

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



The Newsletter of Hospitality and Tourism Management Studies

Volume 1:#2

Spring 2009

From The Director's Chair

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Left to Right: Michael Scales, Donna Albano, Brian Tyrrell, Michele Grottola, Cliff Whithem

The graduation ceremony was beautiful this year; and we had a keynote speaker from the hospitality industry. Gary Loveman, PhD, CEO of Harrah's Entertainment Inc. Worldwide, gave a dynamic speech to the 2009 graduates on learning and integrity in the real world.

Dr. Michael Scales was very thoughtful as he listened to Gary's speech. I was thinking, Did you know that Michael took the coveted **Stockton Faculty**

Community Engagement Award for the second time in the 4 years that the honor has been bestowed at the college. In addition, in this same year he won the School of Business **Faculty of the Year Award**, given to deserving faculty members from each of the schools based on excellence in teaching. Michael Scales will be presenting at the **American Democracy Project National Conference** in Baltimore, Maryland this June.

Most of the hospitality and tourism faculty and 10 of our finest senior students attended the Hospitality Industry Career Fair in February of this year at Widener University in Chester, PA. This function is attended annually by several schools throughout the region (NY, NJ, and PA.), several students received job offers throughout various parts of the industry in spite of a rather dismal economy forecast. As you know, the world hasn't ended and the economy will come back again and all of the career opportunities that

SCHOOL OF BUSINESS

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

were once out there, will indeed, be available to seniors once more.



Above: Professor Scales receives the Stockton Faculty Community Engagement Award from President Saatkamp

Most of our hospitality and tourism faculty and many of our students attended the New York Hotel Show this year at the Jacob Javits Center. We liked the changes this year as the show management mixed our booth in with the actual vendors on the showroom floor, instead of segregating the education part off to a corner of the show by ourselves. We found the student presentations and the corporate presentations and exhibits to be very exciting.

Dr Michele Grottola will do two refereed presentations this year at the annual ICHRIE (International Council of Hotel, Restaurant, and Industry Educators), conference in San Francisco, California at the end of July. Her first is a roundtable group entitled, **Understanding the Historical Value of Black Voluntary Organizations in the Hospitality and Tourism Industry** and her second presentation during that week is about the **History of the National Association of Black Hospitality Professionals**.

During the spring of 2009, Dr. Donna Albano had the opportunity to pilot the Cooperative Education component of the new HTMS curriculum. We now deliver a 12 credit cluster, once a week in conjunction with the student's full time employment. Stockton's Co-op Program provides a structured educational strategy integrating classroom studies with learning

through productive work experiences in the Hospitality and Tourism industry. We had 18 students successfully complete the Co-op last semester. Due to the economic conditions, securing employment for many students became a challenge early on. This is where all that networking pays off! Dr. Albano reached far and wide to our industry friends and supporters and was able to make sure each student was gainfully employed.

Overall, this inaugural Co-op class did an amazing job considering the many challenges the hospitality industry faced over the last several months. The student's read *The First 90 Days* by Michael Watkins and were able to truly come back to class each week and share their strengths and weaknesses and diagnose their challenges and opportunities as they plan to enter management and leadership roles in the hospitality industry. In addition, the students participated in a "seminar" style class that connected management theory to practice in the Hospitality Controls class.

Finally, each student presented their Hospitality Information System research from their Co-op job in order to become familiar with the many facets of information technology as it relates to the hospitality industry. These relevant and dynamic presentations get better each year as technology becomes more prevalent in the hospitality & tourism industry to increase service and productivity. Dr. Albano looks forward to the many lessons learned this semester and will be continuing to grow the Cooperative Education component of our curriculum.

Other than that, Dr. Albano is the advisor for the HTMS honor society and was responsible for the planning and organizing of this year's Eta Sigma Delta induction ceremony held on Sunday, March 29th, 2009. Please enjoy the article

in *The Ledger* highlighting this year's event.

Many of our HTMS faculty met with the ownership and management of Marriott's Fairway Villas, the huge timeshare operation behind The Seaview Golf Resort. We have created an excellent relationship with them for future co-op experiences and a long term commitment on both sides to a quality education-industry exchange.

The annual Stockton Scholarship Gala at Caesars Hotel and Casino was once again a huge success in April! This year most of the HTMS faculty attended or even worked the event as a volunteer themselves. In addition this year, Dr Scale's new elective course, *Events Planning and Catering Management*, all volunteered to work the gala in a variety of positions that were essential to our college. They all did an excellent job and the college was very pleased with their performance.

All of you know me of course and will be happy to hear that I had a refereed publication this year with some friends of mine from other major universities who have HTMS programs, it was entitled: ***CEO Turnover in the Foodservice Industry: Is there a relationship to key financial performance?*** *Journal of Foodservice Business Research*. 12.1. Jan 2009:2-17. I just finished 2 years as the International Director for Membership and Faculty Development for the ICHRIE Board of Directors (our International professional organization for faculty) where I developed and implements with the ICHRIE office, a Mentoring Program for new members.

The NJ Center for Hospitality & Tourism Research is currently working on a book entitled "Casino Gaming in Atlantic City: A 30 Year Retrospective". The book

will be published sometime this summer with a fall conference planned for September 23, 2009.

The ***HTMS Distinguished Industry Speaker for 2009 was Mr. Jeff Vasser***, President of the Atlantic City Convention and Visitor's Authority (ACCVA). Unanimously chosen by the HTMS faculty, Jeff has remained the positive voice in the State of New Jersey despite all the predictions of doom and gloom for our state and world economy and future job prospects. An excellent presentation!

Our HTMS program has collected and administered the

largest number of scholarships to deserving and prospective students on the entire campus. These awards are primarily due to the individual efforts of the entire HTMS faculty. Scholarships represented this year were from: The Max Goldberg Annual Scholarship, The Greater Atlantic City Hotel & Lodging Association, The Atlantic City Convention and Visitors Authority, SKAL, Unsuitable Entertainment, Inc., The Concierge Association, Harrah's Entertainment, Inc., and of course the Stockton Annual Gala Scholarships. You can read about most of these throughout the following pages of The ledger this semester. In fact we had more

scholarships than students applying for them this year. Good to talk with you again-have a great summer! We can talk again in the winter.

*Cliff Whithem
Director, HTMS Program at the
Richard Stockton College of New
Jersey*



“Atlantic City: Always Turned On”

By Lindsay Roake

On Tuesday, April 28th, 2009 students from the Richard Stockton College of New Jersey had the privilege to attend and gain sufficient information from a dignified individual who holds a respected position throughout Atlantic City. Jeff Vasser, the Director of the Atlantic City Convention Center and Visitors Authority is in charge of administering and overseeing operations in the AC Convention Center as well as the Boardwalk Hall.

Vasser's lecture focused on specific aspects and establishments that make Atlantic City the notorious and trendy city it is. He spoke on the transportation in and out of Atlantic City and how they are constantly trying to figure out the easiest and best ways in which tourists can travel. Vasser spoke of the airplanes and trains that travel into AC, which allow visitors the opportunity to be transferred right into the heart of the city. He also made it a point to focus on the entertainment value throughout Atlantic City and how that alone is a reason why the city is so attractive. Vasser specifically mentioned, The Pier, which offers some of the most premiere shopping, dining and clubs throughout not only New Jersey, but the country.

The hotels are some of the most exceptional masterpieces that have been constructed and hold distinct characteristics which differentiate themselves from each other. The various hotels are constantly trying to stay current and therefore are consistently reinventing themselves. For example, Vasser acknowledged how the Borgata focuses specifically on luxury and providing a sophisticated, stylish experience for all guests. Atlantic City is a place of



constant diversification and not only are the shops, retail, clubs and hotels distinct places, slogans representing Atlantic City are changing as well. Vasser explained how Atlantic City's old slogan was, 'America's Favorite Playground', but is now focusing on a more mature age group and has formulated the slogan, 'Always Turned On.' Vasser gave a true insight to Atlantic City and the operations that assist in managing consistent efficiency.

Below: Jeff Vasser, Director of the Atlantic City Convention Center & Visitors Authority



Atlantic City
always turned on™

Students Learn Through Catering Event

By John Macaluso



Above: Students present The Alcove, Center for Grieving Children with a \$2000 check

On April 8, 2009 Dr. Michael Scales' Event Planning and Catering Management class hosted a charity dinner for the Alcove organization at the Lakeside Lodge located on campus at Stockton College. The Alcove is an organization that helps care for children that have lost family members and are mourning their deaths. The theme of the Charity dinner was "Around the World" a diverse cultural menu that featured dishes from all around the world.

This charity event might not have been a success if it were not for the ambitious collaboration of the students. Planning an event takes organizational skills, communication, leadership and the personal availability to be at the disposal of your guests. The event hosted the Stockton College Theater Club who performed "Murder in the UN." The Theater Club's presentation was a huge hit performing skits throughout the night while

dinner was taking place. The Theater Club's improvisational performances incorporated comical twist on murder. The Event Planning and Catering Management class also brought prizes to auction after dinner. The charity dinner was an exceptional success, and the auction was a key component in raising money for the Alcove organization. The Event Planning and Catering Management class had a great feeling of pride and accomplishment in raising \$2,000 dollars for a terrific charity in need of founding.

The class received benefits of its own by hosting this event, Dr. Scales' class received a "hands on" learning experience on how to plan and host a large event. The evening's festivities went by fast but are forever imbedded in the memory of the students who feel they have started a tradition that can be carried out annually by future students.



Above: Professor Scales' students plan and execute a unique catered affair

One Stockton Student's Experience With The College Program

By Jessica Hanson



When I first got accepted into the Disney College Program, I did not know where I would be working or what to expect. It could have been in any of the parks or resorts. When I was told I would be working at the Grand Floridian, Disney's most luxurious resort, I could not wait to take a look inside. I ended up working at the quick service restaurant, Gasparilla Grill and Games. I worked with a very diverse group of people, and was trained by people who have been working there longer than I've been alive! The majority of the senior employees were from countries like Korea, Vietnam, and the Philippines. I've come to know some of them more as family rather

than as coworkers. I'll be sad to leave them, but since I am a Hospitality Management major, I may end up going back there!

Not only have I been working for one of the biggest entertainment companies in the world, but I've been living in Florida for the past four months! Besides the working portion of being here, the home life has also been a great experience. I live with seven other girls, six of them were complete strangers, and one I was already very good friends with. Now, I live with seven great friends from all over the United States. I've never lived, or even been surrounded by, such a diverse group of people. We've become as close as sisters and leaving these girls will be hard, however, I know we'll keep in touch.



If there is one thing I will take away from this experience, it is patience. There are so many guests who come to visit this amazing place, and many of them are from other countries. It is crucial to understand that not everyone from every country is going to understand everything there is to understand about where they are.

With that said, I am so glad that I went through with this program. I've learned so much from it, and I will be able to carry this experience with me forever.



Left: Students Jessica Hansen and Allie Kleeman are among many others who spent their spring semester in Orlando as part of the Disney College Program.

By Blake Reedy



On Sunday, March 29, 2009 friends and family gathered to witness the induction of seventeen extraordinary hospitality students from The Richard Stockton College of New Jersey into Eta Sigma Delta International Hospitality Honors Society. Eta Sigma Delta (ESD) recognizes outstanding hospitality students based on a certain criteria. ESD's membership requires that a student must be enrolled at the institution that belongs to the International Council on Hotel, Restaurant, and Institutional Education. Students must have completed 50% of their credit hours required for graduation and have officially declared Hospitality and Tourism Management as their major. ESD members have at least a 3.0 GPA, are in the top 20% of their class and have demonstrated outstanding contributions in the field of hospitality, tourism, and/or culinary arts.

This year's ceremony included Howard Bacharach, Executive Director of the Atlantic City Hotel Lodging Association, as the keynote speaker and honorary inductee of Eta Sigma Delta. Mr. Bacharach is a member of the Hospitality and Tourism Program Advisory Board here at Stockton and has witnessed first hand the evolution of hospitality not only at Stockton but throughout the Atlantic City area.

The honor society stands for excellence, leadership, creativity, service and ethics. Each of the seventeen inductees has pledged to uphold these values in their professional lives. This year's inductees include: Megan Antonelli, Victoria Fasano, Jessica Fox, Corey Glenn, Kelly Kanady, Ruth

Leenstra, Valerie Levin, Jenn London, John Macaluso, Kristin Matthews, Matthew Mazzella, Kerry O'Brien, Stephen Rucci, Brian Sena, Edward Soehngen, Yaniv Steltzer and Alicia Szelc. This new edition only adds to the already talented existing ESD members here at Stockton.

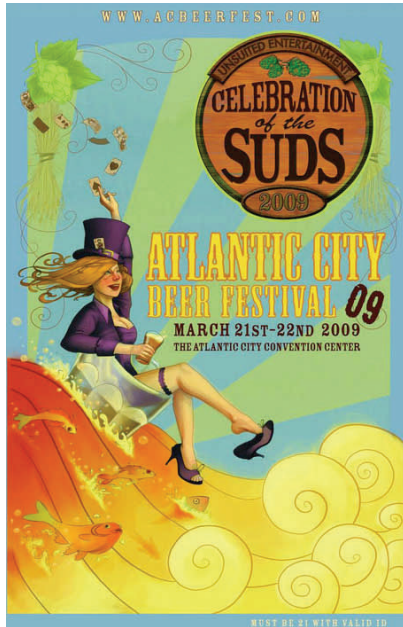
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Above: Professor Donna Albano, HTMS inductee Blake Reedy and honorary inductee Howard Bacharach

Celebration of the Suds



Atlantic City's Beer Fest 2009

Atlantic City, NJ the 4th annual Atlantic City Beer Festival is taking place at the Atlantic City Convention Center. This year's event boasts over 75 Brewers and Breweries from around the world. In addition, the 2009 event will feature great food, live music, entertainment, guest speakers, and plenty of amazing Beer. The guys at Unsuit Entertainment, the group that organizes the event, are a talented, motivated group of individuals that have collaborated with the local colleges for support for the event and in turn have agreed to supply scholarships for two worthy qualified students that participate in the training, planning and execution of the event. All volunteers are TIPS certified for alcohol awareness to ensure proper service and non service of beer during the event.



SKAL, and International Association of Travel and Tourism Professionals, (the Atlantic City chapter) awarded one HTMS student a \$500 scholarship. This scholarship will be awarded at their June 25th dinner meeting. Student awarded is Ruth Leenstra.

Two new scholarships were obtained this year.

First, the Greater Atlantic City Concierge Association in partnership with the Atlantic City Convention and Visitors Authority Foundation awarded a \$500

scholarship to a Stockton HTMS student and presented at this year's Atlantic City Host Awards Ceremony on April 13th, 2009. This scholarship was awarded to Margarita Cozzi (pictured above with Doctor Albano).

Second, two students were awarded a total of \$1,500 from Unsuit Entertainment, a local event management company, responsible for the planning, hosting and coordinating of the Atlantic City Beer Festival. This event hosts over 75 Brewers and Breweries from around the world and attracts over 12,500 attendees. The scholarship recipients were TIPS trained and volunteered to work the event for all three sessions. Students awarded were Ed Soehngen and Louis Herring.



Above: Professor Scales with Scholarship recipient Lisette McFarland at Stockton's Scholarship Gala

By Edward Soehngen



Left: Stockton's HTMS faculty pose with Scholarship Recipient , ACCC transfer student Ana Then

On May 20, 2009, The Atlantic City Hotel & Lodging Association (ACHLA) held its annual scholarship ceremony. It was held at the Atlantic City Hilton Casino Resort. The luncheon honored students by awarding applicants with the intent of continuing their education in either the culinary or hospitality fields. During the course of the ACHLA's scholarship program, over two hundred thousand dollars in scholarships have been awarded. The recipients were from schools such as the University of Delaware, Farleigh Dickenson, Atlantic Cape Community College, and our own Richard Stockton College of NJ.

For the recipients, the day started with a presentation and a tour of the Hilton. David Loftus, Vice-President of Hotel Operations, began with the history and background of the AC Hilton and its changes over the years. After which, a tour was given of several of the food and beverage operations. This tour, given by renowned Chef Ulrich Lohs, included Patsy's Restaurant, the Oaks Steakhouse, and the Cornucopia Buffet. The recipients then heard presentations from several different department heads, including Human Resources, Purchasing, and Security.

The luncheon was hosted by Howard Bacharach, the Executive Director of the ACHLA, and David Loftus. Each welcomed both the scholarship recipients, the faculty of the various educational institutions, and the casino management teams. During the course of the lunch, a speech was given by keynote speaker, Dennis Levinson. He stressed the importance of bettering Atlantic City and the necessary steps to

take to remain competitive against new threats. These steps included improving the quality of Atlantic City's appearance, making the streets safer, and recreating Atlantic City into a destination for more than just gaming.

The ceremony awarded each recipient with his or her scholarship and a short synopsis of their experiences or ambitions within the culinary and/or hospitality fields. Scholarships awarded ranged from \$750 to \$2,500. Stockton College had the most recipients when compared to the other schools. Each year the Atlantic City Hotel and Lodging Association has provided scholarships to Stockton HTMS students. This year they awarded more than \$9,250 to Stockton students including one transfer student from ACCC, and one incoming freshman. The awards were presented to Ana Then, Jennifer Babcock, Kerry O'Brien, Ed Soehngen, Jamie Fitzpatrick and Ruth Leenstra.



Above: Stockton's HTMS faculty with Scholarship Recipient Ed Soehngen.

Widener Career Fair

2009



Students and faculty made the trek to Widener University in February for the Annual Hospitality Management Career Fair. The day began with Keynote speaker Kevin Kenny of Aramark, the Director of Foodservice Operations for Oriole Park at Camden Yards explaining how his internship during college shaped his future and how he was willing to be flexible in his career. He is a baseball lover and has

landed his dream job. Over 25 companies attended the career fair trying to attract the best and brightest from area Hospitality Management programs. While the faculty were involved with a meeting of the Hospitality Educators of the Mid-Atlantic Region (HEMAR), our students distributed resumes and were interviewed by many of the largest Hospitality Organization in the region.



Above: Edward Soehngen (left) and Louis Herring (right) received Scholarships from Unsuit Entertainment

Right: HTMS students volunteer during Stockton's Scholarship Gala



Coming soon!

The HOSP/HTMS Alumni website-
a great way to keep up with your former faculty,
old friends, or to make some new ones!!

Also look for our Facebook Page!!!



Alumni Corner



Brianne Holmes '02-Chuck E. Cheese

Aline Silva '02-Summerfield Suites

Anthony Giannantonio '02-Hilton, NYC

Jean Petridis-Borgata Casino Hotel, AC

Allison Weiss '02- Mercer County NJ

*Lisa Vile '03

Pam Stewart '03-Florida

Jamie Winkler '03-Borgata Hotel

Tara Marsh '03-Atlantic City Sheraton/
Stockton MBA student

Rene Matos '03-Marriott Marquis, NYC

Kelly Ofeldt '03-Mystic Island Casino

Adrienne Yansick '03-A.C. Sheraton

Charles Bernier '03-Bally's Atlantic City

Dina Golas '03-Self Employed, Atlantic City

Justin Lucas '04

Robert Leece '04-Mt. Laurel, NJ

Glenn Weinstein' 04- Harrahs Hotel and
Casino AC

Anthony Marino '04

Emily Berzen '04-Enterprise Car Rentals

Julianna Bulina '04-Enterprise Car Rentals

Brooke Conaway '04-Summerfield Suites by
Wyndham, Mount Laurel

Anthony Framo '04-Philadelphia, PA

Holly Galindo '04-Tuscany House Hotel

Greg Wilson '04-Red Square

Angela Sabino '04- Providence Biltmore Hotel,
R.I.

Kim Thieme '04-Sheraton Atlantic City

Kerri Lynch '04-Graduate Student, Montclair
State

Michael Muscillo '04-Holiday Inn Express

Carlos Pacheco '04-Bally's Casino

Robert Gainen '05-Wyndham Resorts,
Orlando, FL

Amanda Connelly '05- Secaucus Marriott

David Rahn '05-Steve and Cookies Restaurant

Steven Lawrence '05- Ali Casciano '05-Chili's
Restaurant, May landing, NJ

Patti Carlin '05-Rams Head Inn, Galloway

*Drew Flatley '05

Jennifer Singer '05-PETSMART PetHotel

Dan Samulis '05

Meghan Nolan '05-Bonnet Island, LBI

Scott Fanslau '05-Port-O-Call Hotel, Ocean
City, NJ

Melissa Felsenfeld '05-Showboat Casino, AC

*Shawn Zakar '05-Marriott Fairway Villas

Katie Fatzinger '05-Marriott Resorts, Hilton
Head, SC

Gennady Revich '05-Comfort Inn

Jen Andersen '05- Embassy Suites Hotel,
Parsippany

AnnMarie McNally '06- Howard Johnsons,
Tom's River

Patrick Sheik '06-Sodexo

Monica Coralluzzo '06- Global Planners

Amanda Cardana '06

Angel (Moran) Karrer '06-Atlantic City Hilton

Kari Hibbert '06-Trump Marina

Steve Cassidy '06-Marriott Marquis, NYC

Brian Venezio '06

Chris Tahaney '06

Josh Vreeland '06-Bally's Hotel/ Casino

Joyce Sealtiel '06-Caesars Casino Hotel AC

Andrew Caroluzzi '06-East Bay Crab & Grill

Amy Csaky '06-Applebees

Cynthia Davison '06-Borgata Casino

Debra DePinto '06-Borgata Hotel & Casino, AC

Richard DiGiovanna '06- Linda's Italian
Restaurant, Forked River

George Drakopoulos '06-South Africa

Brian Taylor '06-Harrah's Casino Hotel

Christina Strydio '07-Resorts Hotel, AC
Kevin Ruck '07-Westin Times Square,
NYC
Amanda Graham '07-Borgata
Kevin Ballo '07
Kristie Gallo '07-Aramark, Philadelphia
Joe McGovern '07-Carrabas, EHT
Joy Isabelle '07-Starbucks
Eric Lore '07-Target
Krystyna Bowen '07-Salem Office of
Tourism
Matt Garber '07-Marriott, Basking Ridge
Jason Braitsch '07-Red Robin, Clifton NJ
Jessica Decker '07-Sand Piper Inn-Cape
May
Holly Schultheis '07
John Randello '07-Clarion Hotel, EHT
Jaqueline Guischarde '07 Applebees/ MBA
student
Christy Gallagher '07-Lakewood Blueclaws
Melissa Santoro '07 Holiday Inn, Tom's
River
Megan Barilla '07
Michele Wharton '07-Harrah's, AC
Roman Mann '07
Alaina McCormick '07 Trump Marina, AC
Amanda Sabello '07-Smithville Bakery
August Siciliano '07-Holiday Inn, Tom's
River
Brian Guthmann '07
Laura Kate Schumacher '07-
Svilen Filipov '07-The Inlet, Somers Point,
NJ
Jill Fox '08-Hotel in Philly
Ben Tarr '08
John Walsh '08
Caitlyn Bradley '08-Ram's Head Inn/Manor
Rest.
Stephen Gelson '08-Hotel in S.C.

Tracy Hammill '08
Drew Higgins '08-Borgata
Chris Jones '08-Hilton Casino Hotel
Paul Scibetta '08-Saw Mill Café
Irene Loutas '08
Kristy Smatlak '08
Sherry Yeon '08
Robert Boggi '08-Saw Mill Café
Andrew Della Vecchia '08-Kraft Food
Rebecca Etzel '08-Moshu Restaurant, Phila
Robert Helminski '08
Adam Higinbotham '08-Red Lobster
Justine Kurdis '08-Ecolab
Patrick Lill '08
Jonathan Mangogna '08
Amber McHugh '08-Congress Hall
Bridget Mynes '08
Giacomo Palladino '08-A Touch of Italy, EHT
Bobbie Pippin '08-Marriott, Mount Laurel
Jilian Whitman '08
Amy Smith '08
Greg Kelly '09
Alex Estrada '09
Geoff Lang '09
Rikta Luna '09
Jen Mahon '09
Alexa Plushanki '09
Rebecca Stopenski '09
Kim Torbick '09
Carlo Ballatori '09
Ashley Carr '09
Kara Coulter '09
Eli Gbayee '09
Corey Glenn '09
Isabella Herold '09
Emil Hibian '09

Jen London '09
 Kristin Matthews '09
 Tammy Meginniss '09
 Elizabeth Patrick '09
 Dave Rada '09
 Blake Reedy '09
 Allison Skodi '09
 Lauren Skodi '09

*have also completed their MBA at Stockton
 · 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.



Left: Professor Scales carries the Business Banner during Spring '09 Commencement

Right: Alumni Patti Carlin, Jennifer London, and Caitlyn Bradley with Dr. Donna Albano (second from right) at The Ram's Head Inn. Patti, Jennifer, and Caitlyn all work in the Catering Department.



Left: Professors Cliff Whithem and Donna Albano with the Spring 2009 HTMS graduates.

Special thanks to the Ledger Staff

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