

---

# The Pineapple

News from the Manfred Steinfeld School of Hospitality & Tourism Management  
Roosevelt University – Chicago & Schaumburg, IL  
Autumn 2001

---

## From the Director

By Gerald F. Bober, Ed.D.

Our program has grown to become one of the nation's leading schools of hospitality and tourism management and it's good to share news about the program.

Our enrollment has continued to increase with a trend toward more full-time students and more graduate students. This enrollment growth has taken place even though we graduated 38 students last year.

We are pleased to welcome Bill Host as a full-time faculty. He is a professional meeting planner and his experience brings added meaning to his teaching.

You may have noticed some younger (high school) students in our classrooms. The Chicago Public Schools has approved our new College Excel program. High schools students from high schools throughout Chicago are taking college courses and receive both high school and university credit.

Our school received an additional state of Illinois grant to prepare material that will be used by teachers throughout Illinois. We are also preparing high school and college instructors in graduate classes to develop curriculum and to teach about the business and career opportunities in hospitality and tourism. We thank Illinois State Representative Terry Parke for his vision and support in obtaining the grant.

Seventeen HOSM students have been awarded approximately \$50,000 in scholarships for this academic year, from local and national contributors. Stay in touch with the HOSM office to learn about scholarship opportunities that arise during the school year. On February 7, at the Chicago Hilton Hotel, the Steinfeld School will recognize Steve Belmonte, President of Ramada Hotels, with our Lifetime Achievement Award. This is our annual fund raiser for scholarships.

I hope you're having a great school year!

## Registration – Already?

By Donna DeMille

The dates for the upcoming Spring semester advising and registration period are below. **Advising** for Spring 2002 is November 1-30, '01.

**Registration** begins Thursday, November 1, 2001. In addition to RU Access, students may "Walk-in" to register from Nov. 1, '01 through January 11, '02.

Arena Registration is as follows:

Chicago: January 15 & 17 (10am to 6:30pm)

Schaumburg: January 14 & 16 (12noon to 7pm)

The **advising period** is a good time to discuss academic concerns as well career goals and opportunities. Students may make advising appointments with the HOSM faculty of their choosing. New students who were originally advised by either Michelle Hassan or Donna DeMille are encouraged to be advised by full-time faculty in order to take advantage of their expertise and experience. Meeting Planning students are encouraged to set an appointment with Bill Host. Appointments can be made by phoning the central office at either campus. Downtown: 312-281-3181. Schaumburg 847-619-8730.

(See page #2 for complete schedule of faculty advisors and hours.)

## Keep Updated With RU Access

By Donna DeMille

We encourage all HOSM students to visit RU Access to review and update your student contact information. We ask all students to please enter your email addresses and cell phone numbers into the system. Please remember to update the information if it changes. When an instructor or the HOSM office needs to contact you, this is the information we will use.

With RU Access you can also review your own student records. It is important that you understand how the credits that you have accumulated meet your degree requirements. (See **On-Line Registration**, page 2)

---

## College Excel Program

By Michelle Hassan

College Excel is new to Roosevelt University this year. This special program is a unique collaboration between Chicago Public Schools and the university. Students attend hospitality and tourism management courses two afternoons each week and can earn between six and nine credits per year. The program provides books and transportation assistance for juniors and seniors from high schools across the city. The thirty-five students selected for this program met strict grade point average and attendance criteria. Successful completion of the program qualifies students to be eligible for scholarships, if they plan to continue undergraduate studies at the university. Hats off to the first class that includes students from Bowen, Chicago Vocational, Dunbar, Kenwood, Orr, Richards, Simeon, Tilden, and Westinghouse Career Academies.

## HOSM Faculty Advising Hours

### Undergraduate Advisors

#### Chuck Hamburg:

Downtown	11/1/01	- 2:00 p-6:00 p
	11/8/01	- 2:00 p-6:00 p
	11/13/01	- 2:00 p-6:00 p
	11/15/01	- 2:00 p-6:00 p
	11/27/01	- 2:00 p-6:00 p

#### Bill Host:

Downtown	11/7/01	- 2:00 p-6:00 p
	11/14/01	- 2:00 p-6:00 p
	11/20/01	- 3:00 p-5:00 p
	11/28/01	- 2:00 p-6:00 p
Robin	11/8/01	- 4:00 p-6:00 p
	11/15/01	- 4:00 p-6:00 p
	11/29/01	- 4:00 p-6:00 p

#### Yang Huo:

Downtown	11/6/01	- 2:30 p-5:30 p
	11/13/01	- 2:30 p-5:30 p
	11/27/01	- 2:30 p-5:30 p
Robin	11/7/01	- 1:00 p-5:00 p
	11/14/01	- 1:00 p-5:00 p
	11/28/01	- 3:00 p-6:00 p

Michelle Hassan and Donna DeMille as also available by appointment.

#### Graduate Advisor:

Dr. Bober by appointment

## RU Access (continued)

### On-Line Registration

By Donna DeMille

Finally the greatest convenience for most students with RU Access is that you can register on-line! All you need to do is first have an advising appointment in order to receive your Registration Code. Just remember that if you enter your registration information but are not able to complete the billing portion at the same time, you are given ten days before the registration is purged and you have to try again.

Students who have problems with log ins are encouraged to contact the Registrar's office. Some students with holds on registration due to billing problems, academic probation, or overdue library fines may not be able to register on-line until the concerns are resolved.

Registrations for External courses can be entered on-line but the process must be completed through the External department. Students with tuition reimbursement can enter the registration on RU Access, but must complete the payment agreement in person at the Student Accounts office.

## What's With the Pineapple?

By Bill Host & Donna DeMille

The pineapple is recognized as the international symbol of Hospitality. One reason may be because in the days before overnight delivery and "seasonal" foods were available, "out of season," pineapples were a rare and expensive taste treat, offered only on special occasions to special guests. Another reason could be that when ship captains came home after long voyages to exotic lands, they would fix a pineapple to their gateposts to let neighbors know they had returned safely and were ready to receive visitors. The pineapple then became a symbol of "welcome."

## CHIPP

By Michelle Hassan

The CHIPP, Chicago Hospitality Industry Partnership Program, is another unique offering of the Manfred Steinfeld School of Hospitality and Tourism Management. Entering freshmen students are allowed to take academic classes and hospitality courses from day one. Students have the opportunity to intern part-time, between 16 and 24 hours per week, at a local hotel. Students who have a 3.4 grade point average *and* a 22 on their ACT are eligible for scholarships. Guest speakers, site visits and professional networking opportunities provide a springboard to management careers.

## Summer Abroad Program Switzerland: June 1 – 29, 2002

By Chuck Hamburg

The HOSM school will again be sponsoring its Summer Abroad program this year in Switzerland. As in past years, I will be conducting the program. I have been leading this kind of program since 1978, and I know that it can be the experience of a lifetime for HOSM students. First hand knowledge of European style service is a great asset and Switzerland epitomizes that tradition.

This year the program will be housed at the famed Glion Hotel School which is located just above Montreux in the French section of Switzerland. The Glion Hotel School is considered to be one of the best hotels schools in the world. Montreux is the home of the world-renowned Montreux Jazz Festival, is a short distance from Geneva and the spa town of Evian, and has convenient rail access to Italy, France and Germany.

The cost of the program is \$3995 which includes airfare, 8-Day Eurail pass, double occupancy rooms with private bath and full breakfast, lunch and dinner. Monday through Thursday, students will attend two upper-level elective courses in HOSM. This year's courses, taught by Roosevelt faculty, will include History of European Cuisine and The Politics of American Fast Food. The tuition for these two courses is an additional \$600. Student loans for the program may be available. Interested students should check their eligibility with the Financial Aid office.

I urge you to consider this wonderful opportunity. Brochures detailing the program will be distributed in classes and are available at the HOSM office in room 300. All information is also available on the RU website if you search on HOSM + Switzerland.

The program is limited to 24 students, so please get your deposits in early. If you have any further questions, please contact Donna DeMille who is coordinating the program at 312-281-3181 or [ddemille@roosevelt.edu](mailto:ddemille@roosevelt.edu).

## Changes in Meeting Management Course Descriptions

By Bill Host

Students taking the meeting management curriculum at Roosevelt have noticed a few changes in the way we refer to some standard courses and in the courses descriptions as well. The changes were made to more accurately reflect the subject matter being covered in each course.

The former HOSM 320 – Meeting Planning, Conventions & Exposition Management is now **HOSM 315 – Applications and Techniques of Meeting and Conference Management.**

The former HOSM 322 – Applied Meeting Planning, Convention and Exposition Management is now **HOSM 317 – Issues and Trends in Meeting and Conference Management.**

Old course numbers will be recognized for completion of the meeting certificate and course sequence.

## New Hospitality Club for Students

By Bill Host

Roosevelt University's Hospitality Club is being revived and re-organized this year under the name of The Hospitality Club of Roosevelt University – a Student Chapter of the Professional Convention Management Association. (PCMA)

Co-Chairing the first meeting will be Natalie Andersen, full-time student and an RU junior and Kimberly Epps, a meeting planner for the American Bar Association and an RU senior. Bill Host, assistant professor, will act the group's faculty advisor.

An organizational meeting will be held on **Tuesday, November 6 from 4:30 pm–5:45 pm** in **room 307** of the Gage Building and is open to all HOSM students at Roosevelt.

Reviving some of the programs of the past, such as a "Resume Writing and Job Finding Skills Workshop" bringing in various guest speakers and taking tours of some unusual venues will be a part of the Club's program for the coming year.

In addition, we hope to find ways to alternate programs between both campuses, provide some service to the larger community and network among industry leaders.

Join us on **Tuesday, November 6 at 4:30 pm in CPA 307** and help to make a difference at RU, in the industry and in yourself!

## The Trend Now is Added Value

By Chuck Hamburg

"Because consumer confidence is shaken, restaurants must offer promotions and more bang for the buck to give families a place to gather, dine and feel comfortable."

Our economy is performing slowly at best and the recent terrorist attack has worried a lot of us out of our comfort zones. When times are tough, people want value and tend to dine down the food chain. Thus while local bars and taverns are thriving as people are very concerned and depressed about recent events and just want to drink; families are looking for bargains in dining. The Friday's, Bennigans, Applebees, Chili's, Bob Evans, and IHOP's of the world have all seen increased sales the last month.

It seems that consumers want to go back to the "Leave It To Beaver" & "Father Knows Best" days of the 1950's easy life by selecting a place to dine with comfort food and value added prices. Many of the high end restaurants are suffering, while family dining and upscale are thriving by going back to the basics with some updating of their products.

Value and family traditions are the message today in foodservice marketing, advertising, and promotion. Denny's with George and Weezy of the Jefferson's is pushing the Big Value Breakfast, while George of Seinfeld and Bob Patterson is telling us to eat lots of Kentucky Fried Chicken. Many operations are redesigning their units with a more modern look to keep up with new operations. The look is casual but contemporary, with better lighting and landscaping. The whole physiognomy of the operation has been upgraded.

The rich are still dining out in the places to "see and be seen" but that will always hold true as they are rich and that's what they do. However, this is still a very small segment of the market and many of our more famous and expensive operations in Chicago may close unless they have the capital to tough it through these times.

Supermarkets which have been having a very tough time the last few years competing with "home replacement" and restaurants in general now see their sales on the upswing. People want to stay close to home where they feel safe and sound. Companies such as Peapod which delivers your shopping list right to your door have benefited greatly from these recent events.

Thus as Dickens said, "in the restaurant business [actually he said victual business] these are the best of times and the worst of times."

### The Pineapple

News from the  
Manfred Steinfeld School of Hospitality & Tourism Management  
Roosevelt University – Chicago & Schaumburg, IL

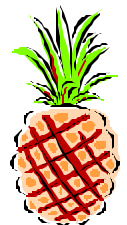
Published two times per semester / four times per academic year:  
October, December, February and May

Edited by: William R. Host

Contributors: Gerald F. Bober, Ed.D  
Chuck Hamburg  
Yang Huo, Ph.D.  
Donna DeMille  
Michelle Hassan

Distribution: Lisa Waichunas

HOSM Office Phone: 312-281-3181 (Chicago)  
847-619-8755 (Schaumburg)



## Meeting Resources You Can Use

By Bill Host

### Web Sites:

**International Association of Hispanic Meeting Professionals** founded to demonstrate the economic impact of the Hispanic meetings market as well as to introduce meeting planning, hospitality and travel industry careers to Hispanics.

[www.hispanicmeetingprofessionals.com](http://www.hispanicmeetingprofessionals.com)

**Meeting Professionals International** (for both meeting planners as well as everyone else in the hospitality industry)

[www.mpiweb.org](http://www.mpiweb.org). Student membership is available as well as access to past articles in their monthly magazine, "The Meeting Professional." Very active Chicago chapter and job board.

**National Coalition of Black Meeting Planners** dedicated primarily to the training needs of African-American meeting planners to maximize a greater return on the dollar investment for their respective organizations; effect positive changes in the hospitality industry and become a voice on issues that affect the hospitality and African-American communities. [www.ncbmp.com](http://www.ncbmp.com)

**Professional Convention Managers Association** (for both meeting planners as well as everyone else in the hospitality industry)

[www.pcma.org](http://www.pcma.org). Student membership available as well as access to past articles in their monthly magazine, "Convene." Active Mid-West chapter and job board.

### Journals / Trade Magazines

Did you know that in addition to the journals and trade publications you can find in the Roosevelt University libraries, the School of Hospitality & Tourism Management – Gage Building Room 300, also keeps a small library on a variety of titles? While mostly trade publications, you can find "Restaurant News", "Meeting News", Business Travel News" and a host of others available to you. The HOSM Office hours are Monday through Thursday 9:00 am – 6:00 pm and Fridays, 9:00 am – 5:00 pm.

## ROOSEVELT UNIVERSITY

Manfred Steinfeld School of Hospitality & Tourism Management  
430 S. Michigan Avenue – CPA 300  
Chicago, IL 60605

### **The Pineapple Newsletter**

Inside: Spring Registration Information

Advising Hours

Switzerland Summer Abroad Program

*And More!*



