

**Brad Rosenstein  
inspects the  
Jack's Oyster House  
balcony overlooking  
the atrium named  
by Dorothy Park  
(below)**

## The Heart of the Beck Center

### Spectacular spaces highlight new facility

**A** stunning curtain of windows showcases spaces named by Dorothy Park and Brad Rosenstein '83 in the Hotel School's new Beck Center. The Beck Center's state-of-the-art classrooms, expanded computer laboratory, and space for continuing education programs and corporate recruiters will open to School of Hotel Administration students this fall. Named to honor former Dean Robert Beck and his wife, Jan, the facility significantly expands the school's public spaces and entails a full refurbishment of Statler Auditorium.



KEITH KUBAREK

"The Beck Center is essential to supporting the Hotel School's commitment to teaching excellence," says Dean David Butler. "It facilitates today's interactive multimedia instruction, accommodates the growth in our enrollment, and helps assure that our students continue to receive an engaging and effective learning experience."

Dorothy Park says she stays in touch with Robert Beck, who has retired to Florida. "My husband, Roy, and I were great friends with Bob and Jan Beck, and I'm delighted to help build this wonderful facility in their honor," she notes. "We thought Bob was a great head of the school. He was a very strict professor and worked his students hard, but I think they loved him. Jan was also wonderful with the students and became very close to many of them."

Overlooking the Park Atrium, the Jack's Oyster House Atrium Balcony is a dramatic third-floor space that includes a group study area. Jack's has long been the restaurant where the Albany power elite gathers, and it was immortalized by Pulitzer Prize-winning author William Kennedy. Brad Rosenstein is the third generation of his family to run Jack's Oyster House and a second-generation hotelier.

"Dean Beck was still there when I was a freshman," Rosenstein recalls. "He was a legend. There isn't a day that goes by that I don't think about those phenomenal four years," he continues. "I've gotten so much more from the Hotel School than I gave, and I am glad for any way that I can make a difference for the school."

The story of the original Jack, Brad's grandfather, comes right out of Horatio Alger. Son of Russian immigrants, Jack Rosenstein sold newspapers and was hired by a customer to work at his restaurant. "When he turned 20, in 1913, he had saved up \$400 and opened what is now called Jack's," says Brad Rosenstein.

Brad's father, Arnold, graduated from the Hotel School in 1943, and Brad followed in his footsteps. "Whether or not I wanted to go into the family business, doing well at Cornell gave me the confidence that I could do well anywhere," Rosenstein says.

Thanks to Dorothy Park and Brad Rosenstein, top-flight facilities like the Beck Center will help to equip generations of Cornell hotel graduates with confidence that they too will succeed. ■