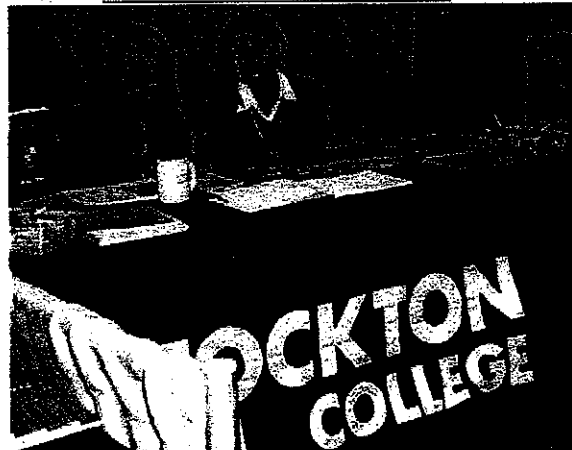
Editor-in-Chief: Kristie Gallo
Writers: Cortney Troncone, Stephen Gelson, Ann Marie McNally, and Jennifer Andersen
Faculty Advisor: Michael S. Scales
Technical Advisor: Jane Jaworski

ALUMNI COUNCIL

Emily Berzen '04-Sheraton City Center, NYC
Julianna Bulina '04-Enterprise Car Rentals
Brooke Conaway '04-Summerfield Suites by Wyndham, Mount Laurel
Anthony Framo '04-Construction, Philadelphia, PA
Holly Galindo '04-Tuscany House Hotel, Renault Winery Anthony
Giannantonio '02-Hilton, NYC
Jen Andersen '05-Manor Restaurant/ Ram's Head Inn
Dina Golas '03-Self Employed, Atlantic City
Brianna Holmes '02-Marriott Vacation Club, Galloway
Justin Lucas '04-Gourmet Italian Cuisine, Galloway Township
Tara Marsh '03-Atlantic City Sheraton
Glenn Weinstein '04- Harrahs Hotel and Casino AC, NJ
Anthony Marino '04-TGIF, Shore Mall
Rene Matos '03-Marriott Marquis, Manhattan, NY
Robert Leece '04-Mt. Laurel,
Kelly Ofeldt '03-Mistic Island Casino, Little Egg Harbor
Aline Silva '02-Summerfield Suites, Mt. Laurel
Pam Stewart '03-Florida
Lisa Vile '03-Trump Taj Mahal,
Allison Weiss '02- Mercer County NJ, self employed
Greg Wilson '04-P.F. Changs
Jamie Winkler '03-Borgata Hotel
Adrienne Yansick '03-Seaview Marriott, Galloway Township
Angela Sabino '04- Borgata Hotel

Shawn Zakar '05- Seaview Marriott
Drew Flatley '05-Borgata Hotel
Katie Fatzinger '05-Seaview Marriott
Melissa Felsenfeld '05-Chuck E. Cheese
Kim Thieme '04-Sheraton Atlantic City
Meghan Nolan '05-Seaview Marriott
Scott Fanslau '05-Port-O-Call Hotel, Ocean City
Jennifer Singer '05-Trump Marina
Dan Samulis '05- Gourmet Italian Cuisine, Galloway Township
Kerri Lynch '04-Graduate Student, Montclair State University
Michael Muscillo '04-Home Depot
Carlos Pacheco '04-Bally's Casino
Steven Lawrence '05-Wawa Markets
Ali Casciano '05-Rain Forest Café
Patti Carlin '05-Ram's Head Inn

- Please Contact us to update your information or let us know about other alumni at scalesm@stockton.edu
- Don't forget to include your address, phone number, e-mail address, place of business, work title and any other personal information you would like to share with alumni.
- If you wish to receive an electronic issue of **The Ledger** please contact us at scalesm@stockton.edu



Students Ann Marie McNally and Joy Isabelle greet prospective students at the International Hotel/Motel/Restaurant Show in New York City.