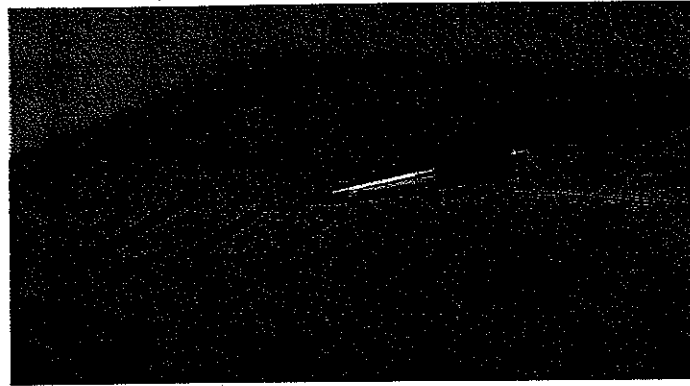


*The*



Fall, 2006

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



**From the Director's Chair**

Hello everyone and welcome back to a great new year of hospitality. There are so many interesting things happening in the program that it is difficult to remember where to start. I guess I will get right to it. Our cohesive faculty group, including Professors Albano, Scales, and Tyrrell, and myself just returned from the Annual Hotel and Restaurant Show at the Jacob Javits Center in NYC. We take two students with us annually to supervise our Stockton Booth at the show and answer questions about the Stockton HTMS Program. Students are selected by criteria that include grade point average (GPA) as well as involvement in the Stockton Hospitality Management Society. This year the faculty advisor to the Hospitality Management Society is Professor Brian Tyrrell.

For faculty, the show is also a conference and it allows us to network with other hospitality management programs from around the world. We also participate in a variety of meetings and presentations scheduled throughout the 4 days of the show. This year for the first time we were hosted by several distinguished successful alumni including Mr Rene Matos (2003), Assistant Director of Food & Beverage for The View, a magnificent revolving restaurant with panoramic views of Manhattan atop the Marriott Marquis property on Times Square. In addition, we had several students attending the Eta Sigma Delta, International Hospitality Management Honor Society breakfast, a prestigious annual event for our students who maintain the appropriate GPA for such standing. Professor Donna Albano is currently the advisor to the Stockton chapter of ESD. The NY Show is also host the Hospitality Educators Mid Atlantic Region (HEMAR) meeting.

This year, Dr. Michael Scales was elected President of the Hospitality Educators Mid Atlantic Region (HEMAR) for a two year term. HEMAR is the local

chapter of the International Council of Hotel, Restaurant and Institutional Educators (I-CHRIE). HEMAR represents 52 colleges in New York, New Jersey, and Pennsylvania and has well over 200 individual members; it is the largest of the individual chapters of the I-CHRIE organization in the United States, and holds meetings in New York, Pennsylvania, and New Jersey.

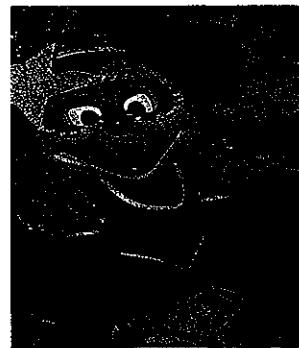
Also this year, I have been elected as The Director of Membership to I-CHRIE for 2006-2008 and in such a capacity I am a voting member of the Board of Directors for this international organization of hospitality management educators. In addition, I have returned to Board of Director membership of our local chapter of the Greater Atlantic City Region Tourism Council, where I have been elected Vice Chairman for 2006-2007.

Finally, the Hospitality and Tourism Management Studies (HTMS) program is once again host to a myriad of other events this year that you will soon be reading about, including: many local hospitality industry speakers throughout all of our classes, significant field trips throughout the Atlantic City region in our introductory classes, our Distinguished Lecture Series, community service learning activities with several volunteer organizations of need, the March of Dimes commitment that we supervise annually, and our HTMS Advisory Board meeting in early May. Membership of the Board is now exclusively Vice Presidents and CEO's from companies and organizations throughout the local hospitality and tourism industry. We have developed a wonderful collaborative relationship with these industry leaders that we hope will continue well into the future of our program.

Thank you, and as always I wish to solicit any ideas, suggestions, and articles that you would like to submit to us at [whithemc@stockton.edu](mailto:whithemc@stockton.edu).

## Two Students Have Very Unique Internship Experiences

The College Program at Walt Disney World is a great opportunity for any college student. It is the chance to gain experience with one of the most recognized companies in the world, and also a chance to network with Cast Members from around the world. I know from my short time here I will have the experience I need to work in the hospitality industry anywhere in the country. I also have the wonderful memories made with my friends and fellow Cast Members. I hope in the future to return and either work a second college program or to work on a professional internship. During my time at Disney's Coronado Springs Resort and Convention Center I have learned the importance of Guest interaction. Every time I can make a guest happy, it makes me feel like I've accomplished something.



Senior Michele Wharton with her co-worker Minnie Mouse as she spends the Fall semester interning at Walt Disney World says, "I hope to find a career in the future that will bring me as much joy as working for Walt Disney World has."

I know that I have made memories for the Guests and their families that will last a lifetime, and hopefully bring them back to our Resort again. One example I always love to share was with a Guest on their departure date. I was working as a Greeter in bell services, and I had the opportunity to speak with a guest. She was very happy with her experience at our resort and at Walt Disney World, but was upset that she wasn't able to take pictures at the Mickey's Not So Scary Halloween Party. I had mentioned to her that I had been there in

a previous week and was able to take many pictures. She asked if I could send her the pictures, and I was willing to. It turns out she was the owner of a photo shop in her state, and was very grateful. We still speak to each other today and I was so glad I could make a difference with a small endeavor. I hope to find a career in the future that will bring me as much joy as working for Walt Disney World has.

by Michele Wharton

My internship was at the Economic Development and Tourism Department in Salem County. I found out about the internship from Dr. Scales. He encouraged me to contact Jim Waddington about a possible tourism internship. After setting up and attending an interview, Mr. Waddington offered me the job of promoting tourism in Salem County. That sounds a lot easier than it actually was. One of my projects during my internship was to find a way to contact Bruce Willis and make Penns Grove his official hometown. Bruce Willis grew up in Penns Grove and we thought promoting that would bring more people into Salem County. It took some time, but I finally found a way to contact Bruce Willis and we will be contacting him about our idea.

Other projects that I worked on for my internship included doing an asset inventory of Salem County, starting a tourism commission, giving presentations to the Board of Chosen Freeholders and the community, and running information booths at various events including the Salem County Fair. My internship ended in the beginning of September, but I am currently still working in the tourism department. The county is now trying to create a full-time position for me.

by Krystyna Bowen



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**Dr. Cliff Whithem with  
Former Vice President of  
Human Resources for  
Tropicana Casino and Resort  
Stephen E. Heise**

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Becoming the VP of Human Resources at Tropicana was every bit of a journey for Stephen Heise. Through his travels across the country and obtaining experience in various areas of the business world Stephen brought an impressive resume with him that included one of the most profitable business ventures in the world, Walt Disney World. While at the Tropicana, Stephen realized that he not only has a responsibility to Tropicana to fulfill the position requirements they desired, but also to provide his expertise and experience from his past ventures. I think what I learned most from what Stephen talked about was that each experience an individual has is special in that it will help them grow and progress in the future. No experience should therefore be disregarded as not important.

When speaking of all that he went through with interviewing for jobs, traveling, and experiencing various types of leadership, Stephen really provided a unique insight, whether he realized it or not, into the career path of a successful man. He didn't just speak of all his successful ventures and remark that he got whatever job he desired. Instead he went into detail about how he had to go through several interviews and how

much of a process it was, in terms of time, to get the jobs he wanted. Also the addition of his assistant (a former graduate of Stockton College) and the stories he had to tell about getting his current entry level position with Mr. Heise, it really made the presentation a valuable source for me as a graduating senior.

I realized that I have to carefully look into what management teams and companies I choose to work for and although I've always placed a great amount of importance on management and leaderships styles of managers and myself, the discussion also allowed for me to visualize other angles towards leadership. I know for sure I will carry with me the ideas of treating you employees/staff with care and consideration that Stephen emphasized. I think you can learn so much from someone like Stephen because he has been through so much and the role he plays in the development of future leader is so vital. It is great that he understands this role and I'm sure I will play the same role year from now.

by Michael Rodriguez



**March of Dimes Walk**

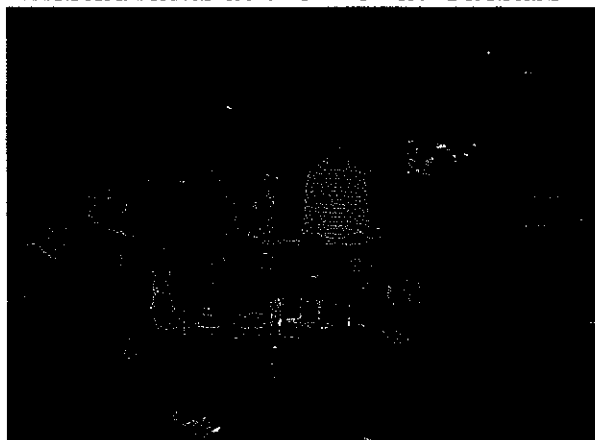
Every year for the past several years, Eta Sigma Delta, the International Hospitality Management Honor Society, has raised funds and contributed to a worthy charitable cause, the March of Dimes. The March of Dimes is an organization dedicated

to improving the health of babies by preventing premature births and infant mortality through research, education, and advocacy. This year Eta Sigma Delta and Stockton College were proud to personally donate our proceeds to March of Dimes representatives on April 30, 2006 at the March of Dimes WalkAmerica held in Atlantic City. Among the huge sea of other walkers, students and faculty members, representing Stockton College walked in support of the cause.

Our walk across the boardwalk lasted about three hours on that beautiful, sunny April Morning. In a collective group, all of us started walking from Gardener's Basin, across the boardwalk, and eventually ended in front of Caesar's where we all turned back around. Throughout the walk there were three checkpoints where bottled water and bags of chips and pretzels were provided. Once back at Gardener's Basin, we were all treated to hot dogs, hamburgers, chips, and cookies. It was a beautiful and enjoyable morning filled with support and generosity.

by Julianne Cannuscio

### **The Hospitality Management Society visits the new Lyons Group Restaurants at the Pier at Caesars**



(While there, the Atlantic City Convention and Visitors Authority filmed some promotional videos featuring the Hospitality Management Students)

## **Jim Ziείς, Vice President of Convention/ Hotel Sales at Bally's Speaks to Students as part of the Hospitality Management Distinguished Guest Lecturer Series**

On November 30, The Hospitality Management Program at the Richard Stockton College of New Jersey was visited by Mr. James Ziείς. Mr. Ziείς is the Vice President of Conventions and Hotel Sales at Bally's Atlantic City owned by Harrah's Entertainment. Before his current position and title, he's had past career experiences with Tropicana and Resorts International. In addition to his work in the hospitality industry, he holds an enthusiastic interest in the history of Atlantic City. He shared some informative facts about the South Jersey resort with staff and students during his visit.

He discussed Atlantic City was originally named "Absecon Island" and it was nothing but complete wilderness when Jeremiah Leeds first settled in 1785. It wasn't until the early 1800's when Dr. Jonathan Pitney traveled to the island only to convert it into a tourist attraction. The first hotel was built in 1854 and was the largest in the entire nation. The famous boardwalk was established in 1870 only costing \$5,000. Three piers would become a major attraction and Steel Pier was most famous for its diving horse. During the 1920's the businesses wanted to find a way to extend its seasonal business during the fall, that was the birth of the Miss America pageant.

During the depression, a man named Charles Darrow created the famous board game monopoly, which the famous names of the streets were taken from Atlantic City. In World War II, there were no visitors because each hotel housed military officials. In the 1960's the British Invasion brought back tourists with a performance of the Beatles in the original Atlantic City Convention Center, now Boardwalk Hall. Another interesting fact was Atlantic City almost became the location of the United Nations, but lost by only one vote to favor New York City as its location. The birth of Gaming for Atlantic City was on May 26,

1978 after the ballot was rejected two years before.



**Above: Jim Ziείς informs the Hospitality Management students about the changes occurring in Atlantic City and with Harrah's Entertainment.**

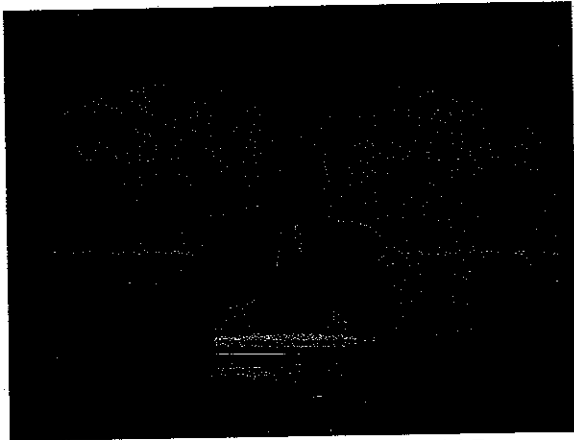
Mr. Ziείς also talked about his own personal experience with Atlantic City. He was always involved in managing conventions for the hotels. A number of the resorts discontinued their involvement in conventions and caused him to transfer from hotel to hotel. He also informed us about the drastic changes have been made on the resort island since the opening of the Borgata. Many properties began adding more amenities such as additional shopping, restaurants, and entertainment venues. He gained his knowledge of the industry through his career, but he said to the students "going to school to learn how to begin your career is a very important step". He admired us of our commitment to education.

by Patrick Sheik



**Right to left: Students Sarah Messina, Stephen Gelson, and Brian Venezio received scholarships from the Atlantic City Hotel & Lodging Association from Brian Sibson.**

# Alumni Profile



**Shawn Zakar, Class of 2005**

Shawn Zakar started his college education experience like most other freshman, a little nervous and eager to see what awaits him throughout his first year. Shawn started his freshman year at Kean University, but transferred to Ocean County College for his second year where he received an Associates degree of Science, General Education/Business. Then Shawn transferred to the Richard Stockton College of New Jersey to finish out his undergraduate work. While at Stockton, Shawn was involved with the *Hospitality Management Society* and *Eta Sigma Delta, International Hospitality Management Honor Society*.

**“Never take a job just for the money, take it for the love and challenge of what you accomplished with your everyday work life.”**

Shawn graduated From Stockton with Bachelor’s degree of Science, Business/Hospitality Management. Shawn is currently at Stockton working on his Masters in Business Administration. He is currently

working with the Hospitality Management faculty at Stockton to develop the *Hospitality Management Alumni Association*. Shawn says this is important because “It keeps me connected to all alumni, faculty, and current students. These connections can become vital tools that you may need at some point in your career.” If Shawn could recommend some valuable advice to students who want to gain the most from their Stockton experience, his advice would be “Be happy with what you are doing. Never take a job just for the money, take it for the love and challenge of what you accomplished with your everyday work life.”

Shawn’s work experience includes eight years as a senior *supervisor of games and attraction/investigator of loss prevention* at Six Flags -Great Adventure. Six Flags also served as the place where Shawn completed his Professional Experience towards his degree at Stockton.

Since spring of 2005 Shawn has been working at the Seaview Resort and Spa, a Marriott International Resort. After completing his Internship at the Seaview, Shawn was quickly promoted to Front Desk Supervisor. It is no doubt that Shawn Zakar is not going to let his college education go to waste. Shawn has great plans for his future including an upper level management position someday. Whatever road Shawn decides to follow in his journey through the Hospitality Industry, there is no question he will achieve great success and happiness along the way.

by Shannon Thompson



**Above: Dr. Scales informs student Angela Cincotti on the importance of creating the proper atmosphere in a dining room.**

## **Starr Restaurant Organization speaks to Hospitality Management students about The Pier at Caesars**



Bradlee Bartram, Director of Restaurants; Donald Carlin, Regional General Manager Buddakan and Continental Atlantic City; and Heather Holden, General Manager Continental Atlantic City met with an eager group of Stockton Hospitality Management students to introduce their restaurant organization to aspiring Hospitality Management students.

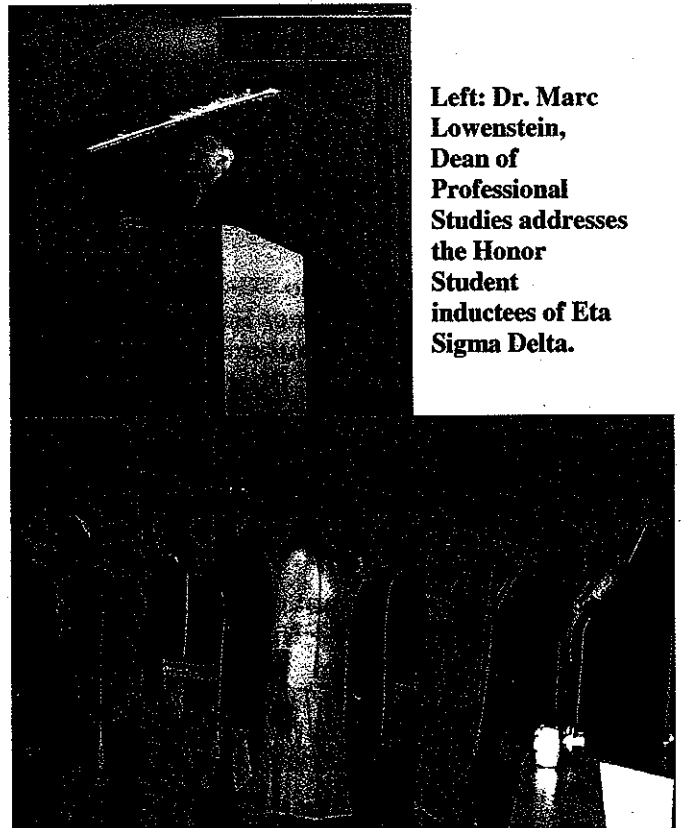
For those of you who have never heard of the Starr Restaurant Organization, it is an amazingly successful restaurant management and design team. Founder and leader, Stephen Starr began his string of hits in 1995 with Continental Restaurant and Martini Bar in Philadelphia, around the same time the martini craze was sweeping into L.A. and New York. Since then the Starr organization has added a dozen new establishments each proving to be more profitable than the last. He joined forces with "Iron Chef" Masaharu Morimoto to bring life the mega sensation that bares his name. Buddakan, named by *Travel and Leisure* as one "America's Top 50 Restaurants" is home to a 10-foot Buddha that you would swear is 30 feet tall.

Now the Starr organization is looking to change the face of dining in

Atlantic City. Taking advantage of the new renovations to the Caesar's Pier, the Starr Restaurant Organization is bringing a host of new jobs, innovative design, and a fabulous cuisine to the city. Scheduled for completion the summer 2006, Buddakan and the Continental will open their doors at 1 Atlantic Ocean.

According to Bartram they have recently established a Manager-in-Training program, he believes what they do to succeed is develop people. There are tremendous opportunities with this ever growing company. Currently they are looking to fill 25 manager positions and 300 other positions. Any interested applicants can find out more information on their website [www.starr-restaurant.com](http://www.starr-restaurant.com) or email them at [recruiting@starr-restaurant.com](mailto:recruiting@starr-restaurant.com).

by Augie Siciliano



**Left: Dr. Marc Lowenstein, Dean of Professional Studies addresses the Honor Student inductees of Eta Sigma Delta.**

**The Hospitality Management Society of  
the Richard Stockton  
College of New Jersey**



**would like to  
recognize the  
officers for the '06-  
'07 school year.**

Tracy Hammill, Cortney Troncone, and  
Patrick Sheik  
Faculty Advisor-Dr. Brian Tyrrell  
Julianna Cannuscio-President, Eta Sigma Delta  
E S D Advisor-Professor Donna Albano

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Technical Advisor: Jane Jaworski

**Alumni Corner**

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-Philadelphia, PA  
Holly Galindo '04-Tuscany House Hotel,  
Renault Winery  
Anthony Giannantonio '02-Hilton, NYC  
Jen Andersen '05-Manor Restaurant,  
Knowles Family Restaurants  
Chris Tahaney '06-AC Chamber of  
Commerce  
Josh Vreeland '06-Mike's Seafood-Sea Isle  
Dina Golas '03-Self Employed, Atlantic City  
Brienne Holmes '02-Chuck E. Cheese  
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,  
Pleasantville, NJ  
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  
Jean Petridis-Seaview Marriott  
Pam Stewart '03-Florida  
Lisa Vile '03-Spencer's Gifts, Egg Harbor  
Allison Weiss '02- Mercer County NJ,  
Greg Wilson '04-P.F. Changs  
Jamie Winkler '03-Borgata Hotel  
Adrienne Yansick '03-A.C. Sheraton  
Angela Sabino '04- Borgata Hotel  
Shawn Zakar '05- Seaview Marriott  
Drew Flatley '05-Graduate Student  
Katie Fatzinger '05-Boston Marriott  
Cambridge, Mass.  
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, NJ  
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  
Monica Coralluzzo '06-Borgata  
David Rahn '05-Steve and Cookies  
Restaurant, Margate, NJ  
Amanda Cardana '06-Seaview Marriott  
Angel (Moran) Karrer '06-Chartwell's  
Amanda Connelly '05-Marriott Courtyard-  
Secaucus  
Charles Bernier '03-Bally's Atlantic City  
Kari Hibbert '06-Port-O-Call Hotel, O.C.N.J.  
Robert Gainen '05-Fairfield Resorts,  
Orlando, FL  
Steve Cassidy '06-Marriott Marquis,  
Manhattan, NY

- Please Contact us to update your information or let us know about other alumni at [scalesm@stockton.edu](mailto: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.
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