PRESIDENT'S CORNER
MARK B. ROSENBERG

One of the most important responsibilities that I have as president is to represent our good institution in our community. A key part of this representation is to tell the story - what we are doing, how we are working to improve community well-being and solve community issues and how beneficial this can be for our partners.

So it has been a real thrill to participate in the growing relationship between our School of Tourism and Hospitality Management and Southern Wine & Spirits Company, led by Harvey and Wayne Chaplin. The Chaplins are a visionary father-son duo who now honor us with their family name on the school.

Both as provost and now president of FIU, I have made countless trips to their North Miami headquarters over the last decade to chat, to share hopes and dreams and to figure out mutual challenges and opportunities. Having had the privilege of working directly with my dad (and mentor) back in the day (in our much smaller family business), I often imagine myself in Wayne’s shoes, as he and his wise father move through their daily business and family routines. So at a personal level, just being with the Chaplins at their polished round conference table has allowed me to relive – albeit vicariously – moments with my father that can never otherwise return.

Their significant commitments to our School of Hospitality and Tourism Management have made a difference for a generation of our hospitality graduates. Thanks to them and many on their staff, we have one of the nation’s top hospitality and tourism management programs. With their support, the Southern Wine & Spirits Beverage Management Center has been at the forefront of beverage tasting and analysis technology. It has served as an important resource for students, faculty, industry professionals and our community. Soon, our university and the South Florida community also will benefit from our new state-of-the-art teaching restaurant, which is a reality thanks to the Chaplin family. Without their continuing support and thoughtfulness, the Food Network South Beach Wine & Food Festival would not have come into existence. This annual mega-event offers unparalleled opportunities for our students to work shoulder-to-shoulder with some of the world’s great culinary and wine specialists.

We also have been proud to establish the Harvey R. Chaplin Eminent Scholar Chair, the first and only funded chair dedicated to beverage management. This once again helps us to stay at the leading edge of hospitality management research and education.

Harvey and Wayne stand as exemplars of the power of partnership and win-win relationships. We look forward to working with them and their excellent staffs to build an even stronger hospitality and tourism management program with deeper local, national and international impact! We are proud to welcome formally the Chaplins to our FIU family!

P.S. I invite you to watch a video about our students’ participation in this year’s Food Network South Beach Wine & Food Festival ➤ GO.FIU.EDU/SOBE2012

Be WorldsAhead

SCHRADER, SOUTH BEACH WINE & SPIRITS’ WAYNE CHAPLIN, AND CHAPLIN SCHOOL OF HOSPITALITY’S MIKE HAMPTON, AT THE TRIBUTE DINNER, SOUTH BEACH WINE & SPIRITS’ HARVEY CHAPLIN WAS ON HAND TO HONOR CELEBRITY CHEF CHARLIE TROTTER (RIGHT). PHOTO BY IVAN SANTIAGO ’00 AND SETH BROWER/MF WORLD RED EYE PRODUCTIONS.