

# HOSPITALITY INNOVATIONS

AN INFORMATION & IDEA EXCHANGE

University of Delaware

Hotel, Restaurant & Institutional Management

Volume XIII - Spring 2000



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It hardly seems possible that we are about to complete the first academic year of the new millennium. Our young adults seeking new careers and internships have had the opportunity to talk with fifty recruiters from all over the United States, including Jamaica, who visited our campus in March. The comments of the recruiters concerning the professionalism and appearance of our students make all of us on the faculty very proud of their achievements and future opportunities. Of particular note is the number of recruiters that were University of Delaware graduates. It gives all of us a wonderful feeling to see the success of our graduates. We were extremely fortunate to have Mr. Ron Magruder, Chairman of the National Restaurant Association, and Mr. Robert Slater, Chairman of the American Hotel & Motel Association, on our campus to talk to our students and those from twenty other invited universities. Their presence is an indication of the prestige and reputation that our program has received nationally.

Our various HRIM campus club activities work to satisfy the broad interests of our campus students. You can read in this newsletter about their special events and attendance at national conferences. Our young professionals represent us very well across the country winning national recognition for themselves and the HRIM program.

Our faculty continues to care and interact with all of our students helping them to achieve their personal goals. Concurrently, they continue to perform their scholarly activities and meet the challenges of our changing world. This fall we will launch a new college interdisciplinary studies program that will permit students to pursue a BS degree that focuses on Hospitality Services and Information Technology Management. This new program will help satisfy the demand for young professionals who want to work on the supply and user side of hospitality technology. We have formed a special technology advisory board consisting of both users and suppliers to help us validate and update our new program as we move forward to satisfy the needs of our ever changing world. Additionally, we now have under development a new Master of Science program in E-Hospitality Commerce that will permit us to use and build on our campus technology to ensure that our program continues to be recognized as the innovative leader in hospitality education. Our faculty is also working on

school-to-work programs, tourism assessments and asset inventories. You can surmise that our faculty does not need any new ventures, however, all of us continue to observe the ever changing trends of the hospitality industry so that we can be poised to equip our young adults with the tools they need to be successful.

In my last news letter I indicated we had launched a national search for a new HRIM Chair, and that I would be retiring in June of 2000. The great news is that Dr. Fred DeMicco from Penn State University has been selected as the new Chair; however, he is not available to assume the position until January 1, 2001. So, I have been asked and will remain in my position until he arrives. I, along with all of our faculty and administrators, am extremely pleased with Dr. DeMicco's selection. He will bring to the program the creative energy that it takes to retain the innovative leadership position our faculty has worked so hard to establish. Our enthusiasm for the new appointment will only be surpassed by his arrival. I know that Dr. DeMicco will exceed the expectations of our faculty and industry partners. ■



# NEW CHAIR

## Fred DeMicco

Dr. Fred DeMicco has accepted the position of Chair, Hotel, Restaurant and Institutional Management at the University of Delaware effective January 1, 2001. He presently is Associate Director and Associate Professor in the School of Hotel, Restaurant and Recreation Management at Penn State University, where he is Professor-in-Charge of the HRIM undergraduate program. Dr. DeMicco teaches courses in international management, food service management and leadership, with research in the areas of cost control, total quality management, gerontology, and managed services. ■

# CMAA

7th Annual  
Appreciation Dinner

After months of preparation, everything was ready; the celery was on the table, the candelabras were lit, and the cherubs were placed around each table. University of Delaware's student chapter of the Club Managers Association of America had transformed Winterthur's Pavilion into a room set for an eighteenth century gala. The gala was in fact the Seventh Annual Appreciation dinner at which students had the opportunity to thank local managers for all the support they provide throughout the year. Everything for the dinner, research, planning, coordinating, and execution was handled by students. CMAA officers **Heather McMenamain** - President; **Bethany VanGrin** - Vice President; **Megan Lutes** - Treasurer; and **Ashley Shumway** - Secretary, began preparations during the summer. McMenamain and VanGrin spent days in the libraries of Winterthur, researching every aspect of an authentic eighteenth century dinner. From there, every minute detail was planned and on the 25th of October, everything came together.

*From the left: Louise Roselle, President David Roselle, Markus Mayr, GM of Wilmington Club, and Brigitte Mayr*



*Left: Julie Peroutka, GM of Penn Oaks Golf Club, and Heather McMenamain  
Bottom: Modified 18th century dining set-up*



*Sara Bechtel and Coleen Kinlin with hors d'oeuvres for display at the dinner*

The evening began with private tours of the Winterthur museum for guests. Then, they enjoyed music provided by Peggy Raley and the SYA Project Jazz band, while sampling hors d'oeuvres by servers in eighteenth century costumes. The females wore long black skirts with lace aprons, white shirts with shawls, and bonnets, while the males wore knee length pants, tights, white shirts, and jackets. Guests also had the opportunity to bid on silent auction items donated by local clubs and businesses. As guests were called into dinner, the servers were placing the first course, which was prepared by students, on the tables in predetermined patterns. This course entailed ten different items including goose, venison, pork, spinach, and spoon bread. Guests were instructed to serve the item that was nearest to them, and the person sitting at the head and foot of the table had to carve the goose. At the completion of the first course, servers removed all of the dishes, the candelabras, and rolled the top linen off to reveal another one underneath. This practice continued with the next two courses. Guests also enjoyed short speeches on: The Eighteenth Century Dining Experience; A Chronicle of Culinary Delight; and an Intimate Portrait of Delaware provided by McMenamain, Shumway, and Lutes respectively. At the end of the night, enough money was raised to send eight students to Atlanta for the national CMAA conference, proving that the night was a great success. ■

# GRAND TOUR SERIES

## Washington D.C.



*From the left: Mr. Lubar, Mr. Toole, Adam Turetsky, Bethany VanGrin, Eric Wolfer, Ashley Shumway, Heather McMenamain, Andrew Turczyn, Kevin Furlong*

The HRIM Public Relations Team has now begun The Grand Tour series for 1999-2000. Our first part of the tour began October 29th with a visit to Washington D.C. We began our day at the Loews L'Enfant Plaza Hotel with a property tour and discussion about the Loews Corporation. Our next adventure was at the State Department. We entered the State Department through the diplomatic entrance and were treated as dignitaries. We visited the foodservice operations of the State Department, as well as the diplomatic ballrooms and Madeline Albright's dining area. The J.W. Marriott Hotel was next on our tour. After the Marriott, we headed towards the Grand Hyatt. While at the Hyatt we visited suites, ballrooms, and many other function areas of the hotel. Afterwards, Hyatt was kind enough to have a reception for us in their sports room. The day was fun-filled and a great learning experience. We are looking forward to part two of the tour... a trip to New York City. ■

# GUEST Speakers

The Chairman of New Jersey's Casino Control Commission (CCC), Mr. James Hurley, and the Director of Communications, Mr. Daniel Heneghan, visited UD's HRIM Department as guest speakers in the Gaming Management class. The Commission is the state agency responsible for regulating casino gaming in the State of New Jersey. The Commission is well respected around the world as the leader in casino gaming regulation. Many countries in Africa and Europe have journeyed to Atlantic City to learn the art and science of regulation from the CCC. During their visit to UD, the Chairman explained the process of licensing, financial evaluation of casinos, the history of gaming in New Jersey, and career opportunities in the industry. ■



*Mr. James Hurley and Mr. Daniel Heneghan talk to the Gaming Management class.*

# ETA SIGMA DELTA Induction

Congratulations to the thirty-one students inducted into Eta Sigma Delta last fall. Eta Sigma Delta is the Hotel and Restaurant Management National Honor Society, which recognizes students who exhibit exemplary academic excellence in the field.

Congratulations to our new members:

<b>Samuel Baron</b>	<b>Rori Kriesberg</b>	<b>Tracey Stern</b>
<b>Antonio Cataldo</b>	<b>Amy Kreisher</b>	<b>Erin Thornton</b>
<b>Hsuan-hsiu Chen</b>	<b>Kuan-Hsun Lai</b>	<b>Katherine Tierney</b>
<b>Hosuk Choi</b>	<b>Jason Lorenz</b>	<b>Andrew Turczyn</b>
<b>Yuan-Chi Chou</b>	<b>Ashlee Lukoff</b>	<b>Adam Vitale</b>
<b>Whitney Cobb</b>	<b>Michalis Michael</b>	<b>Mona Vold</b>
<b>Jeffrey Conrade</b>	<b>Melissa Monfried</b>	<b>Roslyn Wickman</b>
<b>Jennifer Cooper</b>	<b>Mai-lin Petersen</b>	<b>Julie Wirth</b>
<b>Wakako Ito</b>	<b>Rollin Ream, II</b>	<b>Gabriele Wollan</b>
<b>Peter Hakansson</b>	<b>Jasen Silver</b>	
<b>Sara Krapf</b>	<b>Sissel Sorensen</b>	

Our induction was held on October 31 at Professor Cummings home and was followed by a wonderful lunch provided by Professor Cummings and Bruno Trimpoli.

In the fall, Eta Sigma Delta members also had the opportunity to take a field trip to the Inn at Montchanin and Crazy Kat's Restaurant in Wilmington. On that beautiful fall day, Beverly Plachta, the new innkeeper at the Inn at Montchanin, gave us a tour of the village and talked to us about the joys and heartaches of running a small inn.

Eta Sigma Delta is looking forward to many exciting activities in the spring semester as well. ■



Back: (left to right) Kelly Holmes, Kira Austin, Ben Abiles, Seta Bhavsar, Leah DeLoach, Tiffany Dyson, Lashanda Johnson Front: (left to right) Shavonne White, Meghan O'Neil, Aliya Roberson, Alexis Wilson, Dr. Francis Kwansa

speakers in attendance were William Strickland, President and CEO of the Manchester Craftmen's Guild/Bidwell Training Center, and Gerald A. Fernandez, President of the Multicultural Foodservice and Hospitality Alliance (MFHA). The UD Chapter was very proud to receive two awards at the conference: Best Overall Chapter of the 46 chapters in the **country** and Chapter with the best public relations activities. We are all very proud of ourselves in this year of success.

So far this year, we have planned various fundraising events, such as Krispy Kreme donut sales, Joe Corbi's pizza sales, our annual raffle, and coffee sales. Even though we've already participated in the Delaware AIDS Walk and Newark Community Day, we plan to continue our community service with our annual Canned Food Drive and local area school visits.

Here at NSMH we are always seeking to expand and strengthen our family and we welcome anyone interested. For inquiries, please contact Alexis at 837-1435 or e-mail her at mrpugs@udel.edu. ■

by Jeffrey Conrade

# IHMRS New York Show

From November 6-9, the Annual International Hotel/Motel & Restaurant Show was held in New York City at the Jacob K. Javits Convention Center. Two buses packed full with University of Delaware students left early Saturday morning for a full day of attending this premier hospitality industry trade event. The



HRIM booth at the Annual International Hotel, Motel, and Restaurant Show

students met with prominent buyers and industry leaders, sampled food from an assortment of foodservice purveyors, and networked with influential hospitality industry recruiters.

Additionally, HRIM students toured the recently renovated, five-diamond Peninsula Hotel. The visit included an incredible continental breakfast, along with a detailed tour of the hotel and its famous rooftop lounge and spa.

On Saturday evening, HRIM held its alumni reception bringing together faculty, industry personnel, alumni, and current students. The reception was well attended and provided an excellent opportunity for everyone to relax after the long day and talk amongst new and old friends. ■



Front: (Left to Right) Gabe Solano, Ryann Tobey, Kuan-Hsun Lai, Darcie Mc Kay, Hosuk Choi Back: (Left to Right) Rori Kreisberg, Adam Turetsky, Sissel Sorensen, Julie Wirth, Dr. Nelson, Meghan O'Neill, Leah Adamsen, Yuan-Chi Chou, Peter Hakansson, Mai-Lin Peterson

# NSMH National Society of Minorities in Hospitality

by Alexis Wilson

The National Society of Minorities in Hospitality (NSMH) is a student-run, non-profit organization dedicated to the advancement of minorities in the hospitality industry through recruitment, retention, and developmental programs. Our objectives are:

1. To aid in the recruitment, retention, and support of minority students in hospitality education.
2. To build and maintain a working relationship between hospitality professionals and minority students.
3. To prepare minority students for advancement within the hospitality industry.

We are part of the Southeastern Region. All races, color, and sexes are welcome in the organization.

Being a fairly new chapter on campus we have accomplished a lot. On February 17<sup>th</sup>, the UD Chapter attended the 11th Annual National Conference at the Hyatt McCormick Place in Chicago, Illinois. The organization was represented by **Alexis Wilson, Seta Bhavsar, Ben Abiles, Leah DeLoach, Shavonne White, LaShanda Johnson, Tiffany Dyson, Kira Austin** and faculty advisor, Dr. Kwansa. The focus this year was on the overall education and the professional development of the members. They attended a series of workshops with different focuses including: Five Keys to Success, The Power of Negotiation from Backpack to Briefcase, Resume and Etiquette, and Benefits and Financial Planning. In addition, they attended the annual career fair with its thirty participants. ARAMARK sponsored the off-premise dinner held at the CNA Building. The two keynote



It was Sunday morning, 7:00 a.m., and the Multi-Purpose rooms at Trabant were about to be transformed into the 8th annual Metro/CHRIE Career Fair. By 9:00 a.m., the booths were in place and the fair was coming together as planned. The HRIM Public Relations Team was in place, ready and waiting.

The first recruiters arrived by 9:30 a.m., eager and anxious. By 11:30 a.m., the students started to arrive and made their way to the theatre for the guest speakers: Ron Magruder, Chairman of the Board of the National Restaurant Association, and Bob Slater, President and CEO of Southern Hospitality Inc. and Chairman of the American Hotel and Motel Association. Reg Foucar Szocki, CHRIE President had the honor of introducing the guest speakers.



*Prof. Paul Wise welcomes Mr. Ron Magruder and Mr. Robert Slater*



*Mr. Robert Slater going over the "Ten Principles"*

One of the highlights of Bob Slater's speech was his "Ten Principles", which have been the foundation for building his career and company. They are as follows:

1. Set your goal and develop your plan and strategies to achieve your goal.
2. Lead by example.
3. Execute the fundamentals of your profession.
4. Surround yourself with people smarter than you.
5. Work harder than everyone else.
6. Whatever you do, do it professionally.
7. Make an absolute and uncompromising commitment to ethics, honesty and integrity.
8. Be a dreamer.



*Mr. Ron Magruder providing pointers in careers in the restaurant industry.*

9. Give back of your time, talent and money to your industry and community.
10. Have some fun.

Ron Magruder went on to encourage the students to "like what you do and do what you like, and you will never have to work again." Magruder mentioned that he has spent many years in the industry and that to this day, he is still filled with surprises and fun.

Moving on to the social aspects of the field, Magruder advised the audience of future managers that the restaurant sector is a tough business and that you have to be prepared to do whatever it takes to satisfy your guests. He reminded



*Amy Kreisher participating in the question and answer session*

the students that the rewards in the restaurant sector are many and the opportunities to become professionals are endless.

The students left the theatre with enthusiasm and excitement. The 8th Annual Metro/CHRIE Career Fair was in full force with students and recruiters. By the end of the afternoon, students were discussing the recruiters they met and the interviews they had scheduled for the next day.

Truly the day was a success! ■



# HOMECOMING 99

by Kevin Furlong

Homecoming has traditionally been a time for the Hospitality Club to celebrate and take pride in the University. Unlike years past, the Greek Lot, where the Club's tent was located, was ordered to shut down at 1 p.m. So on the morning of October 16, about 30 members were on the field at 8 a.m. to begin the festivities, making sure that we were able to take full advantage of the shortened time.

Throughout the morning, the members served grilled chicken, barbecued beef, vegetarian chili, shrimp cocktail, pasta salad, and as always, there were plenty of cold beverages. We were very happy to see a large return of alumni and a strong showing from the faculty.

For two days leading to homecoming, members volunteered their time to do such things as cook and procure items needed for the tent. The hard work paid off, as everyone seemed to enjoy themselves. Most said that Homecoming 1999 was one of the best Homecomings in memory. ■

## UNIVERSITY OF DELAWARE Cultural Programming Advisory Board

**Tiffany Dyson** was elected President of the University of Delaware Cultural Programming Advisory Board. Dyson has helped organize numerous events on campus, some featuring Na'im Akbar, E. Lynn Harris, and Maya Angelou. The mission of the organization is to provide cultural events and awareness for African American descendants.

When Tiffany was asked about her greatest challenge she said, "Identifying what the student body wants and providing that for them..." Congratulations Tiffany! ■

## NSMH High School Visits

by Shavonne H. White

In the fall semester, the National Society of Minorities in Hospitality visited three local vocational high schools; DelCastle, Hodgson, and Howard. Our goal was to talk to the students in the culinary classes about the hospitality industry and the HRIM program here at the University of Delaware. We informed the students about the abundance of opportunities in our industry, as well as the importance of receiving a college education. The response we received from the students and faculty was overwhelming.

Many of the students never realized that our industry is more than just "flipping burgers." We explained the various careers, the professionalism involved, and the traveling opportunities. Needless to say, they were amazed. Other issues we touched on were the college experience, obtaining scholarships, taking SAT's, and campus organizations. We also expressed the idea of having "Teens on Campus," where some students will be able to get a chance to experience some aspects of college life, and learn more about our Hotel, Restaurant and Institutional Management program.

Overall, the experience not only proved to be beneficial for the students, but for us as well. Aiding in the education of our future hospitality leaders truly strengthened and enlightened us. NSMH is definitely looking forward to visiting with more students next year. ■

## DHMA Luncheon

Dr. Bill Fisher, President and CEO of the American Hotel and Motel Association (AHMA), visited campus to attend the September 15, 1999 meeting of the Delaware Hotel and Motel Association (DHMA) and deliver the keynote address to both students and association members. Dr. Fisher shared his insights on applying creativity and innovation while pursuing a career in hospitality management. Dr. Fisher stressed the importance of striving to be an innovative leader in an industry where employee turnover is high and daily challenges have a way of discouraging creative approaches to management. Students and association members came away from his presentation energized about the future of the hospitality industry.



From the left: Ashley Shumway, Jeff Conrade, Adam Vitale, Mrs. Yvonne Fisher, Dr. Bill Fisher



From the left: Vince DiFonzio, Greg Yenoli, Ron Cole, Eduardo Fernandez, Kim Ford, Gabrielle, Bill Fisher, Lori Gumnitz, Paul Wise, and Jeff Conrade

The DHMA has been a continual champion and supporter of the HRIM program since its inception in 1988. Member properties continue to provide employment and internship opportunities for HRIM students, and provide scholarships to Delaware residents through their fundraising activities.

Based on the success of the program, we hope to host the DHMA fall meeting on an annual basis. ■



Dr. and Mrs. Fisher enjoy the luncheon.

# WINTER SESSION

## Hawaii

Hawaii Winter Session 2000, where do I begin?

Our island adventures started off in Honolulu, two blocks from Waikiki beach. We loaded up our minivans and headed out for a tour of the island. Our first introduction to Hawaiian food, if it counts as food, Matsumoto's Shaved Ice. Most of us stuck to the ice and syrup, but for the more adventurous people, the shaved ice with ice cream and azuke beans were interesting new tastes.

Over the course of the next few days we were "in class" visiting some places like:

- Polynesian Cultural Center: cultural presentations from seven islands
- Iolani Palace: original palace of King Kalakaua and Queen Lili'uokalani
- China town: hundreds of produce, meat and seafood vendors
- Arizona Memorial: memorial to those killed on the U.S.S. Arizona on December 7, 1941
- Bishop Museum: museum of Hawaiian history

You cannot visit Hawaii without a whale watching cruise, a trip to the black sand beach, seeing the waterfalls, or tasting the Hawaiian Wai'anae Diet at a typical Bento lunch. After all of this running around some of the group found a tromp in the taro patch very "soothing." The class enjoyed highlight meals at Roy Yamaguchi's, Sam Choy's, and Jean-Marie Josselin's Pacific Café. We even cooked our own fantastic gourmet Pacific Rim barbecue. A Japanese tea ceremony was performed at the University of Hawaii and a cooking demonstration at Kapiolani Community College. The HRIM group toured the oldest hotel in Hawaii, the Sheraton Moana Surfrider Hotel. Our visit to Kauai consisted of a tour of a sugar plantation and the Hyatt Regency Kauai tour was given by UD's own alumni Rob Landsell, class of 1994. Limahuli Gardens and the Cloud Forest introduced us to native Hawaiian plants.

January 20th rolled around and the thought of going home soon hit some of us. Additional tours we attended were:

- Big Island Candies
- Papaya plantation
- Macadamia nut plantation
- Honaunau National Historical Park
- Historic Coffee Farm

We spent a fantastic day at the Hawaiian Volcano's National Park, watching lava bubble, but reality kicked in as we started to finish our group projects. Presentation day was the second to last day in Hawaii and we tried not to think of leaving in two days. Soaking in the last of the tropical sun that we could, we relaxed on the beach or by the pool.

The memories we all have of Hawaii will stay with us forever, as well as the friendships. All in all, the course in Hawaii was fantastic. If you are given the chance to take the class, I highly recommend it. I would do it all over again tomorrow if given the chance. ■

by Ashlee Lukoff



From the left: Adam Vitale, Michelle Illowite, Melissa Monfried, and Kristen Poillion at Roy's in Honolulu, Hawaii.



Hawaii 2000 stops at The Dole Pineapple Plantation

# ADVISORY BOARD

## New Members

### John R. (Jack) Donovan

Jack Donovan is the President and CEO of ARAMARK's Campus Services division. Since joining ARAMARK as a senior account executive in the Campus Services division in 1988, Donovan has risen through the corporation and was named to the Campus post on May 1, 1999. During his tenure at ARAMARK, Donovan has built a track record of high performance and exceptional growth through selecting, building, and managing strong management teams and unwavering focus on understanding and fulfilling customer needs.

### Peter Tromm

Dr. Peter Tromm is the Director of HTF Schools based in Chur, Switzerland. Previously, Dr. Tromm, who holds a doctorate in chemistry from the University of Zurich with a substantial background in economics as well, served as Director of the AKAD School in Zurich, Switzerland, a school specializing in adult further education over a broad spectrum of subject areas.

### Henry Topel

Henry Topel is a founding director of the Greater Wilmington Convention and Visitors Bureau 21 years ago, has served as its Chairman, and currently is Vice-Chairman. He is actively engaged in hotel and commercial real estate development.

### Saul Lubar

Saul Lubar is the program manager for food service and retail tenant services in the National Capital Region of the United States General Services Administration (GSA), based in Washington, D.C. Mr. Lubar provides the business leadership for the program and is responsible for their overall planning, management, direction and administration for the federal government in the Washington Metropolitan area.

### Xavier Teixido

Xavier Teixido is owner and president of Harry's Savoy Grill and co-founder of the 1492 Hospitality Group, which includes the Columbus Inn, Klondike Kate's, Kid Shelleen's and Harry's Savoy Grill. In 1988, the Columbus Inn was the first restaurant in the State of Delaware to win the prestigious "Award of Excellence" from "Wine Spectator" magazine. He is a member of the Delaware Restaurant Association, National Restaurant Association, Delaware State Chamber of Commerce, the Board of the Greater Wilmington Convention and Visitors Bureau, and was a founding member of the International Food and Wine Society in Delaware. In 1997, he was elected to the Board of Trustees of The Educational Foundation. Xavier also serves on the Governor's Tourism Advisory Board for Delaware.

# NEW Arrivals



John Sidney Lynch  
February 11, 2000  
7 lbs. 13 oz.  
Jim and Julia Lynch,  
proud parents



Wyatt Thomas DiGregorio  
December 17, 1999  
8 lbs. 4 oz.  
Joe and Lisa DiGregorio,  
proud parents



Philip John Magnus  
September 2, 1999  
8 lbs. 9 oz.  
Nick and Judy Magnus,  
proud parents



Alexander Ingvar Madoo  
August 27, 1999  
8 lbs. 3 oz.  
Chris and Nina Madoo,  
proud parents

# BLUE & GOLDEN Saturdays

The University hosted two of its annual Blue & Golden Saturdays this fall. The two Saturdays were devoted to showing prospective students the University and everything it has to offer. Both days were a big success for UD and the HRIM department. Approximately 5,000 students visited over the two days, and about sixty students attended the two HRIM sessions. The information sessions were presented by HRIM faculty as well as PR Team members. ■

## A VISIT FROM Mr. Michael Hurst

Mr. Hurst, Chairman of the National Restaurant Association Educational Foundation and President of the 15th Street Fisheries, spoke to the Accounting and Finance class emphasizing the importance of considering employees as your most valuable assets in the restaurant operation. According to him, competition is becoming stronger and the radius from which restaurants attract their customers is becoming smaller and smaller. Therefore, the goal is to give the same customers a reason to become repeat customers, and this is where the quality of your employees becomes critical. Mr. Hurst also provided the class with rules of thumb for estimating restaurant break-even sales and actual sales. ■

# 2000 HRIM TECHNOLOGY ADVISORY BOARD INVITED MEMBERS

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CBORD

**David Burroughs**  
President  
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**Lawrence W. Hall**  
President and CEO  
hsupply.com

**William Oates**  
Principal  
tcmGlobal, LLC

**William A. Sullivan, CHTP**  
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**Robert Grimes**  
Chairman & CEO  
CynterCorp

**Richard M. Siegel**  
President  
UPDATE Magazines

# HOSPITALITY SERVICES

## and Information Technology Management Interest Area Interdisciplinary Studies, Bachelor of Science

HRIM introduces the Hospitality Services and Information Technology Management Interest Area for Arts and Science and other undeclared majors. The focus is on hotel and restaurant technology. HRIM has invited industry professionals to participate in our Technology Advisory Board to assure the program addresses concerns for today and the future. Below you will find a list of the courses required/recommended and the invited members of the Technology Advisory Board (on page 14).

Curriculum	Credits
<b>Humanities</b>	<b>15</b>
English 110 English Writing	3
English 312 Written Communications in Business	3
Three Foreign Language or Humanities Electives	9
<b>Mathematics and Science</b>	<b>13</b>
MATH 114/170 or Higher	3
Three Science Electives (STAT 200 Basic Statistical Practice Recommended)	10
<b>Social Science</b>	<b>15</b>
Psychology Elective (PSYC 201 General Psychology Recommended)	3
History or Sociology Elective (SOCL 201 Introduction to Sociology Recommended)	3
History or Economics Elective (ECON 100 Economic Issues & Policies Recommended)	3
ACCT 160 Introduction to Business Information Systems	3
One Social Science Elective	3
<b>Electives (Strongly Recommended)</b>	<b>13</b>
ACCT 200 Survey of Accounting	4
ACCT 352 Legal and Social Issues in Business	3
BUAD 301 Introduction to Marketing	3
BUAD 309 Management and Organizational Behavior	3
<b>College Core Requirements</b>	<b>16</b>
HEPP 100 CHEP Introductory Seminar	1
HRIM 140 Information Technology and Services Management	3
HRIM 230 Decision-Making Skills and Techniques	3
HRIM 238 Assessment, Evaluation and Communication in Service Delivery Systems	3
HRIM 346 Hospitality and Industry Web-based Marketing	3
One Elective from CHEP Course List	3
<b>Hospitality Services and Information Technology Management Interest Area</b>	<b>24</b>
HEPP 433 Internet Literacy	3
HRIM 144 Fundamentals of Information Management, Network & Systems	3
HRIM 250 Hospitality Services Management	3
HRIM 354 Hospitality Franchise Management	3
HRIM 442 Hospitality Computer Based Education	3
HRIM 448 Data-mining Analysis in the Hospitality Industry	3
HRIM 458 Entrepreneurship in Hospitality	3
HRIM 487 Management Systems in the Hospitality Industry	3
<b>Secondary Interest Area</b>	<b>18</b>
<b>Service Learning Practicum</b>	<b>6</b>
<b>Total</b>	<b>120</b>

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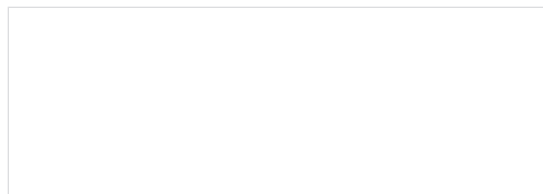
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