

# STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



## *The Newsletter of Hospitality and Tourism Management Studies*

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Fall 2010

### From The Director's Chair

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**Left to Right: Michael Scales, Donna Albano, Brian Tyrrell, Michele Grottola, Cliff Whithem**

The theme for the fall of 2010 was growth and transition. Stockton's Hospitality & Tourism Management Program has seen growth in both its student population as well as full and part time faculty. We are happy to meet the needs of our students by expanding the curriculum, offering more courses and electives and more faculty to teach them. In addition, you are probably aware that Stockton purchased the historic Seaview Resort this fall and although there are no concrete plans for our academic use at this point, preliminary discussions have yielded lots of possibilities for the future. You will read in this newsletter more about the

Seaview commemoration as well as this semester's Distinguished Guest Lecturer, Andy Dolce, Founder and Chairman of Dolce Hotels and Resorts, the current operator of the Seaview Resort. In addition, this semester was full of activity by the Hospitality & Tourism Management Society, including dine-arounds, fund raisers and of course, attendance at this year's New York Hotel Show in November.

Another area of growth for Stockton was made possible by the generosity of donor Lloyd D. Levenson, a prominent area attorney and chair of casino law department and chief executive officer of Cooper Levenson Attorneys at Law. A new institute, housed at Stockton's Carnegie Library in Atlantic City, called the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (L.I.G.H.T.) provides a forum for public policy discussions and studies of the gaming, hospitality and tourism industries in the region.

According to Stockton President Herman J. Saatkamp, Jr., "The Institute engages our faculty, students and others in research, conferences and studies to support sound decision making among policy makers and leaders in the region's three largest industries."

## SCHOOL OF BUSINESS

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In this, the first year of research awards by the Levenson Institute, three HTMS faculty members and a member of the Economics Faculty won awards. Dr. Cliff Whithem, Professor of Tourism and Hospitality Management and Dr. Michael Scales, Associate Professor of Tourism and Hospitality Management will study Practical Guidelines for Increasing Customer Loyalty by Improving Service Quality in Atlantic City Casino Hotels and Dr. Brian Tyrrell Associate Professor of Tourism and Hospitality Management along with Dr. Oliver Cooke, Ph.D. Associate Professor of Economics will study the Perceptions of Safety, Density of Economic Activity in the proposed Atlantic City Tourism District.

Equally exciting to report, our newest faculty member, Dr. Bill Quain, has been funded by a Provost's Research Experience for Undergraduate Award to support research and research-related endeavors for both the faculty member and her/his undergraduate student working on particular project. Dr. Quain is currently working on a project entitled Comment Cards 2.0 - Using the Internet, The 80/20 Rule, and Social Media to Analyze Customer Feedback.

Needless to say, the upcoming year will continue to be full of growth and transition. For our alumni, I have recruited fellow alumnus Brian Sena who coordinated an alumni mixer in February with the hope of keeping you connected because our

continued growth and success depends on your steady support of Stockton's Hospitality & Tourism Management Program. Reach out to me on Facebook if you haven't already at [facebook.com/Professor.Donna.Albano](https://www.facebook.com/Professor.Donna.Albano) for more information and to stay connected.

I wish you all a happy and healthy new year.

Donna Albano  
Director, Hospitality & Tourism  
Management Studies



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## Stockton Commemorates Seaview Purchase



**Dr. Albano and a group of students attend the Seaview Resort Commemoration after Stockton purchases the longtime South Jersey landmark.**

On September 29<sup>th</sup>, 2010 Stockton College commemorated its acquisition of the Seaview Resort and two world class golf courses with a special ceremony that took place on the Seaview's front lawn. A new Seaview logo was unveiled and the College flag was raised on the new property. On September 1, 2010, the College purchased the property in Galloway, NJ.

Stockton plans to make significant improvements to the property this spring. Several million dollars have been budgeted to upgrade the hotel including painting the exterior, improvements to both golf courses and the upgrading of mechanical systems and infrastructure. Plans are currently being finalized on a landscaped multipurpose outdoor terrace for corporate, social, golf and special events.

# New York Hotel Show, 2010

Over 15 HTMS students represented Stockton at this year's 2010 International Hotel, Motel + Restaurant Show in November. All were present at Sunday morning's Eta Sigma Delta Hospitality Honor Society breakfast which afforded them the opportunity to take part in an industry mixer where representatives from Marriott Corporation, New Jersey Restaurant Association and others, came to share career advice with this budding industry professionals.

Spencer Severyn, president of the HTMS Society did a fantastic job of coordinating the student's attendance and representation at our booth on the floor for the duration of the show.



## Dolce Founder and Chairman Visits Stockton



**Left: HTMS Director Donna Albano, greets the Founder and Chairman of Dolce Hotels and Resorts, Andy Dolce.**

On November 22, 2010 The Hospitality and Tourism Management program had the honor to welcome Andy Dolce, Founder and Chairman of Dolce Hotels and Resorts as a distinguished speaker in front of a group of faculty, students, and local industry leaders. (Dolce began managing The Seaview in May 2009 after replacing Marriott International. LaSalle Hotel Properties had owned the property since 1998 until the recent sale to The Richard Stockton College of New Jersey.)

Mr. Dolce shared his inspiring story about his road to becoming an entrepreneur. His passion began with incorporating spas, fitness, and health along with great food in conference meeting spaces which still exists as one of the company's main visions for their resorts. Today Dolce Hotels and Resort manages 25 conference hotels, resorts, and conference centers in The United States, Canada, and Europe. Dolce stressed the importance of networking with peers as much as possible and building a network of resources you can rely on. Dolce set out to build a company, provide jobs for other people, and have fun doing it. He managed to do this with his three sons and encourages others to conduct business with the people they feel good with.

Students and faculty had the opportunity to ask questions about the industry and Dolce's personal success. Dr. Donna Albano asked Dolce what he would say to aspiring hospitality students about to graduate. Mr. Dolce encouraged students to look for opportunities in internships (paid or unpaid) to get their foot in the door. When asked about the Company's relationship with Stockton, Dolce said he hopes it will be long term. He personally values management education and training and hopes it will somewhat resemble the successful live and learn program created at Cornell University (where Dolce earned his Master's in economics). He has visions of the property acting as a platform and lab for the students and gets them familiar with the business. There are plans to renovate and restore the historical building and Dolce personally asked every person in the group to keep the news of this recent purchase accurate in the community because it will bring positive changes. When a student asked, "What keeps you going instead of enjoying retirement?" Dolce simply said "I love what I do. I love my work. I'm still having fun and a balanced life."

by Jessica Fox



# The Dedication of the Levenson Institute of Gaming, Hospitality and Tourism



**LIGHT Dedication:** (left to right) Dr. Albano, Adjunct Professor Tara Marsh, students: Melinda Graff, Keith DiArchangel, and Stephanie Hrycak, and Dr. Scales

On Monday, December 13<sup>th</sup> approximately two hundred people gathered to celebrate The Richard Stockton College of New Jersey's dedication of the Levenson Institute of Gaming, Hospitality and Tourism (LIGHT). The event fittingly took place at the college's most recent major acquisition the Dolce Seaview Resort. As Stockton continues to take advantage of opportunities that benefit the community and its students we see yet another exciting chapter begin with the establishment of LIGHT.

The institute was named after Lloyd D. Levenson because of the significant personal and financial investment that he made in bringing the institute to Atlantic City. Stockton College President Herman J Saatkamp, Jr. feels that LIGHT is a key part

of the colleges commitment to playing a central role in issues that are vital to the economic and social well being of our community and region. The goal of the institute is to benefit both students and the local areas tourism workforce. Executive Director of the Institute, Dr. Israel Posner said "It will provide students and faculty the opportunity to study the issues facing the industry and to relate their findings to the public, but also prepare students interested in careers in these industries with important knowledge and know-how they'll need to be successful". It was also very impressive that the first research being conducted for the institute is being investigated by Professors Whithem and Scales, as well as another project by Professor Tyrell, all of the HTMS program.

As a student I look forward to the benefits that this will offer toward the growth of the HTMS program. I'm certain the institutes Coordinator, Dr. Donna Albano and Executive Director, Dr. Israel Posner with the help of many others will see to it that the institute is successful in its endeavors.

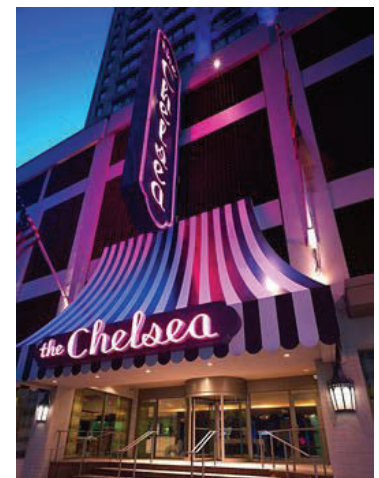
For more information regarding the institute visit [www.stockton.edu/levenson](http://www.stockton.edu/levenson)

by Keith DiArchangel

## Tour of the Chelsea Hotel, Atlantic City

In October of 2009, the students of the Hospitality Society took a tour of the Chelsea Hotel in Atlantic City. The tour was given by the Human Resources Manager of the hotel. To start the tour, the students took a look at the hotel rooms and suites and also how the Chelsea incorporated their retro style into the design of the hotel. The students also went into the restaurant facilities and back of the house to see how the kitchens were laid out and to see where the employees were located. The tour was very beneficial because it offered more hotel knowledge and how a non-casino hotel functions in competition with the large casinos in Atlantic City. The Hospitality Society enjoyed the tour and it was another hands-on experience to help them further their knowledge of the hospitality industry.

By: Amanda Minelli

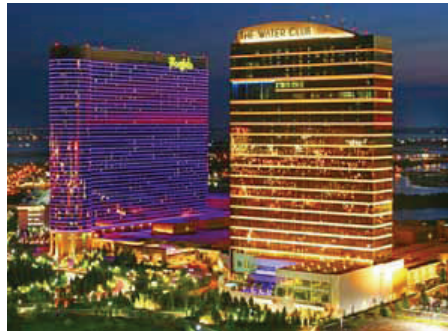


# HTMS Students attend Scholarship Gala for Educational Experience

The 30<sup>th</sup> Annual Stockton College Scholarship Benefit Gala was held at the very exquisite Borgata Hotel Casino and Spa on April 24, 2010. The Gala was a black tie event with many guests not only from Stockton's community but also the local area to help raise money for scholarships for students of The Richard Stockton College of New Jersey. As a student of Stockton, I was very surprised to see the amount of people coming to support all the students. People from all over come to donate money to these scholarships, and personally as a student I am very appreciative of this money.

The event was held in the large event center of Borgata and there were about 750 guests there. There were raffles at the door and the room was decorated beautifully for the guests that attended. Since all the guests had generously donated money, the event was very beautifully done. A great thanks to all who donated. By the end of the night, there was a total of \$625,000 raised for Stockton student's

scholarships. Joe Piscopo played for all the guests and one of the students did a magic show to show off his talent. The event was very successful and was planned perfectly. All the guests were able to learn about Stockton students and who their money would go to.



run smoothly. It's not every day that you see an event with 750 people run as successfully as this gala did. I really enjoyed getting to see all the guests come in all dressed up in their beautiful gowns and suits. Even though I was there for class, I was very grateful to have the experience to see how this large event runs and get to meet some of the generous people who donate to Stockton's scholarships each year. The 31<sup>st</sup> Annual Stockton College Scholarship Benefit Gala is set for April 30, 2011 at the Borgata Hotel Casino and Spa and hopefully will be just as successful as the Gala was this past year.

By Katie Strickland

I was there volunteering for my Event Planning class and everyone was delighted to meet us. It was a great experience to see how events are ran and how many people it takes for everything's



## Fall 2010 Graduation



On December 19<sup>th</sup>, 2010, Stockton's HTMS program graduated another 27 fabulous students ready to embark on not only their careers in hospitality, but travel and graduate school. We look forward to their continued success and hope they become an active part of our alumni association so they can stay connected with and support our program in the years to come.



# Alumni Corner



Brianne Holmes '02-Chuck E. Cheese  
 Aline Silva '02-Summerfield Suites  
 Anthony Giannantonio '02-Hilton, NYC  
 Jean Petridis-Borgata Casino Hotel, AC  
 Allison Weiss '02- Mercer County NJ  
 \*Lisa Vile '03  
 Pam Stewart '03-Florida  
 Jamie Winkler '03-Borgata Hotel  
 \*Tara Marsh '03-Adjunct Professor RSCNJ  
 Rene Matos '03-Marriott Marquis, NYC  
 Kelly Ofeldt '03-Mystic Island Casino  
 Adrienne Yansick Hunt '03-Pine Hill, NJ  
 Charles Bernier '03-Bally's Atlantic City  
 Dina Golas '03-Self Employed, Atlantic City  
 Justin Lucas '04—Gourmet Italian Cuisine  
 Robert Leece '04-Mt. Laurel, NJ  
 Glenn Weinstein '04- Harrahs Hotel and Casino AC  
 Anthony Marino '04  
 Emily Berzen '04-Enterprise Car Rentals  
 Julianna Bulina '04-Enterprise Car Rentals  
 Brooke Conaway '04-Summerfield Suites by Wyndham, Mount Laurel  
 Anthony Framo '04-Philadelphia, PA  
 Holly Galindo '04  
 Greg Wilson '04-Red Square  
 Angela Sabino '04  
 Kim Thieme '04-Sheraton Atlantic City  
 Kerri Lynch '04-Sumond NJ School District  
 Michael Muscillo '04-Holiday Inn Express  
 Carlos Pacheco '04-Bally's Casino  
 Robert Gainen '05-Wyndham Resorts, Orlando, FL  
 Amanda Connelly '05- Secaucus Marriott  
 David Rahn '05-Steve and Cookies Restaurant  
 Steven Lawrence '05  
 Ali Casciano '05-Chili's Restaurant,

Mayslanding, NJ  
 Patti Carlin '05-Rams Head Inn, Galloway  
 \*Drew Flatley '05  
 Jennifer Singer '05-PETSMART PetHotel  
 Dan Samulis '05  
 Meghan Nolan '05-Bonnet Island, LBI  
 Scott Fanslau '05-Port-O-Call Hotel, Ocean City, NJ  
 Melissa Felsenfeld '05-Showboat Casino, AC  
 \*Shawn Zakar '05 0 Adjunct Professor RSCNJ  
 Katie Fatzinger '05-Marriott Resort Fairway Villas  
 Gennady Revich '05-Comfort Inn  
 Jen Andersen '05- Embassy Suites Hotel, Parsippany  
 AnnMarie McNally '06- Howard Johnsons, Tom's River  
 Patrick Sheik '06-Sodexo  
 Monica Coralluzzo '06- Global Planners  
 Amanda Cardana '06  
 Angel (Moran) Karrer '06  
 Kari Hibbert '06-Trump Marina  
 Steve Cassidy '06-Marriott Marquis, NYC  
 Brian Venezia '06  
 Chris Tahaney '06  
 Josh Vreeland '06-Bally's Hotel/ Casino  
 Joyce Sealtiel '06-Caesars Casino Hotel AC  
 Andrew Caroluzzi '06-Carmine's, Atlantic City  
 Amy Csaky '06-Applebees  
 Cynthia Davison '06-Borgata Casino  
 Debra DePinto '06-Borgata Hotel & Casino, AC  
 Richard DiGiovanna '06- Linda's Italian Restaurant, Forked River  
 George Drakopoulos '06-South Africa  
 Brian Taylor '06-Harrah's Casino Hotel  
 \*Christina (Strydio) DiGiovanna '07-Resorts Hotel, AC

Kevin Ruck '07-Westin Times Square, NYC  
 Amanda Graham '07-Borgata  
 Kevin Ballo '07  
 Kristie Gallo '07-Aramark, Philadelphia  
 Joe McGovern '07-Carrabas, EHT  
 Joy Isabelle '07-Starbucks  
 Eric Lore '07-Target  
 Krystyna Bowen '07-Salem Office of Tourism  
 Matt Garber '07-Courtyard by Marriott, Hanover Whippany  
 Jason Braitsch '07-Red Robin, Clifton NJ  
 Jessica Decker '07-Sand Piper Inn-Cape May  
 Holly Schultheis '07  
 John Randello '07-Clarion Hotel, EHT  
 Jaqueline Guischart '07 Applebees/ MBA student  
 Christy Gallagher '07 0 Harrahs AC & Chester, PA  
 Melissa Santoro '07 Holiday Inn, Tom's River  
 Megan Barilla '07  
 Michele Wharton '07-Harrah's, AC  
 Roman Mann '07-Caesars AC  
 Alaina McCormick '07 Trump Marina, AC  
 Amanda Sabello '07-Bakery  
 August Siciliano '07-Holiday Inn, Tom's River  
 Brian Guthmann '07  
 Laura Kate Schumacher '07-  
 Svilen Filipov '07-The Inlet, Somers Point, NJ  
 Jill Fox '08  
 Ben Tarr '08  
 John Walsh '08  
 Caitlyn Bradley '08-Ram's Head Inn  
 Emily McDonough '10  
 Katie Rosario '10

Stephen Gelson '08-Libretto's Italian Kitchen,  
Ballantyne, NC  
Tracy Hammill '08-MBA Student  
Drew Higgins '08-Borgata  
Chris Jones '08-Hilton Casino Hotel  
Paul Scibetta '08-Saw Mill Café  
Irene Loutas '08  
Kristy Smatlak '08  
Sherry Yeon '08  
Robert Boggi '08-Saw Mill Café  
Andrew Della Vecchia '08-Kraft Food  
Rebecca Etzel '08-Moshu Restaurant, Phila  
Robert Helminski '08  
Adam Higinbotham '08-Red Lobster  
Justine Kurdis '08-Ecolab  
Patrick Lill '08  
Jonathan Mangogna '08  
Amber McHugh '08-Congress Hall  
Bridget Mynes '08  
Giacomo Palladino '08-A Touch of Italy,  
EHT  
Bobbie Pippin '08-Marriott, Mount Laurel  
Jilian Whitman '08  
Amy Smith '08  
Greg Kelly '09  
Alex Estrada '09  
Geoff Lang '09  
Rikta Luna '09  
Jen Mahon '09  
Alexa Plushanki '09  
Rebecca Stopenski '09  
Kim Torbick '09  
Carlo Ballatori '09-Continental Restaurant,  
AC  
Ashley Carr '09  
Kara Coulter '09  
Eli Gbayee '09  
Corey Glenn '09-Waterclub, AC  
Isabella Herold '09-Courtyard Marriott, AC  
Emil Hibian '09  
Jen London '09  
Kristin Matthews '09  
Tammy Meginniss '09

Elizabeth Patrick '09  
Dave Rada '09  
Blake Reedy '09  
Allison Skodi '09  
Lauren Skodi '09  
Alicia Baumhor '09  
Lis Collado '09  
Margarita Cozzi '09-Chelsea Hotel, AC  
Erin Nolan '09  
Kerry O'Brien '09  
David Chianese '09  
Kassandra Edmonds '09  
Steve Tupe '09  
Brittany Hurley '09  
Robert Doyle '09  
David Erdman '09  
John Hooper '09  
Vincent Adinolfi '10  
Samantha Caruso '10  
Alex Konrady '10  
Alexa Pavlovski '10  
Megan Antonelli '10  
Samantha Balzano '10  
Regann Bilecky '10  
Leonard Carl '10  
Jesse Coffey '10  
Jamieson Cook '10  
Erica Davis '10-Renaissance Hotel,  
Philadelphia  
Melody Georgiou '10  
Daniel Gigante '10  
Gregory Gillespie '10  
Matthew Hart '10  
Michele Hazlett '10  
Heather Jaindl '10  
Amanda Johns '10  
Jaclyn Laurencelle '10  
Gina LoPresti '10  
Mark Mantlick '10  
Candice McCloud '10-Hampton Inn,  
East Windsor  
Kaitlin Parisi '10

Brian Sena '10  
Denise Sessa '10  
Nicole Skala '10  
Edward Soehngen '10  
Pamela Staszczak '10  
Alicia Szele '10  
Rwana Abbas '10  
Christina Alexander '10  
Kathryn Cox '10-Residence Inn, EHT  
Danielle Cressey '10  
Christopher Croyle '10  
Anthony Cucciniello '10  
Victoria Fasano '10-Ram's Head Inn  
Jessica Fox '10  
Matthew Guarino '10-Seaview Resort  
Jennifer Hentz '10  
Amanda Johnson '10  
Kelly Kanady '10-Double Tree Hotel,  
Philadelphia  
Ruth Leenstra '10  
Kaitlyn Lynch '10  
Matthew Mazzella '10  
Elizabeth Meehan '10  
Daniel Palladino '10  
Richard Spakowski Jr '10  
Rachel Steiner '10  
Yaniv Steltzer '10  
Lindley Thacker '10-Knife & Fork  
Restaurant, AC  
Tsvetana Toleva Kern '10  
Alexander Trioa '10  
Sean Warriner '10-Renaissance Hotel,  
Philadelphia  
Matthew Wineland '10

\*have also completed their MBA at  
Stockton

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.





**Left: Students meet with Mike Tidwell the Director of Marketing for Seaview Dolce Resort and receive “real life” examples of working within the new economy.**



## Faculty Spotlight



Bill Quain, PhD joined The Richard Stockton College of New Jersey in September, 2010. He holds degrees from Cornell, Florida International, and the University of New Orleans. Prior to entering academics, he was a hotel and restaurant owner/operator, Food & Beverage Director, and Executive Chef. Bill is the author of 19 books, and he travels the world speaking to groups of all sizes. Last year, he did a full day workshop for the Hong Kong Hotels Association. His clients include many independent businesses, plus large, established chains such as the Hyatt Hotels. Professor Quain explained his reaction upon coming to Stockton,

“I’ve been amazed at how good the students are and they are really very bright and dedicated. I’m also amazed at the energy of the faculty members who work so hard to make the class and education better”. He also plans to integrate daily and weekly reports directly from the Seaview Resort into his classes to provide real life operations.

By Rwana Abbas

### **Special thanks to the Ledger Staff**

**Writers:** Jessica Fox, Keith DiArchangel, Amanda Minelli, Katie Strickland, Rwana Abbas

**Faculty Advisor:** Michael S. Scales

**Technical Advisor:** Daniela Born

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