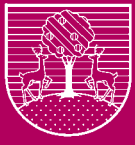




Winter 2009



# Lexicom

THE NEWSLETTER OF LEXINGTON COLLEGE

## FROM THE PRESIDENT



**HUMANISM** can be defined as a wide category of ethical philosophies affirming the dignity and worth of all people, based on the ability to determine right and wrong by appealing to universal human qualities, particularly rationality.<sup>1</sup> A faith-based institution of higher education, Lexington embraces a rich concept of humanism—Christian humanism, a philosophical union of Christian and

humanist principles. It is the understanding that human freedom and individualism are natural, compatible with Christian doctrine and practice.<sup>2</sup> Christian humanism takes into consideration the whole person—body, mind and spirit—and their needs.

For business professionals, putting Christian humanism into action can include reciprocity in business dealings so that there is an advantage for all parties—business leaders, workers and consumers of the fruits of the work produced.<sup>3</sup> This concept takes what

management gurus call ‘win-win’ to a higher level. At best, this will lead to a vibrant society of persons that takes into consideration

“A faith-based institution of higher education, Lexington embraces a rich concept of humanism.”

the whole person’s needs while at the same time, balancing individual wants with the common good.<sup>4</sup>

We can say that the work of hospitality is especially ripe for putting Christian humanism into action because at its foundation the work we do in hospitality is caring for some of people’s core human needs, such as food and shelter. We can see the care for human needs in light of Jesus’ charge to love one’s neighbor. St. Josemaria Escriva, the spiritual founder of Lexington College, encourages us along these lines. He notes, “work, all work, bears witness to the dignity of man... it is an opportunity to develop one’s personality. It is a bond of union with others... a means of aiding the improvement of the society in which we live and in the progress of all humanity.”<sup>5</sup>

In today’s tough economic times there is great relevance in this ideal of work and Christian humanism because it makes the value in the activity of business dealings palpable for all parties. The

CONTINUED ON PAGE 4

## Why Lexington?

### Partnering For Professional Growth

*Innovative learning experience engages students and industry leaders*

**THIS SEMESTER**, Lexington launched an innovative course in Strategic Marketing partnering with Kehe Food. The upper level course is team-taught by marketing instructor Grace Wisowaty and culinary faculty Jennifer Lewis. It exposes students to both strategic marketing theory and recipe marketing and development practices.

The goal of this course is to provide students with practical examples in strategic marketing that characterize current hospitality trends. Using theory bolstered by real data, students will experience the use of new technology, real time examples, and apply practical business tactics.

“The food industry is changing at an incredible rate. It is interesting to look at food itself along with the market to see what is happening. What impresses me academically is the rapid pace at which natural and organic products have positioned themselves,” commented Wisowaty. “This course combines art and science with high level decision making.”

The course includes a weekly experiential element, developing and testing custom recipes using Kehe vendor products. Focusing on Kehe’s natural and organic product lines, recipes will be included in Kehe publications for their retail clients. Classes include guest lectures from food manufacturing vendors to provide students with insights into current marketing challenges in the areas of branding, distribution, new product development, and competitive strategy.

Junior Emma Afshin,<sup>10</sup> notes, “This class is extremely beneficial to me. As a previous owner of a chocolate company, I have learned of the importance of linking business and

“The goal of this course is to provide students with practical examples in strategic marketing that characterize current hospitality trends.”

marketing together. I feel it is the piece of the puzzle that I needed. The speakers explain in a strategic way that helps me understand how to work in this competitive market. I’m getting a deep understanding.”

Founded in 1952, Kehe Food Distributors is a leading U.S. distributor of natural and specialty food products and distributes over 40,000 products to more than 15,000 retail outlets in 49 states, Mexico and the Caribbean. ■

# Kudos

Recognition for Lexington continues to grow internationally. In September 2008, Lexington served as consultant for degree program development at **Kenvale College in Sidney Australia**, one of Lexington's international student exchange sites. Selena Hooper, vice president of Kenvale visited campus to benchmark Lexington's degree program and to pinpoint strategic opportunities for academic growth and fundraising for Kenvale.

In November 2008, Lexington served as a consultant for the development of a hospitality management program in **Universidad de La Sabana in Bogota, Colombia**. Program Director Diana Cortez spent a week on campus in Chicago examining Lexington curricula, attending classes and speaking with faculty and staff who provided information for the new program.

Congratulations to **Mark Flaherty**, Lexington's Front Office Procedures instructor! As Executive Housekeeper at the Hyatt Regency McCormick Place Hotel, Mark received the honor of "Manager of the Year" and his team was named "Department of the Year."

The **Higher Learning Commission** congratulated the College on the Self Study Report leading to the College re-accreditation. The report has been chosen to be on display at their 2009 Annual Meeting scheduled for April 17-21 at the Hyatt Regency Hotel downtown Chicago.

Registrar **Lisa Leonard** serves on the Mentor Committee for the upcoming American Association of Collegiate Registrars and Admissions Officers (AACRAO) conference and will present at the April 2009 conference in Chicago.

Lexington President **Dr. Susan Mangels** directed the culinary mystery basket competition at the 7<sup>th</sup> annual Art of Living Conference held January 16-18, 2009 at Arnold Hall Conference Center in Pembroke, MA. This national workshop for high school girls included team competitions, poster gallery presentations and professional demonstrations in culinary arts, interior design, home health, fashion, and event planning. Lexington College sponsors the event and awards scholarships to participants.

Lexington Industry Advisory Board member, **Chef Michael McGreal**, was named 2009 Educator of the Year by the Foodservice Educator's Network International (FENI). Congratulations Michael!

Chef **Linda Rosner**, CEC, CHE, Culinary Arts Director was elected President of the Windy City chapter of the American Culinary Federation (ACF) and assumed her new role at the annual ACF celebration dinner on February 9. ■

## Alumnae Update

**Sheila Ribnek, AAS '00** is living in Weatogue, CT and enrolled at St. Joseph's College, West Hartford, CT pursuing a second degree in nursing.

In December 2008, **Elaina Ortiz, '05** moved from Chicago to Milwaukee to work as the Executive Assistant to the General Manager at the Milwaukee Athletic Club. Elaina is enjoying her new role of liaison between the General Manager and Department Managers as well as her work with the Club's Board of Directors and other committees.



**Sandra Madrid, '07** with daughter, Isabella Maria.

**Sandra Madrid, '07** lives in Berwyn, IL. She and her husband Fausto welcomed their first child, Isabella Maria on January 31, 2009. Sandra is currently pursuing her MBA at Robert Morris College.

Upon graduation **Angie Dillett, '08** was hired as

event planner by the Fourth Presbyterian Church on Michigan Avenue. Her work includes planning meetings, lectures and events, some of which involve close collaboration with the City of Chicago. Angie credits her internship course that is a part of



**Angie Dillett, '08**

the Lexington curriculum as being a catalyst for her career, teaching her the skills she needs in her job.



**Anne Eggers, '08** (bottom row, 2nd from left) at the IHLA's Stars of the Industry Ceremony.

**Anne Eggers, '08** was honored at the Illinois Hotel and Lodging Association's 2008 Stars of the Industry Regional Chicagoland Award Ceremony. She was awarded the "Suburban First-Level Supervisor of the Year" for her position as Culinary Supervisor at the Chicago O'Hare Marriott

International Hotel. Her responsibilities include the supervision of the main kitchen, the banquet kitchen, and three restaurants. A Marriott Scholar while at Lexington, Anne had previously worked as a cook for the United States Army.

**Adriana Jurado, '08** works at Charlie Trotter's Restaurant as Private Event/Catering Coordinator. She enjoys the high level of quality that the team provides for customers as well as the program of continuing education that Trotter's employees enjoy. ■

## Standing up for life



Lexington students march in support of life in Washington D.C.

**TWELVE LEXINGTON STUDENTS TRAVELED** to Washington D.C. on January 22 and joined 250,000 other participants—many college students—in the 36<sup>th</sup> Annual March for Life. Their intention was to pray, support the pro-life movement and highlight the importance of life at all stages.

Elisa Crye, '10 commented, "I have gone on this trip for many years. It's incredible to see how many people from different religious backgrounds come together for this cause. It's not just a religious view, but a view on the value of life."

Upon arriving in Washington after an overnight bus ride, students began their 72 hour 'pilgrimage,' by attending a Mass celebrated for people from the Chicago Archdiocese. They joined the large group of participants in front of the Supreme Court Building, the White House and the Capitol. ■

## Feeding the Heart and Soul

**FOR 50 YEARS**, Chef Charlie Spargo has been making a positive difference in the lives of sick children. In 1960, his ill young son was treated at Chicago's La Rabida Children's Hospital and stayed in the hospital over Thanksgiving. Spargo proposed to his friends in the American Culinary Federation to make Thanksgiving dinner for all of the families at the hospital. They cooked and served dinner for 150 people that year. It was the beginning of a beautiful tradition that Lexington College is part of today.

"Considering the children and families circumstances, we try to make it as special as we can for them. We want to make them happy and brighten up their holiday, and at the same time it makes us feel good too," expressed Sarah Snyder, '12.

Working with a team of Lexington students the week before Thanksgiving, Spargo creates bread dough animals for patients. Each individual animal is unique and is a huge hit with the young patients. After they are baked and boxed, the bread animals are transported to La Rabida Hospital where the finishing touches are applied to the bread alligators, snakes, octopus and turtles. The Lexington team, led by Lexington Culinary faculty Linda Rosner, makes over 200 animals each year.

“Considering the children and families circumstances, we try to make it as special as we can for them.”

This activity is always special for Lexington students.

Their service complements

the committee of chefs and their family members that cook, set up the dining room, decorate, and arrange the animals as bountiful centerpieces along the tables and buffets. ■



Students removing a batch of their final product ready to be wrapped for children at La Rabida Hospital.



Olivia Brannon, '12 and Kailin Boland, '12 smile for a photo as they roll dough and shape it into a variety of bread dough creatures.



Spring luncheon series brings colleagues from the community to campus. To prepare students for cooking in large quantities, the Quantity Foods course teaches the details of recipe conversion and offers experience in working with different equipment. The Dining Room Services class works in tandem with the culinary team to welcome and facilitate the guest experience.

FROM THE  
*Development*  
OFFICE

EXTENSION 224

## Phoneathon Extravaganza!

ON NOVEMBER 25, students, faculty, and staff volunteered at Lexington's all day Fall Phone-a-thon Extravaganza for the Annual Fund Pledge Drive. Volunteers placed over 1,000 calls, reaching 600 people. Donors commented on the enthusiasm of the volunteers that shared current news of Lexington events during the calls. As we go to press, Lexington is over half way to meeting the Annual Fund goal of \$165,000 in unrestricted funds. The Annual Fund supports scholarships, classroom technology, library resources, and faculty development.

Thank you for your continued support of Lexington College! ■

## Making a difference, one family at a time

THE HOLIDAYS BRING JOY AND CELEBRATION, but even as Lexington students, faculty and staff count blessings, they are reminded of those less fortunate.

Christmas traditions at the College include helping with the Cathedral Shelter Christmas Basket Program. This year Lexington sponsored a family of five for a Christmas basket and lists were posted announcing names, ages and wish list items from the family members. Students, faculty and staff helped shop, gift wrap, assemble and transport the gifts to the shelter. Many students expressed their gratitude for the opportunity to help others at Christmas time. ■



Mercedes Medina (left) and Meghan Streiff (right) helped gift wrap presents for the College's adopted family at the Cathedral Shelter.

### FROM THE PRESIDENT, CONTINUED FROM PAGE 1

Lexington educational experience promotes this ideal. In Management and Strategic Marketing classes, in Ethics and Front Office Operations courses students learn about the beauty and effectiveness in service that meets both the needs of the individual client and the cultural norms and goals of the company. The work our students and graduates do in the field of hospitality demonstrates this commitment to and effectiveness of their actions. Our students' and graduates' employers consistently note this as well.

Lexington students' and graduates' commitment to others and the common good is also evident in their multitude of community service and volunteer engagements. As this goes to press some of these include mentoring youth in

character education programs in New York, teaching culinary arts and interior design in Washington D.C., supporting women in crisis pregnancies in Chicago, and staffing leadership courses for young women in Texas. Throughout their lives students and graduates are putting the spirit of Christian humanism into action in their workplaces, their homes, and their communities.

You'll see more of this in this issue of Lexicom. We invite you to come and see for yourself by visiting our Chicago campus. ■

1 Compact *Oxford English Dictionary*. Oxford University Press. 2007. "Humanism".  
 2 *Christian World*. San Francisco: Harper & Row, 1970, p. 42.  
 3 Bishop Javier Echevarria, "Christian Humanism in Business and Management", University of Navarra, July 22, 2008.  
 4 John Paul II  
 5 St. Josemaria Escriva, *Christ is Passing By*, n.47.

# Student Feature

## FROM BULGARIA TO CHICAGO

*International Student, Iliana Evgenieva '09,  
specializing in Hotel/Restaurant Management*



Iliana enjoying the sun at Chicago's lakefront, a short walk from Lexington's campus.

**ILIANA BOYANOVA EVGENIEVA '09** considered other institutions during the search to continue her education, but it was Lexington's location in Chicago that solidified her decision. Born in Pernik, Bulgaria, Iliana is considered "a traveler" by her family. With Bulgarian as her native language, Iliana speaks English and enjoys refining her German and Spanish too.

Iliana's first visit to Chicago was in the summer of 2005. She spent a few days with her aunt on her way to other destinations. After taking a boat cruise along the Chicago River, she fell in love with the city's layout, architecture and European style buildings. Iliana explained that the boat tour was the turning point in her decision to come to Chicago.

"Chicago felt very European to me and it reminded me of home where, unfortunately, we have the same winter weather."

In making the choice to move to Chicago, Iliana said, "I chose Lexington primarily for its small classes, great people, and the internship and career opportunities. Lexington also provided me with a unique, personalized international student program, which most universities do not."

"My university in Bulgaria was much bigger. It was taught lecture style with lots of students, but I liked the possibility of studying in smaller groups at Lexington."

At Lexington Iliana is pursuing a specialization in Hotel/Restaurant

Management to complement her previous Specialist Degree in European Economic Integrity and her Bachelors degree in Tourism, Business English and Spanish, from the University of National and World Economics in Sofia, Bulgaria.

Focusing on the future, Iliana describes why she has chosen hospitality as a focus. "I have been attracted to hospitality for a number of reasons, and one is my desire to be a tour guide." Reflecting on her studies, Iliana explained that her education helps her to be prepared for life.

"I think Lexington has provided me with a great foundation for starting a career in hospitality, a great education and a practical background. I have really learned a lot, most importantly that I really like hospitality and working with people." This belief has been reinforced through her internships while at Lexington.

Iliana participated in an International Student Co-op Program for the Hampton Inn & Suites working in the catering and meeting departments. She spent her second internship with Springhill Suites O'Hare by Marriott and noted, "It was a great experience for me, as I worked in almost every department of the hotel. I gained insight of the hotel's coordination, how each department works collaboratively with others and how to be consistent in terms of quality and service."

Iliana thanks her aunt and uncle for helping her tremendously in her transition. She believes this transition made her stronger noting that, "They helped me in every sense of coming to a new place. I stayed with

them in their home for about six months, before moving to my own place, and finding a job. They made me feel at home in a country

**"I chose Lexington primarily for its small classes, great people, and the internship and career opportunities. Lexington also provided me with a unique, personalized international student program, which most universities do not."**

where I did not know anybody. We still help each other, and they are my family here. My parents were also a great support, giving me advice, and helping me with my travel arrangements to Bulgaria."

Balancing her studies, the pursuit of her career, and hobbies which include a passion for photography and a love of travel, Iliana will graduate with a BAS in May 2009. ■

## STUDENT SPEAK OUT



Yesenia Lopez '12

### Cheerfulness matters at work!

by Yesenia Lopez '12

I personally think that at work the most important thing is to be cheerful because it makes it easy to overcome work-related problems. It helps me to focus on my work and makes me more productive. I think that being cheerful at work shows how passionate a person is towards her job, and that can help co-workers. In general, cheerfulness helps people get along with their co-workers. Finally, the time goes much faster!

Cheerfulness is one of the requirements of being successful at life and becoming a better person at work. Cheerfulness helps me do a better job. So whatever I'm doing, I try to bring a positive attitude. ■

## SPEAKER SERIES *Opens Doors for Visioning Careers*

Lexington has a vibrant weekly lunchtime speaker series that brings business leaders from across the hospitality industry and business world to the College to share and interact with students.



Speaker Susan Fignar delivered a motivating seminar on business etiquette and covered elements to increase self confidence and success with interpersonal relationships.

### Positive and Powerful

**SUSAN FIGNAR**, a corporate consultant, motivational speaker, educator, and image development trainer and President of Pur\*Sue, Inc. recently spoke to students on "Make your First Impression Positively Powerful." She conveyed the importance of first impressions and maintaining a positive attitude.

Her passionate and powerful presentation provided an energetic environment for students to learn. Susan explained, "When 55% of a first impression is visual, dressing appropriately for your position and work environment is critical." She suggested following her method of the 5C's when dressing for business: Clean, Classic, Credible, Covered and Consistent. Professional demeanor includes the aspects of acting appropriately and being courteous. Treating others with dignity and respect is part of a value system that should be incorporated into all facets in one's daily life.

Fignar also explained that non-verbal communication represents 95% of one's communication with others. She demonstrated how to enter a room with self-confidence.

As part of the presentation students paired up and practiced making formal introductions. When meeting people for the first time she advised paying attention, asking appropriate questions, "listening with your head and heart, and graciously closing the conversation."

In conclusion she reminded students that good business is all about building and strengthening successful relationships. Commented Maryjo Arienza, '11, "Ms. Fignar told us that even a smile can be a most meaningful gesture. She also said that from her time spent with us on campus she could tell that we have a culture of hospitality and welcome here." ■

### WHITE LODGING: On the rise



White Lodging Speakers: Darnice Rollins (left) and Cara Dougherty (right) led a discussion focusing on personal and professional growth for managers in the hotel industry.

**IN DECEMBER** associates from White Lodging Services joined students in an informal discussion on opportunities in the hotel business.

Cara Dougherty, Talent Acquisition Manager and College Recruiting together with Darnice Rollins, Human Resource Manager from the Courtyard by Marriott Downtown Chicago shared with the students their educational background and professional experience that led them to their careers at White Lodging.

"I found it interesting and hopeful that given the current economic situation we are in, White Lodging is growing and still offering internships and job shadow programs," commented Sheela Liongson, '12.

At a time when many companies are downsizing, White Lodging is experiencing exponential growth. With over 140 hotels across the country the company will continue to work with Lexington students looking for internships and careers. ■



## “Lexington women will always stand out...”

MARY FRICANO

**MARY FRICANO RECEIVED HER BACHELOR'S DEGREE** in Hospitality Management with a specialization in Event Planning in 2006.

Born and raised in Brookfield, WI just outside of Milwaukee, Mary recalls her college search and says, “when I was in high school an admissions counselor from Lexington College came to speak to a group at my home in Wisconsin. I was unsure of what I wanted to pursue at the time, but I vividly recall the counselor explaining that no matter what you decide to do, Lexington is a great foundation from which to start.”

Mary’s senior year of high school included looking at a variety of colleges and universities, and she came to the conclusion that Lexington was where she wanted to go. “Throughout my college search, I really liked what Lexington had to offer,” she recalled and mentioned that she had worked in the service industry since grade school. She liked the idea of service being a part of her college degree.

Mary first graduated from Lexington with her associate’s degree and returned home to work at the Milwaukee Athletic Club where she managed two dining rooms. A year later after the launch of Lexington’s bachelor’s program Mary moved back to Chicago, returned to Lexington and obtained her bachelor’s degree.

Back at Lexington, Mary worked at the historic Medinah County Club in Medinah, IL. As a special events intern, Mary was presented with exciting opportunities and challenges. “I supervised in the restaurant and quickly got an idea of how to plan events. My first project was to plan the annual 4<sup>th</sup> of July party for over 1,000 people.” After that, Mary explained, “I really had a focus on planning special events.”

Reflecting on her days at Lexington, Mary says: “I remember all of my professors, and I remember the attention I received. They were not only my teachers, but also professionals in the hospitality industry. They owned their own businesses,

worked in the field, and shared their experiences with us. They invited us to many events outside of the classroom.”

Mary explained how this way of teaching taught her more than she ever could imagine, because she and her classmates could experience real life situations. “They took their lessons beyond the textbook and into real live scenarios. Those lessons apply to what I am doing today.”

Today, Mary is the Director of Food and Beverage for the Milwaukee Athletic Club. She oversees the private club’s 60 hotel rooms, restaurant, two bars, three ballrooms, 20 private dining rooms, and two athletic departments. Mary’s work encompasses planning meetings, weddings, and a multitude of different events. She handles entertainment and purchasing, and works with the Club chefs on the restaurant menus and wine lists. “I work with my team and we all join together to organize, train staff, carry out special events, and create and implement member activities. I am really able to have fun and get creative in planning new events,” Mary expressed.

Mary advises current students saying “The hospitality industry needs and will always need strong, professional women. I firmly believe that Lexington women will always stand out in any area of hospitality where they decide to work. On any path they follow after graduation, they will succeed.”

“Throughout my college search, I really liked what Lexington had to offer...”

“They took their lessons beyond the textbook and into real live scenarios. Those lessons apply to what I am doing today.”

## Mark your Calendar

### Taste of Lexington

Thursday, March 12, 2009

5 - 7 pm

V.I.P Students Only Pre-  
Reception, 4pm – 5pm

- Come and enjoy the “Bounty of the Midwest”
- Meet students, faculty and staff, tour the campus, and enjoy delicious hors d’oeuvres prepared by our students!
- Attend culinary demonstrations
- Internship presentations
- Guest Author, Bruce Kraig will be signing his new book, *Hot Dog – A Global History*
- Learn about our degree specializations in Hospitality Management and the personalized education that makes us unique.

Please RSVP by March 5 to Megan at [pr@lexingtoncollege.edu](mailto:pr@lexingtoncollege.edu)

### The 18<sup>th</sup> Annual Hispanic Dinner Dance Benefit

Saturday, March 21, 2009

at Chateau del Mar,  
Hickory Hills, IL.

### Awards Ceremony, Graduation Mass

Tuesday, May 12, 2009

### Commencement

Wednesday, May 13, 2009

### Save the Date! Lexington College Building Scholarships for Service Benefit Dinner

November 2, 2009 at the Chicago Marriott Downtown. Honoring Janice L. Fields, Executive Vice President & Chief Operating Officer - McDonald's USA

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## SHOW YOUR LEXINGTON SPIRIT



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Display your school pride with a wool pennant!

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Left: (shown left to right) Julie Wyrostek, Kallin Boland, Oliva Brannon and Katie Saylor pose for a photograph while volunteering at the Fall Benefit. They helped guests with coat check, selling raffle tickets and managing the silent auction.

