

The Pineapple

News from the Manfred Steinfeld School of Hospitality & Tourism Management
Roosevelt University – Chicago & Schaumburg, IL
March 2003

From the Director:

By Gerald F. Bober, Ed.D.
Professor and Director

Our spring enrollment exceeded last spring's! I am pleased to report that we have a large number of students completing their bachelor's and master's degrees this spring. I hope that some of our bachelor's students will consider continuing their education in our master's degree program!!

It looks like our industry is gradually approaching the levels to which we have grown accustomed – ideally, as in the year 2000. Hotel occupancy is relatively high, but rates are low. Selling rooms on the internet has become a real problem for meeting planners and hotel marketing units. I'm sure that we will see some really new approaches to marketing to take web-based sales into account. Package lodging programs have helped restaurants and retailing. The number of conventions this year is the same as 2000, but attendance is down.

Employment in our industry is increasing. Several of our students have landed good jobs. It seems that some employers are hedging by first providing internships before offering permanent jobs - that can be viewed as an advantage for a hospitality student. Please keep our office informed as to your new employment, so that we can track the progress of our students.

We are really excited by the new restaurant reviews in *The Torch*, and we thank all HOSM students involved. It is good for us all to promote the reputation of the HOSM program at Roosevelt University. The more people know about our program, the quicker they will recognize the value of our graduates! Spread the word about our outstanding program!!!

Dr. Gerald Bober named Educator of the Year by the Illinois Hotel and Lodging Association.

Roosevelt University's own Gerald Bober received the Educator of the Year award in December during the Illinois Hotel and Lodging Association's annual meeting luncheon in Chicago.

"I am truly honored to receive this prestigious award, and to be recognized for all of our hard work in making the Manfred Steinfeld School of Hospitality and Tourism Management one of the leading hospitality and tourism schools in the region," said Bober.

A former vice president of human resources and organization for Hostmark Hospitality Group in Schaumburg, Bober joined Roosevelt in 1995 as director of the program. Since arriving, the school's undergraduate enrollment has doubled in size.

As director, Bober has been responsible for developing a graduate program for the hospitality and tourism management school. Now six years old, the program has grown to become one of the largest graduate programs of its kind in the United States. Bober spearheaded the Chicago Hospitality Industry Partnership Program (CHIP), which provides entering freshman with the opportunity to work in internships at hotels in the Chicago region, and he started the College Excel program, in which area high school students interested in careers in the hospitality field can take college-level courses at Roosevelt.

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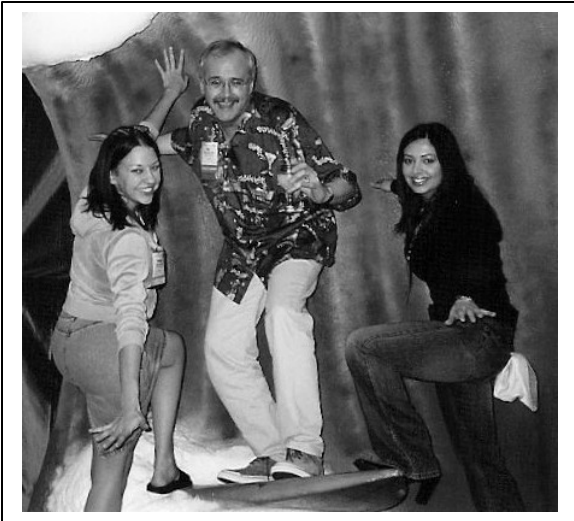
Advising Time is HERE Again!

By Donna DeMille

Because of the University's new initiative, Request Registration (see page 4), we urge all continuing HOSM students to be advised and to register in the month of April. HOSM Faculty advising hours are listed on the enclosed sheet. With the departure of Michelle Erkins-Hassan, Donna DeMille's duties will focus primarily on advising first-time students.

HOSM secretary, Lisa Waichunas, can make advising appointments for students at both campuses. The HOSM central phone number is 312-281-3181.

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Natalie Anderson, Bill Host and Lillian Barbari (l to r) show their surfing style during PCMA's Beach Boys Concert.

RU Students and Faculty Surfing in Anaheim Over Holiday Break By Lillian Barbari

The Professional Convention Management Association's (PCMA) 47th Annual Meeting took place at the Anaheim Convention Center, Jan. 5-8. In attendance were over 2,500 professional planner and supplier members along with 151 student members, the largest student participation in PCMA history.

Actively representing RU's School of Hospitality and Tourism Management were Professor Bill Host, Natalie Anderson and Lillian Barbari. Prof. Host was given a full professional scholarship to attend in gratitude for his work in meetings education. Natalie Anderson was chosen by PCMA as an annual meeting scholarship winner to assist during the convention. Lillian Barbari felt that it would be beneficial to attend for the educational sessions and networking opportunities.

The convention proved to be a great experience for all students who attended. Special sessions were targeted towards student attendees with topics such as: "The Real World – Job Realities," "Resume and Interview Skills," and "Business Etiquette." Along with students from the US, students from Korea and Canada were represented as well. The student planner of the year presented "Diversity: Our Industry Future," a theme represented throughout the entire meeting and found to be very successful. Both Natalie and Lillian were very involved during the student sessions.

Prof. Host provided a helping hand to one of the industry's leaders, Joan Eisenstodt, chair of the PCMA Student and Faculty Working Group, who led all of the student sessions. Professor Host was also a panel member in a presentation to hospitality faculty from some of the leading schools in the country.

The PCMA Convention was filled with educational sessions, networking opportunities and extravagant evening receptions. Highlights were a private party at Disney's California Adventure Park and a closing banquet and concert with the legendary 60's rock group – the Beach Boys.

Hospitality Club on Fast Track

Praises to *Julie Duszynski* and others for the first Hospitality Club restaurant review in the February 24 issue of *The Torch!* Julie and friends reviewed Chandler's Chophouse in Schaumburg. Look for additional reviews on places for cheap eats near the Downtown and Robin campuses in upcoming issues.

After successful site visits to both the Walnut Room at Marshall Fields and the Chicago Club, Hospitality Club President *Tony Pupillo*, *Natalie Anderson*, *Heather Pytlarz* and *Jose Solis* hope to be coordinating additional site visits this Spring. The program, titled "Cool Tours" will feature 3-4 similar venues for behind the scene tours on Saturdays. In the works for this spring and fall are the "Cool Restaurant Tour," the "Cool Hotel Tour," the "Cool Convention Tour," and the "Cool Clubs of Chicago Tour." Details are in the works.

The National Restaurant Show (NRA) will be in town May 17-20 and the club has expressed interest in working with Assistant Director *Donna DeMille* on this event by staffing the RU exhibit. (See notice on page 3.)

Coming Events

On April 8, at 4:30 pm in room 110 of the Gage Building, adjunct professor Bob Marovitz will be speaking on Life Goals in a special Hospitality Club meeting.

Don't miss this special life-changing event!

Rumor has it that another educational program may be offered this spring concerning Interviewing Skills. We will keep you posted on this event.

HOSM Shines During President Middleton's Installation Celebration

On March 6, outstanding HOSM students along with students from other programs in University College were honored at a special awards ceremony hosted by the Evelyn T. Stone University College as part of the Presidential Installation celebrations. President Middleton offered his congratulations to each recipient as Dr. Bober presented the awards.

Outstanding Achievement Award honorees were: *Carol Brown*, MSHTM; *Marcia Moore*, BSHTM; and *Michael Zels*, BPS/HTM.

Special Recognition Award recipients were: *Natalie Anderson*, *Marina Denischik*, *Kim Kamka*, *Tony Pupillo*, *Shin Thompson*, and *Aaron Valley*.

David Gauger was inducted into the Alpha Sigma Lambda Honor Society.
Congratulations to all!

Also active in the Installation activities were these Hospitality folks:

Donna DeMille served on the Presidential Search Committee and represented the Administrative Assembly in offering official greetings to Dr. Middleton. *Natalie Anderson* served as a volunteer and *Tony Pupillo* represented the Hospitality Club on the Installation Committee.

Alumni and Graduate Student Corner

CONGRATS ON YOUR CMP!

Anne Carey, BSHTM '98, Illinois Podiatric Medical Association, and *Julie Kahlfeldt*, current MSHTM student with the American Academy of Orthopedic Surgeons, have both obtained their Certified Meeting Professional (CMP) designation, an industry-wide recognition program acknowledging their work with, knowledge about and service to the meetings industry. The Convention Industry Council sponsors the certification.

WHERE ARE THEY NOW?

We encourage all HOSM alums to contact us with your career updates so we can share them with your fellow alums...and inspire our current students with the possibilities for the future!

Kari Armond, BSHTM '94, is regional manager for HelmsBriscoe, the industry's largest site selection firm specializing in assisting organizations to match their meeting requirements with the best hotel at the best price. The company is among the top 3 group revenue producers of all the major hotel chains.

Aaron Michaels, BSHTM '97, re-located to Miami as Director of Purchasing for Joe's Stone Crab. He now has his own culinary supplies venture in that area.

Lisa Ehrenhofer, BSHTM '98, is Sales Manager at the Homewood Suites by Hilton at the corner of State and Grand.

Jody (Krawitz) Egel, BSHTM '98, is Director of Transportation for On The Scene, a DMC that specializes in transportation, multi-day tours and special events for corporations and associations coming to Chicago.

Tina Schellhaass, BSHTM '02, is working at Creative Group, Inc., a special events firm in Buffalo Grove, as an account administrator.

Lori Skuta, Class of '02, an RU journalism major who obtained her Meeting Planning Certificate, has recently landed a job as Conference Coordinator with the Illinois CPA Society.

Joanne Veremis, current MSHTM, has re-located to Greece. She is working for a contractor of B&Bs, applying for grant monies through different programs of the European Union that promote tourism in rural, under-developed regions.

National Restaurant Association Badges for HOSM Students

Each year a number of HOSM students participate in one of the largest industry events of its kind by volunteering to work a few hours at the HOSM booth at the National Restaurant Association (NRA) show at McCormick Place. This year the show runs from Saturday, May 17 to Tuesday, May 20.

Volunteer prospects can give their names to Donna DeMille in the HOSM office, by phone, 312-281-3181 or email, ddemille@roosevelt.edu. Please specify which day you would like to work and whether you would like a morning or afternoon shift. The number of free badges is limited, so get your name in soon!

Farewell and Best Wishes

Michelle Erkins-Hassan has moved on to become Hospitality Program Coordinator of Chicago Public Schools. Supervising the program in over 30 high schools, Michelle is bringing her talents to CPS after a three-year stint with RU as Advisor and Recruiter for HOSM. We wish Michelle the very best in her new endeavors.

Vote for your Fellow Students and RU Employees

Two recognition opportunities are available now:

- **Co-Curricular Honors for students** will be decided by nominations through March 26. Pick up ballots at the Student Activities Office in the HCC.
- And you can recognize quality teaching and service by **nominating faculty and staff** for Employee Recognition Awards. Ballots are available throughout the University and on-line at www.roosevelt.edu/employ-award/ through March 27.

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REQUEST REGISTRATION

During the month of April, the university is conducting a first-time experiment in class scheduling. Request Registration is an opportunity for continuing students to register for fall classes without concern for class limits, immediate payment or most registration holds. RU will learn from the students what class days and times work best, in time to make adjustments to the actual fall course offerings. While it is always a good idea to be advised early, Request Registration gives added incentive to make your course selections in April.

Bober named Educator of the Year (Continued from page 1.)

For the past four years, the School's Institute for Tourism Studies has received state of Illinois grants to undertake workforce education for the travel industry in Illinois. Under Bober's direction, the Institute has provided tuition free graduate courses to high school and community college instructors, and also has created a variety of educational resource material to be used at no charge in schools all over the state to prepare students for careers in the hospitality and tourism industry.

"Dr. Bober has been instrumental for many years in activities sponsored by the industry," said Marc Gordon, executive director of the Illinois Hotel and Lodging Association. "He's given national presence and position to the Chicago and the Illinois hotel industry," he added.

ROOSEVELT UNIVERSITY

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