



MVCC's Hospitality Programs: Changing with the Allied Industries and America's Dining Habits

As Americans demand higher levels of service and more convenience in their lives, the food and lodging industry is responding with new products and services. And the MVCC Hospitality Programs are also responding, with new courses to engage a new breed of hospitality and service management professionals dedicated to providing the ultimate in service encounters.

As the workforce in institutional dining facilities ages and approaches retire-

ment, a shortage of experienced managers begins to develop. But traditional place-bound classroom instruction is not accessible for many industry employees who'd like to move into management positions. Again, the MVCC Hospitality Programs respond, with new on-line courses.

Our Mission

To create an engaging academic and training environment for students in the Hospitality career field. The department is committed to enhancement of the Hospitality community through quality programs, advanced research, and empowered faculty, staff, and students.

Our Vision

To be recognized as the Hospitality and Food Studies Training Center of choice in Central New York by offering innovative academic and career oriented curricula that address the dynamic needs of students, allied food industry employers, and hospitality professionals. To be the center of choice in terms of modern laboratories and training equipment, clean, visually pleasing and inspirational learning facilities; and faculty recognized for their expertise in the disciplines of study and instruction.

Our Credo

To inspire daily an engaged learning environment founded in quality, empowered people and enhanced individual lives and professions. Together we can overcome the day-to-day challenges of our chores and tasks and seek

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MVCC Seeks Hall of Fame Nominations -Deadline is April 16th

The College is now accepting nominations for induction into the MVCC Hall of Fame. Nominees may be MVCC alumni, former MVCC varsity athletes, former members of MVCC's faculty, staff or administration, or area residents who have had a significant positive impact on the College.

Nomination forms are available by contacting Marie Kohl in the College's Alumni Office at 792-5340. They may also be downloaded from the alumni portion of MVCC's Website, www.mvcc.edu/alumni.

A committee of past inductees, and current faculty and staff members and administrators will select this year's inductees.

The Ninth Annual MVCC Hall of Fame Induction Ceremony and Banquet will take place on the College's Utica Campus on Saturday, October 23rd.

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out meaningful reward from the aptitudes, abilities and creativity granted to each of us as individuals. Even with our diverse backgrounds, needs and desires, we can focus our energies in a common direction that will enable us all to achieve growth in person and profession.

Our Programs and Courses

The Hospitality Programs are offered primarily on the College's Rome Campus, and include Associate degree programs in Culinary Arts Management (A.O.S.), Food Service Administration: Restaurant Management (A.A.S.), Hotel Technology: Meeting Services Management (A.A.S.). Two certificate programs are also available: Chef Training and Hotel Technology: Front Office Technology.

The programs include many unique courses. Examples include Food Preparation 1-3, Safety & Sanitation, Computer Applications for Foodservice, Dining Room Service; Food, Beverage and Labor Cost Control; Purchasing for the Hospitality Industry, Banquet & Catering Management, Principles of Food Marketing, Food Packaging and Merchandising, Menu & Facilities Planning, Housekeeping/Property Management, Convention Service Management, Supervisory Leadership, Baking 1-2, Advanced Bread Baking, Pastry Techniques & Practices, and Cake Decorating, and even Beverage & Bartending Management.

Who We Are

Members of the Department are well prepared, by education, training and professional experience to prepare students for employment in the hospitality industry.

Mark Waldrop, Assistant Professor and Director of Hospitality Programs, came to MVCC in 1997 as a chef instructor, redesigned and began teaching Food Preparation 1. His repertoire quickly grew, however, and with staffing changes in Hospitality Programs, he soon added many other courses. Mark became Interim director of Hospitality Programs in Spring 1999 and accepted the permanent position beginning in September of that year. Mark has served on many college committees such as Senator for the Hospitality department, Senator at Large- Rome Campus, and is currently Vice-Chair. He also serves on the Senate Advisory committee, the Academic Advisement Committee, and the LapTop piloting committee. Mark has been involved as an advisor to the Escoffier Club since beginning employment at MVCC. He maintains active membership in the International Foodservice Executives Association (IFSEA) and is working to bring a student chapter to the valley. Mark is a member of the NY State Restaurant Association and the American Culinary Federation (ACF).

Mark grew up in the restaurant business, studied International Business at Elmira College and received a Master of Science in Resort Hotel Administration from RIT's School of Food, Hotel and Travel. Mark was the first ever from that school's 103 year history to be awarded the prestigious "Outstanding Graduate Scholar Award," seventeen of which are awarded university-wide each year. Mark is preparing to seek the Food Management Professional "FMP" credential and will pursue the Certified Hospitality Educator credential (CHE) "one of these years." Mark was approved for continuing appointment at the last Board of Trustees meeting effective September 1st. and will become an Associate Professor.

Assistant Professor

Andrew E. Glidden, Jr., (right)

joined the Hospitality Programs faculty in 1998. He earned his A.O.S.



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MVCC Announces April 30th Sports Medicine Symposium

Central New York high school coaches, athletic directors, trainers, school nurses, physical therapists and others with an interest in sports medicine are invited to attend a one-day sports medicine symposium at MVCC on Friday, April 30th. The symposium will be conducted jointly by the college and Angelo Rosato Physical Therapy.

Those who attend the symposium will learn how to effectively evaluate a knee injury, understand



and prevent heat-related illnesses, learn about current diet trends and their impact on athletes, discuss shoulder instability and its treatments, and learn about surgical considerations in the treatment of ankle instability.

Certified athletic trainers who attend the symposium will receive six Continuing Education Units from the National Athletic Trainers' Association Board of Certification (NATABOC). MVCC has been recognized as an approved provider of continuing education for certified athletic trainers.

MVCC Instructor and Athletic Trainer Jennifer Krohn (photo above) will speak about current diet trends and their impact on athletes. Krohn coordinates the sports medicine associate degree program emphasis. She also serves as athletic trainer for the College's 20 men's and women's intercollegiate sports teams.

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degree in Culinary Arts at The Culinary Institute of America at Hyde Park, NY. He also holds a B.S. degree in Food Service Management from Johnson & Wales University in Providence, R.I., and an M.S. degree in Education, Instructional Design, Development & Evaluation from Syracuse University.

Prof. Glidden was chef at the Pot-Au-Feu Restaurant, and has held food service management positions at Loretto Centers in both Syracuse and Utica, and the SUNY Health Science Center in Syracuse, Rome Memorial Hospital, and Founder's Pavilion in Corning, NY.

Andrew holds the prestigious "FMP" Food Management Professional credential of which there are approximately 2500 nationwide. "Andy" was recently awarded the Certified Baker (CB) credential.

Instructor **David Hoffman** came to MVCC in 1999 from St. Joseph Hospital Health Center in Syracuse, where he was cafeteria manager. He had also held management positions with Bob Evans Restaurant, and Seventh Lake House Restaurant. He holds a an A.O.S. degree in Culinary Arts/Professional Chef from SUNY Cobleskill, a B.S. degree in Food Management from Rochester Institute of Technology, and an M.S. degree in Education from SUNY Oswego.

Academic Technical Assistant **Henry Bryant** has been with the College since 1994. Prior to joining the college, he worked for ten years in the Hospitality Industry including time as the pastry chef at the former Glen Club at The Griffiss Air Force Base. He is a two time graduate of M.V.C.C. with an AOS degree in Food Service and an AAS degree in Restaurant Management. His duties involve purchasing, assisting students in the lab, and equipment maintenance.

Ann Nicholson, secretary for the Hospitality Programs, also graduated from the Chef Training certificate program in the late 70's, and has come back to the Rome Campus and the Hospitality Programs after working in numerous other MVCC offices and departments.

Adjunct Faculty

Joann DeTraglia holds an M.S. in Education, Vocational/Technical Education from SUNY Oswego, a B.S. in Hotel Administration from the University of Nevada at Las Vegas, a Certificate in Travel and Tourism from Ecole Hotellere Lausanne, Lausanne Switzerland; and an A.A.S. in Chef's Training and in Hotel /Restaurant Management from Paul Smiths College. Ms. DeTraglia has been employed as a substitute teacher for two local BOCES in the culinary arts/ commercial foods departments and the high school home careers department at Holland Patent. Ms. DeTraglia has vast hospitality industry management experience including employment with companies such as CA One Services, Sky Chefs, and ARA Services, where she handled operations and personnel at the Village Inn for the 1984 Olympic Games in Los Angeles. She served with the Union Plaza Hotel and Casino in the Sales, Events and Meetings department. During her education, she interned with Flamingo Hilton, Marriott, Saranac Hotel, Mirror Lake Inn, and SAGA Foodservice.

She has been a dedicated adjunct instructor since her hire by Mr. Waldrop in Hospitality Programs in 1999. Joann volunteers whenever possible to assist the department with various initiatives and fundraiser and she continuously supports the Escoffier Club in their endeavors. She teaches several of the hotel-related courses, both in traditional sections and online. She is truly an asset to the department.

Betty Milson is a long standing member of our dedicated adjunct team and an MVCC Hospitality Programs alumna, with an A.A.S. in Restaurant Management.

She has a B.S. and an M.S. in Human Resources Management from

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Other speakers will include:

- o Dr. Dave Perrin, Ph.D., ATC, dean and professor at the School of Health and Human Performance at the University of North Carolina at Greensboro.
- o Dr. Ken Ortega, D.O., an orthopedic surgeon with Mohawk Valley Orthopedics;
- o Dr. James Dennison, M.D., an orthopedic surgeon with Genesee Orthopedic and Hand Surgery Associates, who frequently assists MVCC athletes with orthopedic injuries;
- o Dr. John Cottone, Ed.D., ATC, director of the undergraduate athletic training program at SUNY Cortland. There is a \$40 fee, which includes lunch and all materials. For additional information, interested individuals should contact Jennifer Krohn at MVCC, at 792-5429.



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the New School for Social Research - Graduate School of Management and Urban Policy. Betty has served MVCC as a part-time counselor. She joined Hospitality Programs in 1997 as a certified ServSafe® instructor for the Safety and Sanitation course and has taught Food Preparation 2 and Banquet and Catering. Additionally, she has taught the Bar and Beverage Management course and many others. Betty is an avid and creative chef and baker and has vast catering experience.

Christine Manna, owner/operator of Roman Pastry Shop, graduated from MVCC in 1984 with an A.A.S. in Nutrition & Dietetics. She began her part-time career in education as a Dining Room Instructor in the Hospitality Programs. She gained further instructional experience as a temporary substitute at Vernon-Verona-Sherrill Central School, in the Home Economics Department.

Interestingly, both of Christine's parents served as adjunct instructors in the Hospitality Programs, teaching baking courses. Christine has been employed in the airline industry by various carriers including US Airways and Commuter Air. Mrs. Manna became an instructor at Kieser College in their Hospitality and Food Management department after earning her Bachelors from the New School for Social Research. She also holds a Masters degree in Special Education.

She returned to MVCC's Hospitality Programs in January 1999 to teach Dining Room Service Management. She is currently teaching the reintroduced Cake Decorating course as part of the new Baking and Pastry Arts emphasis to the Culinary Arts Management A.O.S. program. We welcome her back and look forward to fine instruction in the bakery.

Simon Sacco teaches Front Office Procedures to our hotel students and co-teaches Hospitality Human Resources with Mr. Waldrop. He is also a graduate of MVCC Hospitality Programs, with an A.A.S. degree in Hotel Technology: Meeting Services Management.

While a student, he was the recipient of the National Restaurant Association's Educational Foundation Salute to Excellence award and made Hospitality Programs very proud. Simon stood amongst 200 of the nation's finest students of hospitality management.

Mr. Sacco has enjoyed a fast track career in the resort casino world, starting with Turning Stone Casino and recently returning from Chicago where he was employed at Harrah's Joliet since July of 2000 and quickly worked his way up to Hotel Manager. Mr. Sacco is currently making his mark on the Miracle Isle Gaming Resort at Vernon Downs as well as on the students of hospitality at MVCC.

Advisory Committee

The Hospitality Programs' faculty work closely with an industry advisory board to update and modify programs as needed. The Hospitality Programs Advisory Board includes representatives of corporate-based restaurants, smaller independent restaurants and caterers, local/regional restaurant chains, baked goods manufacturers, independent bakeries, institutional foodservice producers, wholesale distributors, and corporate food service management companies. Additionally, members representing the casino industry, the resort hotel industry and franchised hotel systems as well as representatives of the county health board participate. The Hospitality Programs Advisory Board has always provided meaningful input and direction to the department.

Recent Curriculum Changes

Like most MVCC programs, the Hospitality Programs continue to evolve.

Upcoming Events

Tuesday, 3/16

Ted Moore Memorial Exceptional Senior Basketball Games; women at 6:00pm, men at 7:30pm, Gym.

Saturday, 3/20

Utica Symphony Orchestra with guest artist Jeanette Jonquil, 2:00pm and 8:00pm, IT Theater.

Sunday, 3/21

"Isn't It Grand?" with Monk Rowe, 3:00pm, IT Theater. Suggested Donation is \$10.

Monday, 3/22

Mohawk Valley Council on Alcoholism Drinking Driver Program, 6:00pm-9:00pm, AB302, Rome Campus.

Wednesday, 3/24

Hospitality Dinner, theme-"Australian" Seating begins at 5:45pm in AB 108, Rome Campus. Price is \$18. Call 334-7702 for reservations.

Thursday, 3/25

"Toaster Ovens to White-out: Women Inventors," 11:00am, PH 212,

Open Mic Night, 7:00pm, ACC 116.

Saturday, 3/27

Oneida County Dept. of Traffic Safety Defensive driving Course, 9:00am-4:00pm, PC 211, Rome Campus.

SUNY Cortland SAVE Workshop, 9:00am-11:15am, PC 217, Rome Campus.

Sunday, 3/28

"Isn't It Grand?" The Four-Hands Concert with Bruce Smith and Joann Geller, Colleen Pellman and Joyce Ucci, 3:00pm, IT Theater. Suggested Donation is \$10.

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A relatively new and evolving course is Food Packaging and Merchandising. It appears to be one of a kind based on Waldrop's research of comparable college programs in hospitality and culinary arts, and within the food packaging schools and institutes. The course recognizes changes in the behavior of busy consumers, how the food industry meets those needs, and how the packaging industry responds as the desire for advance-prepared convenience food products and the "HMR" (home meal replacement) segment of the retail food industry increases. Professor Waldrop developed this multifaceted brain-child that explores the food packaging industry from three major industry segments: food processing and manufacturing, institutional cook-chill

and sous vide production, and retail foodservice. Additionally, "a whole lot of significant perspectives serve to interpret and evaluate the future trends of feeding and meeting the needs of this earth and beyond."

Another relatively new course, proposed by Mark Waldrop and developed by Andrew Glidden, is entitled "Computer Applications for Food Service." This course helps students understand and use computer technology for inventory and production management, as well as recipe development. MVCC was among the first colleges using special "Chef Tech" computer software.

The Supervisory Leadership in Hospitality course debuted last summer as Waldrop's latest online introduction to the Hospitality Programs. The course seeks to round out students' professional managerial growth attributes and will be threaded throughout the various curricula of the department in a traditional classroom setting as well.

Last fall, the former Food Service AOS program was renamed Culinary Arts Management to take away an institutional stigmatism and to more accurately reflect its culinary arts preparation and management objectives. The Food Presentation (Advanced Garde Manger) course will be reintroduced in this curriculum. The program not only includes culinary skills but also cost and purchasing controls, food safety and sanitation, supervisory leadership, marketing, finance and human resources management skills. A Baking and Pastry Arts emphasis that models the Retail Bakers Association (RBA) accreditation format has also been added.

On-Line Courses a Growth Area

Hospitality Programs continues to expand on-line offerings as well. Recently, they began working with New York State Department of Corrections (DOCs), where many food service managers are nearing retirement. MVCC is assisting DOCs in preparing replacement managers through a series of on-line courses serving students throughout the State. Already well-versed in food preparation; the employees are benefiting from on-line courses in management, supervision, purchasing, cost control, accounting, logistics, and communication. The end goal is a total online program. There is a possibility the model will be expanded to other NY State agencies, and to similar organizations in other states.

At present, Hospitality Programs offers 11 on-line courses, serving students from all parts of New York State and has enjoyed serving several online international participants from Korea, Thailand and Japan, and plans to continue growth in that area. Two new online courses are currently in development and may be offered this summer.

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Monk Rowe to Perform at MVCC March 21st - Part of "Isn't It Grand?" Concert Series

Local pianist and saxophonist Monk Rowe will present a set of original jazz, seldom heard piano standards and songs by request as part of a performance Sunday, March 21st at the College. The concert is part of MVCC's "Isn't It Grand?" series designed to showcase the College's new Steinway Model D concert grand piano.

Rowe is artistic director of the Utica Arts in Education Institute, director of the Hamilton College Jazz Archive, and a well-known performer throughout central New York. He will welcome guitarist Carmen Caramonica as a special guest performer.

The performance is scheduled for 3:00 p.m. in the Theater, in the Information Technology/Performing Arts/Conference Center Building. There is a suggested donation at the door of \$10.

Utica Symphony Performs Last Concert on Campus on March 20th

On Saturday, March 20th at 2:00pm and 8:00 p.m. the Utica Symphony will perform the last concert of the season, *Mozart & Beethoven Together* with feature guest artist and Utica native Jeanette Jonquil [clarinet].

The orchestra, conducted by Charles Schneider will feature Mozart's Symphony No. 35 and Concerto for Clarinet; Beethoven's Symphony No. 8.

Tickets are \$20-\$25-\$30; student tickets are \$10. For tickets, call 724-4000. For group discount information, call the Symphony Office at 732-5146.

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Customer Service and Career Pathway Points of Focus

Throughout it all, Hospitality Programs keeps two concepts in front of students.

One is quality customer service and guest relations, keys to success in the industry. Waldrop says it is no longer possible to compete on price alone, that customers have elevated their service expectations, and will change their buying behavior based on those expectations and the service encounter.

The other is a good professional development foundation, one that includes an enhanced understanding of the various career pathways available to students in the hospitality industry and a knowledge of the preparation required for each pathway. This includes such factors as effective supervisory and leadership skills, written and oral communication skills, critical and strategic thinking, and an astute ability to recognize and resolve problems.

Looking to the Future

The current master planning process involving the Rome Campus could have far-reaching effects on the Hospitality Programs.

Depending on the outcome of the planning process, and contingent on Trustee approval and capital projects funding, Hospitality Programs facilities may be relocated, enlarged and/or modernized, making it possible to attract and serve a larger enrollment.

Possible new certificate programs are also under consideration, in Baking & Pastry, and Dining Room Management, subject to the appropriate approvals.

Possible new courses in "Training the Hospitality Trainer" and "Managing Hospitality Quality" are also being considered, as are changes in the Hotel Technology degree program that would place greater emphasis on operations and service management. If approved, Meeting Service Management, the current focus for the program, would remain as an emphasis track.

These days, with new programs and a growing emphasis on management tools and people skills, Hospitality Programs are much more than their outdated nickname of "food service."

Prospects for the hospitality industry appear bright, especially locally. Hospitality industry and allied employers represent one of the world's and the nation's fastest growing career fields. In the Central NY/Mohawk Valley region, this is especially true because of the nearby tourism expansion in the western Oneida County/eastern Madison County area, with development at Turning Stone and Vernon Downs, and with on-going development at Griffiss Business & Technology Park.

You're Invited to Taste the Quality!

The Hospitality Programs students and faculty invite the entire College community to visit them at the Rome Campus, especially for their Wednesday evening "theme dinners," planned, prepared and served by students with assistance and supervision from faculty members. Reservations are required, and can be made by calling the Hospitality Programs office at extension 7702 Monday-Friday, 9 a.m.-3 p.m. Reservations may be made 10 days in advance. Seating begins at 5:45 p.m., in the Hospitality Programs Dining Room, room 108 of the Rome Campus Academic Building.

Most dinners are priced at \$18 per person, unless otherwise indicated. Remaining dinners, with their themes: March 24th: "Australian"; March 31st: "Happy Birthday, René Descartes"; April 7th, "Nuevo Latino"; April 14th, "Titanic" (fund-raiser - \$35); April 21st, "Roman Holiday" (buffet); April 28th, "Greek Contemporary"; and May 5th: "Cinco de Mayo" (buffet).