



## VIP: Joy Wallace '81

FIU Alumni Association Lifetime Member

**Year of Graduation:** 1981

**Profession:** Owner of A Joy Wallace Catering Production & Design Team since 1988. I'm a caterer, event planner and producer, designer of event décor and themes.

**FIU degree:** Bachelor's degree in Hospitality and Tourism Management

**FIU affiliations:** Lifetime Member, FIU Alumni Association

### What are your favorite memories of your time at FIU?

I loved the peace and freedom of walking across the campus with the sun shining on my face, green grass, palm trees and little white fluffy clouds. I loved learning from and being associated with FIU's professors; my relationship with them was extremely important to my learning experience and to my future. FIU had some very colorful professors at the time. Professor Tony Marshall, who taught risk management, put on a great performance on stage in the theater for every class. It was a privilege to learn from him. His method of teaching got the point across and was terrifically entertaining at the same time. He would lock the doors, so if you weren't there on time you couldn't come in and you couldn't get A's. And Steve Moll, my advisor, is still a dear friend whose advice was irreplaceable and indispensable.

### How has your FIU experience helped you in life and in business?

Another great professor I had was Charles Ilvento. On the first day of class, he came into the classroom and wrote the most important lesson I learned at FIU across a huge chalkboard that wrapped around two sides of the room: "Without no dough, there ain't no go." This seems like such a simple concept, but it's a lesson that I have applied during my career and life for 25 years. You can't believe how many times this great philosophy has been applied to business situations and decisions.

### Do you have any advice that you would offer to FIU students?

Take business courses and take accounting courses; they will prepare you for your life in the business world as well as in your personal life. Money really does make the world go round, so if you understand how to manage it well, then you'll do well. If there are time management or business management courses available, take them because they will give you direction for success. Psychology classes are a big plus, too. But definitely, I would say, get your degree. It is so personally rewarding to do; it affects your future forever in life, as well as in business.

### Why do you think it is important to be a member of the FIU Alumni Association?

To show the university that you care, that you appreciate your education and the degree that you received there and the success that's come of it. Also, to help support the future of the university and its students. We have a very powerful group of alumni living and working here in South Florida. Our successes can make a difference in the enrollment and positive financial position of FIU.

### What is your proudest accomplishment?

Personally, it would have to be my family: my husband, my children and my grandchildren. Secondly, to have created a business that's really amazing. We have fun working here every day. We have the best staff in the United States. To have been able to put together such an unbelievable and dynamic team is one of my most awesome accomplishments; it is my second family, which I was able to choose. It's most satisfying to see the work they accomplish as a team and as a beautiful family. Life's an exciting ride. ■

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