The August 2005 issue of the Journal of Hospitality & Tourism Research, published by the International Council on Hotel, Restaurant and Institutional Education, ranked MSU’s School of Hospitality Business faculty number one. The authors of the study examined 11 leading journals relating to the hospitality field for a period of ten years, noting the number of articles published and the 22 schools from which the articles originated.

The School’s faculty was identified as having the highest mean productivity of any hospitality school in the world in the 1992 – 2001 time period studied. It had 1/3 more than its closest competitor (Virginia Tech), and almost double the number of Cornell University.

In addition, the study cited MSU as having the “most intensely” contributing authors amongst the Top 20 Universities.

The August 2005 issue of the Journal of Hospitality & Tourism Research are a leading example of how research is not just for the traditional programs in science, medicine, and technology, but rather research is far-reaching to every program of our University. Certainly, we are all most proud of these research results. Congratulations to the entire faculty, students, and staff of The School of Hospitality Business.”

New MSU Provost Kim Wilcox wrote, “CONGRATS on your rankings in the JHTR analysis of faculty productivity. I’ll be wearing my School of Hospitality t-shirt with even greater pride in the days ahead!!!”

Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School, was equally proud upon learning of the top billing. As he wrote to all the Alumni Association Board of Directors, “We can all be proud, Spartans!” He went on to explain that research and publications, especially at a tier
I recently read an article in The New York Times titled, “At Public Universities, Warnings of Privatization,” which declared that “as states cut budgets, donors fill the gap.”

Author Sam Dillon describes a situation in higher education in which “taxpayer support for public universities, measured per student, has plunged more precipitously since 2001 than at any time in two decades.” In fact, he says, “several university presidents are calling the decline a *de facto* privatization of the institutions that played a crucial role in the creation of the American middle class.”

It is true that in hard economic times, states such as Michigan have a difficult time funding many important programs like Medicaid, public schools, and prisons – as well as public higher education. But as Dillon points out, the Morrill Act of 1862 “granted federal land to states to finance the creation of public universities, and one of their core missions ever since has been to provide services that promote the well-being of communities and states. Today, educators using the term ‘privatization’ say universities are being forced to abandon this social compact.

Whatever your perspective, at MSU we certainly feel the impact of declining dollars from the State. In *The School*, many of us may need to rely on earnings from endowments, giving societies, sponsorships for Annual Gathering of Leaders and Celebration of Leadership, and other kinds of contributions. Our enrollments have risen to 713 this semester, including 19 graduate students in 2005-2006. We have lost state funding to the tune of 15% permanently cut from our general fund budget over the past four years. In 2005-2006, merely 36.7% of MSU's budget comes from the State of Michigan general fund.

Given this situation, we are grateful for each and every donation, in whatever amount. Inside these pages you will read the names of individuals, companies, and organizations who have contributed to *The School* through MSU’s giving societies, and all donors over the past annual year. (We apologize in advance if we have mistakenly left your name off the list; please let us know, and we’ll send a special sesquicentennial surprise for you!) We couldn’t sustain *The School*, its faculty research and named professors, its curriculum, its programs, or its influence without all of you.

To those who have given, and to those who are considering a gift, I pledge that each dollar will be wisely invested and spent to connect students, faculty, and alumni. Over the last 18 years, I have tried to raise necessary funds and then to be a good steward. We are not a School that is top-heavy with administrators and well-paid bureaucrats. Instead, most funds directly benefit students in the form of scholarships and assistantships. The endowments we enjoy fund the specific programs, or its influence without all of you.

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The endowments we enjoy fund the specific programs, or its influence without all of you.

Thank you for your support.

Ronald F. Cichy (BA ’72, MBA ’77)
Director and Professor
The School of Hospitality Business
Secretary/Treasurer
The School of Hospitality Business Alumni Association

**DE FACTO PRIVATIZATION**

**SPIRIT IS IN THE AIR!**

Hot apple cider was flowing and the aroma of pumpkin pie was a pleasing smell for the judges of the Michigan State University Sesquicentennial. The turnout of students and faculty that participated by walking alongside the hospitality float was outstanding. You could feel the energy and spirit of those who participated was amazing as they marched down Grand River dressed as farmers. Our theme this year was “The School of Hospitality Business: Spotlight on the Future,” and was a great representation of *The School*! This year *The School of Hospitality Business* won the Spirit Award, which is our fourth award in as many years.

Our School is growing each year. For 2005-2006, we have reached a number over 700. It is really exciting for me to see young students stepping up to leadership positions in our organizations. In September, we held our annual Hospitality Open House and had a stellar turnout of over 200 students, many of whom had majors outside *The School*, and are considering a major change to Hospitality Business. I feel that this year there will be a higher level of participation than ever before. News of the opportunities within our school is spreading like wildfire and I see *The School* growing to over 1,000 students in the next couple of years.

On Tuesday, November 1, many students participated in CAREER EXPO XXVII. This year there were many new companies represented, such as the Ritz Carlton of Aspen and the Venetian Resort & Casino of Las Vegas. Also this fall, we traveled to the annual Celebration of Leadership Reception and International Hotel/Motel & Restaurant Show in New York City. We had 57 dedicated student leaders this year attending to represent *The School* at the show, all of whom are extremely active within the organizations and events.

It is a privilege this year as the CEO of the Hospitality Association to work closely with the students and faculty of *The School of Hospitality Business* in developing our school and our students into leaders of today and tomorrow. Our active alumni are key in helping our school as they dedicate their time and money to better our students’ education. Spartan Sponsors is an excellent program in which the alumni interact with students and offer guidance for future career decisions. *The School* has a positive future, and I look forward to the rest of this year’s student-directed events as we work to turn our goals into a reality.

Meet the students at the Motown Auction on Saturday, February 11, 2006, and please join us at Les Gourmets on Saturday, March 25, 2006.

GO STATE!

Sincerely,

Dan Stuart (BA '06)
Chief Executive Officer and President
Hospitality Association
*The School of Hospitality Business*
Michigan State University

**OUR BEAUTIFUL CAMPUS AND HARRY TRUMAN**

Fall on the campus of Michigan State University is awesome; not that any of you need convincing! My wife Nancy (BS ’74) and I get back to campus fairly often, since she was born and raised in Lansing. We love the fall season most (not that walking in the January snow from Brody to Eppley wasn’t a pleasurable experience). I mention this because the beautiful campus is a reminder of a wonderful time. Many students come to campus in the fall not yet knowing which major to choose, and a number of them might just choose Hospitality Business. Our School offers so many opportunities, so many choices, and so many ways to eventually have a rewarding and successful career.

Much of what we do with the Alumni Association helps perpetuate our School. We work with faculty in the classrooms, we mentor students, and we support School events and efforts. Inevitably, money becomes a major challenge, since we want to accomplish so much, and current funding simply cannot fulfill the needs. I have been associated with the Alumni Association Board of Directors for more than five years, and I always challenge Dr. Cichy to “think outside the box” and do more with less. He creatively tries to do just that, but the fact remains that State of Michigan funding to MSU and *The School* is less than 50% of their budgets. The rest must be generated from alumni, associations, corporations, and friends. MSU has crossed the $1 billion dollar threshold of its Capital Campaign; the School needs to have similar success to continue to lead and provide the very best education for our students.

I wish that money weren’t so frequent a topic, raising it is a necessary investment if we want to continue to attract and graduate top-level leaders and managers for hospitality businesses. We all know how badly our industry needs good, solid, innovative, and dedicated people. So as you read through this issue of *The Hospitality Business Leader* please be sure to read between the lines. Every idea, program, initiative, endowment, dinner, scholarship, event, and award requires funding. Harry Truman was famous for saying, “The buck stops here,” but in our case, if the buck(s) stop, so does the important work of our alma mater.

I am sure Harry Truman would have loved MSU. The campus, the people, and *The School of Hospitality Business*. Please consider joining the Presidents Club or one of the other giving societies that your School’s Alumni Association has in place. Or, simply give whatever you can. Be a joiner. Be a leader. Help in any way that you feel comfortable. You won’t regret it.

In fact, plan now to join alumni and students at the Annual Gathering of Leaders in Chicago on Monday, May 22, 2006. Also, don’t forget to send in Auction packages for the Motown Auction on February 11, 2006.

GO STATE!

Sincerely,

Richard D. Farrar (BA ‘73)
President, *The School of Hospitality Business* Alumni Association

*Richard D. Farrar (BA ‘73)*
President, *The School of Hospitality Business* Alumni Association

*President, Owner and Franchise Services Openings and Marketing Marriott International, Inc.*
Study Gives School Faculty Top Ranking

(Continued from page 1)

one research institution such as MSU, are vital parts of The School’s and the faculty’s missions – as important as teaching. “I am extremely proud of the faculty. They have contributed mightily to the body of knowledge in their field, and are the experts other scholars cite. This is just one more reason that our students enter the workforce and immediately begin to make a difference.”

CONGRATULATIONS to the hard-working and dedicated teachers and researchers who comprise The School’s faculty.

The top ranking of the faculty earned some well-deserved publicity. Soon after the news broke, it became the Broad College homepage story, accompanied by a photo of School faculty. The Broad Business News homepage also featured the faculty in October 2005, related to its impressive ranking.

Research Productivity Continues . . .

Professors Jeff Beck and Bonnie Knutson received a Broad College Summer 2005 Research Grant in the amount of $10,000 to fund their research on “Identifying the Dimensions of the Experience Construct.” Past research has shown, Drs. Beck and Knutson pointed out in their grant proposal, that “While commodities are fungible, goods tangible, and services intangible, experiences are memorable” (Pine & Gilmore, 1999, p. 12). The professors note that the research shows that engaging the customer through experiences, rather than just servicing him or her, is necessary to create value in an increasingly competitive business environment.

Past research notwithstanding, experiences as a distinct economic offering are largely unrecognized and unstudied, and the detailed identification of the complex relationship among consumer value, service quality, satisfaction, and experience is in its infancy. Drs. Beck and Knutson proposed to conduct an online survey designed to identify the dimensions of the experience construct and that work is underway.

Faculty Activity Highlights for the 2004-2005 Academic Year

The School’s faculty lives out The School’s mission to be the leader every single day. In Instruction, for example, during the 2004-2005 school year, they:

• Taught 47 undergraduate courses during the academic year, plus an additional 5 undergraduate courses during Summer 2004 semester
• Taught 7 graduate courses during the academic year
• Delivered 45 hours of Broad Executive education, not including instruction by other than these 12.25 Hospitality Business faculty in the National Automatic Merchandising Association Executive Development Program
• Tried 33 experiments/contributions
• Advised 9 Hospitality Association clubs, and 4 HA events (Auction, Les Gourmets, Vegas Night, CAREER EXPO)

In Research and Publications, the faculty was very productive. They:

• Published 5 books, 11 chapters, 22 refereed articles, 54 non-refereed articles, 2 proceedings, 2 editorials, 2 other publications
• Gave 4 national research-related scholarly presentations, and 13 regional presentations
• Earned 6 grants, with a total of $81,590

In Service, the faculty was again well-represented. For example:

• Numbers of committee assignments included: 4 University-level, 2 Broad College-level, 33 School-level, 5 other administrative assignments
• Number of memberships: 52 memberships, 4 offices held, 2 state industry committee memberships, 9 national industry committee memberships
• Editorial/review activity: 1 editor, 1 associate editor, 23 editorial review board memberships, 8 instances of service as an ad hoc referee
Leaders Gather to Honor Leaders . . .

The School’s Alumni Association’s Annual Gathering of Leaders on May 23 honored the 2005 Emerging Alumni Leaders of the Year Chuck Day (BA ’91) and John Zangas (BA ’91); the 2005 Alumni of the Year Jerry Fournier (BA ’68) and Bob Wills (BA ’70); and the 2005 Honorary Alumnus of the Year Dr. Tony Marshall in the Boulevard Room of the Hilton Hotel – Chicago. The evening began with a little “mystery.” With the honorees on stage, Dr. Ron Cichy (BA ’72, MBA ’77) invited them and the audience to “listen carefully” to a voice from their past. As that familiar voice filled the room with memories of The School, and specific memories of the honorees surfaced, eyes widened and smiles broke out. Dr. Cichy then explained:

“For many of us, the voice you hear belongs to one who was a caring mentor, a demanding professor, and wise friend.” He went on to introduce and bring to the stage the special person who had come all the way from Las Vegas to help celebrate the evening: Dr. Frank Borsenik, professor in the School of HRI from 1957 until 1974, before moving to the University of Nevada Las Vegas. For Bob, Jerry, and Tony, his presence was truly a “blast from the past,” and a great surprise.

Richard Farrar (BA ’73) and Susan Smith (BA ’59), president and chairperson, respectively, of The School’s Alumni Association joined the gathering on stage, and helped introduce the honorees. Robert Duncan, Dean of the Eli Broad College of Business was also an honored guest, who spoke to the gathering at its closing.

Chuck Day (BA ’91), a “Marriott man” even as a student (serving as the Marriott representative on campus), began his career at the Residence Inn by Marriott – Downtown Chicago and moved through a progressive succession of promotions and Marriott properties, including the Detroit Marriott at the Renaissance Center, where he eventually served as front office manager for the 1328-room hotel. Now the inventory manager with the Detroit Market Office of Marriott International, Inc., Chuck continues a tradition of mentoring School students and being a strong alumni presence in the classroom and at School events. Accepting his award, Chuck reminded the students present that “we spend an amazing amount of time at work. Align yourself with a company that matches your personal profile.” He went on to emphasize that title and pay don’t matter as much as being kind and respectful, and open to learning from the people around you.

Dr. Cichy introduced John Zangas (BA ’91), also an Emerging Alumni Leader of the Year, as someone on whom The School could always count, especially in making arrangements for previous Annual Gatherings of Leaders, when John served as banquet manager and then as meeting express sales manager for the Stouffer Riviere in Chicago. While in Detroit with the Detroit Marriott Renaissance Center, as associate director of sales for the Ritz-Carlton Dearborn, and as director of sales and marketing at the Troy Marriott, John was a regular speaker in School classes and recruiter of School students. He is currently the director of sales and marketing for the Renaissance Cleveland Hotel. John remarked when accepting his award that, “some experiences I have had were bumps in the road.” He went on to describe a few of those “learning experiences,” and encouraged students present to “get past the bumps, never asking people to do what you won’t do yourself.”

The two Alumni of the Year honorees make quite a team. Together, they have helped lead HDS Services for over 30 years. Jerry is the executive vice president/vice chairperson of the board, and Bob is executive vice president of operations. Jerry is responsible for marketing and business development and client retention, as well as McVety & Associates, a company providing management and international consulting service to hospitality businesses nationwide. Bob oversees the management of all food service facilities operated by HDS Services and the supervision of a 40-member operations staff. He is responsible for financials, proposals for new business, new account openings, and project/consulting activity. In 1992, he helped implement the Total Quality Management program at HDS, an organization known for its high quality standards.

Both Alumni of the Year are committed Spartans, attending nearly every School event, from Homecoming to Auction, and from Alumni Association Board meetings to Les Gourmets. Jerry and his wife, Joanne, and Bob and his wife, Mary Jo, are members of the John Hannah Society at Michigan State, and both men have been leaders of the John Hannah Society at Michigan State, and both men have (continued on page 5)
“Formula Frank’s” Cameo (Continued from page 4)

mentored and recruited School students for many years. When Jerry spoke to the audience, he looked back 40 years at his time with the HRI program, and acknowledged that the hospitality industry “provides many opportunities to have fun, learn a lot, and make some money along the way.” He recognized his family and their support, as well as the leadership of John King, president of HDS Services and his role there and in The School’s HB 415 course as a visiting professor each year. Jerry closed by saying, “It is important to give back to The School, whether it be time or money.”

Bob, accepting his award, also was thankful to his family, and proud of their accomplishments. He discussed the value of recognizing people’s efforts, saying, “People need to hear positive words.” He continued, “Celebrate people: they win every day and you need to take a moment to celebrate it.” Bob also acknowledged the work of John King at HDS Services, noting that he is a leader who does take the time and effort to recognize those around him. Bob was also thankful to The School and its Alumni Association for the award, as were all the honorees.

If this year’s Gathering of Leaders began with the dramatic and unexpected entrance of Dr. Frank Borsenik, the drama continued as Dr. Tony Marshall was named Honorary Alumnus of the Year. Tony, recently retired as president of the American Hotel & Lodging Educational Institute, actually began his academic career at Michigan State in 1971. A then-New York lawyer with a bachelor’s degree in Hotel Administration from the University of New Hampshire, agreed to travel once a week to East Lansing to teach a graduate course in hotel law. None other than Frank Borsenik was Tony’s mentor, providing advice and feedback on Tony’s course outlines and lectures. His time at MSU convinced Tony to pursue a career in higher education, and he served for 27 years at Florida International University’s School of Hospitality Management. He is a noted author and speaker, bringing to the industry a user-friendly knowledge of issues relating to accident prevention, security and other hospitality management topics. Tony is well-known for his engaging and dramatic speaking style, his influential books and articles, his showmanship and style, and his ever-present bow ties!

Tony was gracious in accepting his award, and uncharacteristically speechless when he heard Frank Borsenik’s voice. Accepting his award, he told the gathering that when he taught at MSU once a week, he had a “babysitter: Frank Borsenik.” Tony acknowledged that MSU is “where I honed my skills and found my love for hospitality education. Look what you turned loose,” he joked. “You should be ashamed of yourselves!” Tony said later that the whole evening was fun, entertaining, and warm-hearted. “And having ‘Formula Frank’ there was the cherry on top of the cake.”

Frank agreed with Tony that the event was very special. He was, in fact, very impressed that several of the industry leaders in the room recalled two subjects in his classes that were extremely important in their careers: blueprint reading and air conditioning variables! They also stressed that his classes “required them to think while solving problems.” Dr. Borsenik went on, “This is why I always stated the best students I ever had were at Michigan State University.”

Quite a tribute.

Chuck Day (BA ’91), Jerry Fournier (BA ’68), Tony Marshall, Bob Wills (BA ’70) and John Zangas (BA ’91) share a lighthearted moment.

Dr. “Formula Frank” Borsenik

Annual Gathering of Leaders Sponsors

- MICROs Systems, Inc.
- Jacob H. Best, Jr. (BA ’39)
- Robert D. Buchanan (BA ’51, MS ’56)
- Dan E. Burdakin (BA ’81)
- Shelley G. & Ronald F. Cichy (BA ’72, MBA ’77)
- Lone & Dan W. Darrow (MBA ’61)
- Daniel Gennari (BA ’00)
- Glenn Isaacs (BA ’87)
- Charles M. LaTour (BA ’61)
- Julie K. Longstreth (BA ’94, MS ’05)
- Mr. & Mrs. James L. McKillips (BA ’75)
- Paper Image Printing Centres
- Peter J. Rogers, Jr.
- The School’s Alumni Association
- The School’s Director’s Fund
- The School’s Hospitality Association
- The School’s Student & Industry Resource Center
- Richard Vogt (BA ’85)

With so many Spartan graduates gathered in Chicago during the NRA show, you might guess there would be several “meetings” at favorite restaurants and bars! Mike Rice (BA ’91), 2004 Emerging Alumni Leader of the Year, and Chuck Day, 2005 Emerging Alumni Leader of the Year, hosted an informal Alumni Networking Social on Sunday, May 22 at Capi’s Italian Kitchen at Navy Pier. Current students were welcomed, and the event was a chance to socialize in a casual setting. Student Sarah Wilson (BA ’06) said, “It was great to have a chance to informally kick back and network with some of our fellow Spartans, as well as hear some of the success stories of our School’s graduates!”

Only one week earlier, Mike had earned his CHA (Certified Hotel Administrator) distinction! Congratulations to Mike, and thanks to him and Chuck for organizing a special event for alumni and students at Capi’s.
Patriarchs Welcome MSU Presidents to Annual Breakfast

Each year, alumni having graduated 50 years ago or more fill The School’s dining room with memories of past professors, old traditions, historical anecdotes, and other fond memories at the annual Patriarchs Breakfast. The breakfast is part of MSU’s Annual Kedzie Reunion. This year’s event on June 16, hosted by Jan and Brooks Thomas (BA ‘47), honored those graduating from The School in 1955, and welcomed alumni from that year and the years prior.

Brooks welcomed the 23 guests, and brought greetings from Eileen Emerson, who, with her husband Bob (BA ’47), retired general manager of the Kellogg Center, began the tradition of hosting the Patriarchs each year. Though Eileen could not attend the 2005 gathering, she sent her regards and was certainly there in spirit.

Along with the special alumni and their spouses, The School was proud to have guests Robert Duncan, Dean of the Eli Broad College of Business and two presidents of Michigan State University present. Indeed, Gordon Guyer, former president of MSU, and Lou Anna Simon, president, both attended, with Dr. Simon speaking and then taking questions. In fact, she began by relating that Gordon Guyer hired her as acting provost the same year that coach Tom Izzo was hired – and hopefully she’ll have as successful a track record as president!

On a more serious note, Dr. Simon thanked Dean Duncan for his support of The School, and his leadership of the College. She noted The School’s growth in size and reach; growth, she said, which “befits its reputation.” As she has used The School in the past as an example, Dr. Simon related The School and its mission to the overall land grant values at MSU, articulating a plan for re-engagement of the public trust in higher education; a plan calling for land grant values in the context of cutting edge research, where MSU is the land grant model for the world. Her highly complimentary words about The School and its long and fruitful history were very welcome to the Patriarchs who had lived in and contributed to that history.

And history and memories were also discussed, with several guests recalling the years of the early 50s. The Red Scare, Cold War, Segregation, and even saddle shoes were topics, as well as memories specific to MSU and The School. Bud Lawson (BA ’48) remembered Bob Shackleton, the

(continued on page 7)
Patriarchs Welcome MSU Presidents to Annual Breakfast
(Continued from page 6)

voice of MSU football games, whose son, Joe, is a School graduate in the year 1976. Bob Buchanan (BA ’51, MS ’55), having grown up in East Lansing, literally “grew up with The School.” Don Therriault (BA ’54) said he was nine years old when he entered the hospitality business, and 65 years later, he’s still at it! The Korean War intervened to spread his education to seven years, but after he graduated, he had success in the restaurant business, and now works with the company which bought his own restaurant.

Several Patriarchs who could not attend but nonetheless sent letters and greetings also shared memories. George Bedell (BA ’41) remembered the year 1937, when he entered MSC and was greeted by Founding Director Bunny Proulx himself. As with many graduates of that era, George entered the army upon graduation, and spent four years serving his country, rising to the rank of “Major.” George eventually chose hospitality education, and recalled the years spent teaching at MSU with Les Scott (BA ’35) and Don Greenaway (BA ’34), and his role in starting the School of Hotel and Food Administration at the University of Guelph in Ontario.

Herbert Duff (BA ’50) sent a greeting which fondly recalled the days of old trailers, or barracks, which housed students after World War II, as well as the “scrounging” that occurred among the students at the end of each month before the “big” checks came in—everyone chipping in food to try to throw “some kind of meal together.” Yvonne Salvador (Hale) (BA ’45) wrote in, recalling that only two or three women graduated in her class of 1945. She also recalled the rationing for gas, meats, shortening, and shoes—and no competitive sports!

Bill Garrison (BA ’46, MA ’60) sent a note saying that though he was not there in person, he would be there in “spirit—Spartan Spirit!” Indeed he was, as were all the Patriarchs who could not attend in person.

Bob Duncan closed with inspiring words about the historical and current quality of The School and its students, graduates, and faculty, saying he is proud of The School’s leadership and its part in setting the bar high for the rest of the College.

Dr. Ron Cichy (BA ’72, MBA ’77) noted that The School is in a strong position, despite MSU’s lack of State of Michigan funding, because of alumni such as those present. Please mark your calendar and join us for the 2006 Patriarchs Breakfast on Friday, June 9, 2006.
Alumna Congratulates 2005 Graduates

The campus in May is beautiful and park-like, with flowers blooming, and, on graduation weekend, filled with flowing green robes, proud graduates and happy families. In this atmosphere, The School hosted its traditional graduation luncheon on May 7, 2005 for the newest graduates and their families of the class of 2005.

This year’s event featured speaker Ida Ragatz (BA ’02), operations and events coordinator for the James B. Henry Center on campus. Ida not only graduated from The School in 2002, but also earned the ServSafe Food Protection Manager certification from the Educational Foundation of the National Restaurant Association the same year. Prior to her current position, Ida served as the University Club of MSU’s catering sales manager. She has also taught the ServSafe program to University Club staff members. In the Fall Semester of 2005, Ida taught HB 265 – Food Management: Safety and Nutrition.

Her speech was inspiring. Growing up in a migrant home in Breckenridge, MI, Ida was raised by parents who worked hard, but spoke no English and had no education. She graduated from high school with honors and a nurse’s aid certificate. Working to help support her family, she later moved to Lansing and earned an Associate’s degree in General Business from Lansing Community College.

Ida worked in the medical field for 22 years and decided to change professions, yet retain her focus on serving people. In her current roles as food safety instructor for the University Club and Executive Development programs at MSU; as operations and event coordinator at the Henry Center; and as water safety instructor (since 1991) at the Michigan Athletic Club she has certainly immersed herself in the hospitality industry, and has continued to serve people.

Ida held a rock in her hand and noted its qualities. “It’s smooth – like most of the seniors!” She went on, “It’s hard... it has an inscription: Michigan State University. It’s a MSU rock... MSU Rocks!” The guests joined her as she repeated, “MSU ROCKS! MSU ROCKS!”

In fact, Ida’s presentation was filled with “crowd participation.” She concluded by saying that her energy is derived from three sources. “Networking, mentoring, and giving.” She told the new alumni, “The School of Hospitality Business is your rock. Remember, MSU rocks. It is important to give back to your School in one way or another. There is no happiness in having or getting, but only in giving.” She said, “Reach out. Share. Smile. Hug.” Then she reminded them of the important role the faculty and their parents have played in their education, and congratulated the graduates on their achievements.

The spirited presentation was a fitting farewell to a group of new alumni who had witnessed many milestones during their time at MSU. CONGRATULATIONS to them all!

We Get By With a Little Help From Our Friends

It’s been a tradition in The School each year to acknowledge those around the campus who have assisted its efforts to offer students an exceptional education. It’s been said that it takes a village to raise a child, and it is also true that it takes an entire, supportive campus community to fully educate and prepare a well-rounded student for life after college. The School relies each year on friends such as those in MSU’s central administration, the Broad College of Business deans, Housing and Food Service executives, Finance Department professors, Henry Center executives, Kellogg Center executives, professors from Construction Management, Les Gourmets volunteers chefs from the industry, School faculty and staff, a Broad College professor emeritus, a Broad College advisor emeritus, and even an MSU athletic director emeritus.

On June 16, these friends and their significant others enjoyed a reception and dinner prepared by Chef Allan Sherwin (BA ’64) and his talented staff of HB 485 students. The entire evening was devoted to good food and fellowship, with only a brief introduction and short but very sincere message of thanks from Dr. Ron Cichy (BA ’72, MBA ’77) to those present. He said, “We are here tonight to simply say, ‘THANK YOU.’ THANK YOU for your dedication to our School. THANK YOU for your contributions of time, talent, and treasures for our students. And THANK YOU for helping The School’s faculty and alumni prepare the future – our Hospitality Business students. Tonight we acknowledge and affirm you.”

Those present had a memorable evening, and many later expressed their own gratitude for this recognition. One said it is a “privilege” to work in such an environment, where students are the heart of our purpose, and thanks are given to those who believe that.
Tailgating into the Future

For those of you who thought tailgating was for Fall football games, think again! On April 16, 2005, School seniors gathered behind the Eppley Center/Broad College of Business Building, along the familiar “banks of the Red Cedar,” for one of the last times as students. They were treated to games, door prizes, free food (!), and the company of faculty, staff and alumni. In fact, all School students were invited to attend, seniors for free. Once an hour, a different, special speaker gave brief remarks, and the rest of the time was used for networking, socializing, and saying, “so long.”

Dr. Jeff Beck, assistant professor in The School, reminded the soon-to-be graduates to stay connected to their School as alumni.

Mike Rice (BA ’91), one of 2004’s Emerging Alumni Leaders and general manager of Quality Suites Hotel - Lansing, spoke of the things he has learned along the way, after graduation. Just some of his wisdom included:

- It is VERY important to sweat the small stuff.
- Earning respect is directly proportional to how well you listen, your ability to coach, and how often you get your hands dirty.
- Guests are valuable, but guest loyalty is priceless.
- You should make every decision as if you owned the business where you work.
- Service fills a need, but hospitality fulfills people.
- Never make the chef or the controller mad.
- In meetings, shut up and take notes.
- Hospitality is first and foremost a people business. You need to remind yourself of that every day.
- It is important to stay in touch with The School of Hospitality Business. Let us know how you progress in your career; you’ll be glad you did.

Jim McKillips, NCE (BA ’75), vending coordinator, Food Stores – Michigan State University, spoke to the students about his career experiences. He reinforced Dr. Beck’s message to stay connected to The School’s Alumni network.

Finally, Director and Professor Ron Cichy (BA ’72, MBA ’77) remembered the many events and milestones that marked the seniors’ time at MSU. Together, they celebrated the 75th Anniversary Year of The School, in 2002, which included over 140 successful alumni honored at the 2002 Annual Gathering of Leaders; 40 professors and educators gathered at the 2002 Hilton Lecture Series’ Spartan Educators Summit; the publication of the 75th Anniversary Legacy of the Leader; more than $150,000 in scholarships awarded, exceeding the goal of $75,000 (in honor of the 2002 anniversary year); and the Celebration of Leaders in New York City, honoring the top 18 associations, companies, and organizations important in The School’s history.

Dr. Cichy spoke of the Homecoming floats and parades the seniors had been involved in, congratulating them on the string of float awards that had come their way. And he reminded them, that in their time at MSU, Drs. Beck, Elsworth, and Singh had joined The School, Chef Robert Nelson had retired, and Chef Allan Sherwin (BA ’64) had been welcomed back. There was reminiscing about the fabulous Auctions, CAREER EXPOs, and Vegas Nights (even with Dr. Tarras’ broken leg!), Les Gourmets, new elective courses such as Professor H. Michael Rice’s On-Site Food Service course, and Professor Dave Dow’s Food Service Supply Chain course. Dr. Cichy remembered the many HB 485 dinners and receptions, including one which helped establish the Dr. Jim Rainey Endowed Fund for Academic Services. These seniors witnessed the arrival of the Alumni Association’s first female president, Susan Smith (BA ’59), who is now Chairperson of the Board of Directors. During the years they were on campus, the seniors helped the Alumni Association and the Hospitality Association raise over $40,000. A new, cutting-edge Hospitality Real Estate Development Specialization was approved, and the study abroad program in India was launched.

Whew! What a track record for a group of students looking forward to what the future holds for them, and looking back to a spectacular School experience! Congratulations, 2005 graduates!

Sparty loves School events!
GIVING SOCIETIES

New Members are listed in boldface. We are indeed grateful for the outstanding financial commitment of these alumni and friends.

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## GIVING SOCIETIES

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The following represent those who have generously sent donations for 2004-2005. On behalf of our students, faculty and alumni, THANK YOU to these generous supporters. Despite our best efforts, we apologize in advance for any omissions or oversights to this list. Please notify longstreth@bus.msu.edu immediately if we have neglected to list you. THANK YOU.

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Notable Achievements by The School of Hospitality Business Faculty

Jeff Beck published five refereed journal articles on topics such as marketing to lodging, food service, and club consumers in the future; marketing the mid-priced, independently-owned resort; cross-border traveler satisfaction (China); insuring quality service; and dimensions of the experience construct. He also presented “thinking like an owner” research to hospitality educators at the international CHRIE conference.

Carl Borchgrevink published a chapter on leader-member exchange in hospitality business. His research study on food intolerances, food allergies, and restaurants, with undergraduate K.L. Christensen, was presented at The Great Lakes Hospitality and Tourism Educators Conference in Indianapolis.

Jeff Elsworth taught a course on restaurant food security for MSU’s Food Safety and Toxicology Center. He published a book chapter on casual-service (mid-scale) restaurants, and journal articles on online travel planning, as well as financial information for private clubs. Jeff presented research on “thinking like an owner” and on teaching students about the restaurant industry at The Great Lakes Hospitality Educators Conference in Indianapolis.

Michael Kasavana published articles on electronic perception technologies in food service, cashless vending, handheld POS, self-service kiosks, e-procurement, and e-venues, as well as other technology topics. He also hosted the National Automatic Merchandising Association VendTec Educational Pavilion at the NAMA Expo in Las Vegas. Mike received the 2005 Sparty Award at MSU, and he published the NAMA White Paper on cashless vending. He was interviewed by the New York Times, Wall Street Journal, Washington Post, and USA Today.

Bonnie Knutson published journal articles on marketing in 2007; marketing a mid-priced, independently-owned resort; electronic perception technology applications in food service; the five essentials of private club leadership; and other marketing topics. She served as Editor of Journal of Hospitality and Leisure Marketing, and has been an expert quoted by the Atlantic Business Chronicle, Holland Sentinel, and the Michigan Retailer’s Association.


“Research and publications are the lifeblood for presenting new material in the classroom to undergraduate and graduate students, as well as executive development participants. We achieve because we create and share new knowledge.”

Response of Dr. Ron Cichy (BA ‘72, MBA ‘77), director and professor, The School of Hospitality Business, when asked how such a relatively small full-time faculty (12 in number) deliver such notable achievements.

(continued on page 18)
Notable Achievements by The School of Hospitality Business Faculty (Continued from page 17)

Ray Schmidgall  published journal articles on job satisfaction of club financial executives; ratio analysis for the club industry; financial information presented at private club board meetings; private club composition and responsibilities of finance committees; and other finance and accounting topics. Ray also helped develop a Hospitality Business real estate development Specialization for undergraduates. He serves as treasurer of the University Club of MSU, and Ray hosted the Hilton Lecture Series XV on Foodservice Leadership.

A.J. Singh  published journal articles on securitization of U.S. lodging real estate finance; lodging feasibility studies; the international hotel industry; segmenting gaming visitors; and other topics. He also investigated multinational lodging enterprises and global investments and the environmental forces shaping and transforming the Indian lodging industry. A.J. helped develop a Hospitality Business real estate development Specialization for undergraduates, and helped develop, design, and implement the Michigan Tourism Investment Forum.

Mike Sciarini  presented Academics 101 for incoming MSU students and Supporting Success in September and Beyond for parents and families of incoming MSU students during Summer 2004. He also presented customer service training for incoming Academic Orientation staff during Summer 2005. Mike is also a member of the Society of Human Resources.

John Tarras  was voted by the 2005 School senior class as “the Professor of Hospitality Business 2005,” for his dedication to students. He also served as advisor to the Vegas Night student club, and spoke to the Rotary Club of Lansing on gaming issues.

Chef Allan Sherwin  (BA ‘64), wrote curricula for HB 345 – Quantity Food Production Systems and HB 485 – Hospitality Food Service Operations to reflect contemporary practice used in industry. He also redesigned The School’s food production labs and taught MSU Evening College “Breads of the World: Artisan Breads and Perfect Pastries.”

Ron Cichy  (BA ’72, MBA ’77) co-authored Managing Beverage Service with former School professor Dr. Lendal Kotschevar and authored Food Safety: Managing the HACCP Process, both published by the American Hotel & Lodging Association’s Educational Institute, and served as editor of the National Automatic Merchandising Association (NAMA) NAMA Certified Executive (NCE) Study Guide. He also wrote eight chapters for the guide. Ron helped develop and launch the Michigan Tourism Investment Forum.

“No fewer than 10 School faculty members and graduate students gave presentations at the Great Lakes Hospitality and Tourism Educators Conference in Indianapolis in Spring 2005. That means our School represented 15% of the research presentations at that conference.”
Schuler’s Fresh Recipes and Warm Memories

If you have work experiences in common with former HRI Director Don Smith or Distinguished Alumnus Mike Hurst (BA ’53), you must add Schuler’s Fresh Recipes and Warm Memories, published in 2004, to your library. Both men are also “alumni” of Schuler’s Restaurant in Marshall, MI who have spoken fondly of their work experiences there. This beautifully presented and colorful book is written by Hans Schuler (BA ’59) and Chef Jonathan Schuler of Marshall, MI. Lovingly dedicated to Hans’ mother, Jean, the book presents “fresh recipes and warm memories” from the legendary Michigan restaurant founded in 1909 by Albert Schuler. Filled with history and recipes unique to the Schuler cuisine, this collector’s edition also provides friendly anecdotes and helpful insights (suggestions for wines, techniques to add flavor, and advice on saving time or using Michigan products). Reading it is almost like stepping into the restaurant itself, where for nearly 100 years gracious Schuler hospitality has reigned.

Four generations of Schuler’s began with Albert, an orphaned cigar maker-turned restaurateur and hotelier, whose son, Winston, followed his lead and became a restaurateur par excellence. Win’s son, Hans (BA ’59) continued the family tradition and became the president and CEO of Schuler’s, enabling the Michigan landmark to prosper even as it enters its second century of dining excellence.

Hans’ son, Larry, a successful restaurateur in his own right, has made Schu’s Restaurant in St. Joseph, MI part of the family success story. His brother, Jonathan, is a passionate culinarian whose creative yet traditional recipes fill the pages of this mouthwatering book. His recipes and side notes infuse the book with the Schuler desire to exceed expectations and to express their love for fine food and drink offered in a gracious setting.

To obtain a copy, go to schulersrestaurant.com and click on “cookbook order form.” You will be glad you did. This just in … Hans Schuler (BA ’59) has been named to The School’s Alumni Association Wall of Fame, Class of Owners, for 2006. CONGRATULATIONS, Hans!

Faculty...In The News

FACULTY MEMBER SERVES IN NEW ROLE
Professor Bonnie J. Knutson has been elected to the MSU Alumni Association National Board of Directors for a three-year term beginning Spring Semester 2005 and continuing through Spring Semester 2008. This board position provides an added service dimension for Bonnie, whose Spartan spirit is demonstrated in each and every class she instructs, and in her unwavering support for all School efforts. The Alumni Association National Board of Directors is fortunate to have her as a volunteer leader!

OLIVET COLLEGE HONORS INSTRUCTOR
Theda Rudd, instructor in The School and Career Services assistant director for MSU’s Office of Placement Services, has been chosen as a 2005 Olivet College Leadership in Individual and Social Responsibility Award honoree. Theda received her award at a special dinner on June 16, 2005 at the College’s Kirk Center. Congratulations, Theda!

TWO NEW MILESTONES FOR A.J. SINGH
Summer of 2005 brought two promotions for Associate Professor A.J. Singh. He was named the director of the Broad School’s Study Abroad Program, and he became an associate professor. With The School since 1997, A.J. has led its study abroad program in India since its inception, and in this effort and in many others, he has shown a broad vision and admirable work ethic. Congratulations, A.J.

MSU FACULTY PUBLICATIONS INCLUDE SCHOOL PROFESSORS’
The MSU Libraries honored the faculty whose books, multimedia works, musical scores, and recordings were published in 2004 at a reception on April 27, 2005. The authors were welcomed by President Lou Anna K. Simon and Acting Provost John K. Hudzik. Honors were presented by David Gift, vice-provost for Libraries, Computing & Technology, and by Clifford H. Haka, Director of Libraries. Several School authors were recognized, including Dr. Ray Schmidgall, for Superintendent’s Handbook of Financial Management, Revised Edition; Dr. Jack Ninemeier, for Hotel Operations Management; and Dr. Ron Cichy (BA ’72, MBA ’77), for Food Safety: Managing the HACCP Process and Managing Beverage Service (co-authored with Dr. Lendal Kotschevar, former School professor). Congratulations, authors!
Chairman of American Hotel & Lodging Lodging Development and Management

Pedro Mandoki, CHA, president and CEO of Mandoki Hospitality Group, president and CEO of Plantation Resort Management in Gulf Shores, AL, and chairman of the AH&LA, arrived on campus on September 7, amid news reports of the devastation of Hurricane Katrina. The first Visiting Leader in The School’s newest on-campus course offering, HB 460 – International Lodging Development and Management, Pedro was slated to comment on the state of the industry and its proud tradition of hospitality and service. In his role as chairman, however, Pedro also unexpectedly found himself organizing the AH&LA role in the relief efforts for the hurricane victims, asking member properties to help provide temporary housing in Louisiana and Mississippi. His efforts provided an object lesson for the students in the true meaning of “service.”

Pedro, who oversees all operations of Plantation Resort Management, a vacation rental and property management company that manages the Gulf Shores Plantation resort in Gulf Shores, AL, was literally “born” into the industry. Hungarian born, Pedro moved with his mother to Mexico when he was five, where she and Pedro’s uncle bought a 24-room hotel with a restaurant. Despite dreams of becoming a doctor, and even completing a pre-medicine program in college, Pedro was drawn into the family business. By the early 1960s, he was living in New Orleans, working at the Royal Orleans Hotel in the French Quarter. Through the next 40 years, Pedro served in such positions as regional director of operations for the International Hospitality Group (Orlando, FL), as managing director of the Breckenridge Hotel (Jefferson City, MO), and as general manager of Callaway Gardens (Pine Mountain, GA). From 1976 to 1988 he lived in Panama City, FL, where his management company operated hotels locally and in other parts of Florida, as well as Louisiana and Alabama.

In 1985, Pedro founded Plantation Resort Management, Inc. (PRM), and was the sole owner until September 1998, when the company merged with ResortQuest International, Inc., now a part of Gaylord Entertainment. Under the umbrella of Mandoki Hospitality Group, Pedro currently runs various companies, and is the sole owner and president of N.P. Hotel Group, Inc., a hotel/resort management and consulting company that operates primarily in Florida. He serves in the same capacity for N.P. Development LLC, which is developing a condominium hotel in Gulf Shores.

During his long and successful career, Pedro has remained active as a leader in the AH&LA, and was installed as 2005 chairman after serving as the 2003 secretary/treasurer and 2004 vice chairman. He recently was named the 2004 Resort Executive of the Year by hospitality and resort professionals at the 2005 Resort Management Conference in Phoenix. Active in volunteer efforts in Florida and Alabama, Pedro has served on many boards of civic and trade associations. As a result, he has also earned many awards and accolades lauding his work on behalf of tourism and hospitality, especially in Florida and Alabama.

Pedro has lectured and taught hospitality management and marketing courses at several institutions, including University of Denver, Florida State University, and Gulf Coast Community College. He is an author, as well, of Resort Condominium and Vacation Ownership Management: A Hospitality Perspective, published in 1999 by the Educational Institute of the AH&LA.

“Our students are so fortunate to have Pedro speak to them,” said Associate Professor A.J. Singh. “I hope they have a feel for his rise through the industry, and his dedication to service, even when he could just sit back and enjoy his success.”

Speaking both to HB 460 as well as to HB 382 – Hospitality Business Real Estate Development, Pedro also took part in roundtable discussions with groups of graduate and undergraduate students. He provided information on the AH&LA, and on the state of the travel and tourism industry. The industry, he said, is currently the third largest retail industry, behind the automotive and agriculture industries. Tourism is the nation’s largest services export industry. The $460 billion hospitality segment alone represents one-seventh of the nation’s gross national product and 15 million jobs. For the students, Pedro noted that there are 200 different types of positions in the lodging industry from which to choose – and the industry is growing. Better yet, he said, “according to the Bureau of Labor and Statistics, the travel and tourism industry will remain one of the nation’s fastest growing.

More importantly, Pedro believes, the industry faces a shortage of qualified managers. Coincidentally, this was the same message delivered to the Michigan Hotel Association in 1926 by Bill Klare when he predicted a “Golden Age of Hotelkeeping.” Perhaps leaders think alike.

Top executive jobs are expected to grow by nearly twenty percent during the next four years. With the growth in technology and the increasing complexity of hotel operations, those executives will need to be well educated and adequately trained. However, Pedro made it clear that being a good “host” is more important than “counting beans.” He quoted John Hendrie, CEO of Hospitality Performance: “Beans are good and should be counted, but the feeling is definitely “bullish” now.

Pedro discussed security issues, saying that the AH&LA has partnered with the Real Estate Roundtable’s Information Sharing and Analysis Center. It is a coalition with the real estate industry (continued on page 21)
and Homeland Security officials, designed to prevent terrorism aimed at the lodging sector.

Encouraging the students to be involved in the Association during their careers, Pedro spoke about the Educational Institute of the AH&LA and the AH&LA Foundation, which provides scholarships to hospitality management students. He also discussed the new, online AH&LA Career Center, the nation’s largest searchable online database of candidates and job openings tailored to the lodging industry.

He concluded by discussing service, particularly noting his pride in volunteering with his local, state, and national lodging associations, as well as with the American Red Cross. Getting involved in similar kinds of volunteerism, even while they are still students, will only benefit them, he said. In addition, he said, “Study hard, get internships, and find jobs. The industry is like ‘sand in your shoes.’ Once you get it, you never forget it. You may never get rich, but in this industry you live like it!”

Professor Pedro left the students with the words of an Old Irish Prayer, The Essence of Life as his final words of wisdom.

The School is honored to have such a distinguished Visiting Leader and Honorary Faculty Member. THANK YOU, Professor Pedro Mandoki.

**The School Celebrates a Century of Service by the Michigan Hotel, Motel & Resort Association**

No association has closer ties or a longer history with The School than the Michigan Hotel, Motel & Resort Association (MHMRA). Established in 1905 as the Michigan State Hotel Association, its Education Committee in 1926 proposed the establishment of a college-level hotel course in Michigan. By late 1927, Hotel Training Course was unanimously voted by members of the Michigan hotel industry and the Michigan State College leadership, paving the way for today’s School of Hospitality Business. For the next 78 years, the two institutions have worked together, improving the professionalism of the hospitality industry in Michigan and around the world.

Viewing the MHMRA as The School’s creator, The School hosted a dinner, planned and delivered by the students in spring semester’s HB 485 — Hospitality Food Service Operations class, for current and past members of the MHMRA Board of Directors. The menu boasted delicacies entirely from Michigan, and included the now-famous Spartan Sesquicentennial Ice Cream.

Chair of the MHMRA Dave Clouse, owner of Quality Inn West Branch, was nostalgic as the dinner progressed. During his own time on the Board, he noted, many wonderful leaders have served as Chairs. He went on to name just a few: Dick Erb, Glenn Cowles, Creighton Holden, Jim Orr, Harold Crutch, Dan Musser, Sr., Dan Musser III, Albert Ventro, Daryl Lessard, Art Della-Moretta, Mike O’Callaghan, Scott Warner, Phil Williams, Cindy Bowen, Joe Murgalo, and Dan Trotochaud. Dr. Ron Cichy (BA ‘72, MBA ‘77), read from The Legacy of the Leader to highlight the long and storied history of The School and the MHMRA. He also introduced a resolution brought forward on behalf of The School:

Whereas: the MHMRA has for 78 years embodied the strategic partnership between the hospitality industry and its academic counterpart at MSU, providing the State of Michigan, the world, and the University with a bright example of land-grant education at its best.

Therefore, be it resolved: that the faculty, alumni, students, and staff of The School express their sincere appreciation for the long tradition of hospitality and support from the MHMRA and celebrate the Association’s century of service.

The special anniversary dinner not only recognized past Chairs of the Board of Directors of the MHMRA, but raised funds for the MHMRA Educational Foundation, as well. A portion of those funds returns to The School each year in the form of scholarships for deserving students, another example of the partnership at work in Michigan.

An image of a bald eagle, inscribed with the following words, was presented to the Michigan Hotel, Motel & Resort Association in celebration of its 100th Anniversary Year by The School on March 3, 2005:

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EXCELLENCE
is the result
of caring more
than others
expecting more
than others
thinking more
than others
risking more
than others
dreaming more
than others
thinking practical; and

thinking more
than others
thinking is possible.
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Una Serata Elegante: Les Gourmets 2005

With female students in the majority in The School, and with women having made extraordinary inroads in the industry over the years, student organizers of Les Gourmets decided to do something truly special for the 2005 rendition of this traditional, black tie event. The dinner honored past and present women leaders in the hospitality industry, and invited three of them to be the evening’s featured speakers. The guests included many women alumnae, including The School’s first female president of its Alumni Association, Susan Smith (BA ‘59), and steadfast School supporter Zoe Slagle (BA ‘59, MA ‘64).

After an impressively elegant champagne reception featuring delicious hors d’oeuvres and selections of wines, the dinner, titled “Una Serata Elegante: A Tribute to Our Women Hospitality Leaders” was an Italian masterpiece, featuring Osso bucco with stuffed eggplant; salad of fresh buffalo mozzarella with basil, Roma tomatoes and extra virgin olive oil; and a dessert of Florentina cups filled with spumoni, tiramisu, and miniature chocolate cannoli. Zoe remarked, “I have been to many, many Les Gourmets dinners. This year’s was so memorable. The food and its presentation were outstanding, and, as always, it’s wonderful to see over 200 students volunteering to make the evening happen.”

It is also a chance to congratulate student scholarship award winners. The very first Les Gourmets Scholarship winner, Christina McCaskey (BA ‘03), beverage and hospitality manager at Red Lobster in Sterling Heights, MI introduced the three Les Gourmets book scholarship recipients, Jennifer Blitz (BA ‘06), Dawn McElroy (BA ‘07), and John Wetzel (BA ‘07). She also congratulated the Les Gourmets grand prize scholarship winner, Vikram Shah (BA ‘07). All of the year’s scholarship winners were listed in the evening’s menus, and they are listed in this newsletter.

Each lovely course was accompanied with comments and advice from women leaders. Pamela Romo, Heartland staffing manager for Red Lobster, who traveled from Ohio and who has recruited School students for many years, was first to speak. She movingly told of her own journey in the hospitality industry, working long hours, struggling at times, ultimately finding her niche and success, and mentoring other young women from The School in whom she sees a reflection of herself at a younger age. All present were deeply touched.

Young alumna Eileen Kincaide (BA ’04), who only one year earlier stood on the stage as Les Gourmets executive director, and who made the trip from Indianapolis and her position as manager of the Circle City Bar & Grille in the Indianapolis Marriott Downtown, spoke as one new to the “real world,” but as one who feels well prepared for its challenges and its offerings. Finally, Dr. Bonnie Knutson, popular professor of marketing in The School, new member of the MSU Alumni Association Board of Directors, and perhaps the greenest and whitest of the many green and white fans in the Kellogg Center’s Big Ten ballrooms that evening, had the crowd in the palm of her hands, ending her comments by leading a cheer with over 200 elegantly dressed and formally fed fans chanting, “go green, go white!” as though in jeans at a basketball game.

Which, believe it or not, they actually were! With no way to have known that Les Gourmets 2005 would be scheduled on the same night that the MSU men’s basketball team would play North Carolina in the Final Four of the NCAA championship, the student executive team came up with a brilliant idea. Two huge screens silently broadcast the game throughout the dinner, exceeding even the biggest fan’s expectations.

Les Gourmets Celebrity Chefs

THANK YOU, Chefs, for sharing your culinary expertise with our students.

Chef Michael Manista, CEC
Chef Robert Lippers, CEC, CCE, AAC, CFBE
Chef Michael Cline
Chef John Morton
Chef Thomas Stravishek
Chef Rajeeve Patgaonkar, CEC, AAC
Chef Gerhard Steiner
Chef Robert Zehnder, CSC
Chef Scott Miller
Chef John Ferris, CHA, CEC
Chef Ed St. Laurent
Pastry Chef Teresa Fortino
Pastery Chef Oralee Rivet
Chef Ralph Hadley, CEC, ACC
Chef Muhammad Siddiqui, CEC
Fall 2004 and Spring 2005 Scholarship Awards Featured at Les Gourmets

Top GPA Award
Laura Jeanne Bauer (Masters), Lynn Marie Dersley (Senior), Kelsey Johnson (Junior), Shannon Reilly (Sophomore), Lee Rose Schrauben (Freshman)

American Hotel & Lodging Educational Foundation - The Cecil B. Day Memorial Scholarship
Gloria Brownson, Kourtney Kubacki

American Hotel & Lodging Educational Foundation - Karl W. Mehlmann Scholarship
Hannah Wilson

American Hotel & Lodging Educational Foundation – Pepsi Scholarship
Douglass Lofland, Victor Quintanilla

American Hotel & Lodging Educational Foundation - The Rama Scholarship for the American Dream
Deshaundria Salter, Bhavin Vivek

Philip M. Becker Memorial Scholarship
Katherine Linske

Lindus L. Caulum H. Memorial Fund
Russell Britton, Gregory Brown, Li Chen, Nien-Ying Chu, Jackie Collins, Carrie Deffever, Jacqueline French, Jungmin Han, Mi Ran Kim, Daniel Kinner, Adam Kohlruss, Katherine Linske, Julie Longstreth, Robin Mazur, Mi Kyoung Park, Jennifer Petty, Geoffrey Ryskamp, Vikram Shah, Sarah Spensley, Edeydana Wanogho, Daniel Wenturine, Christopher Whitt, Yu Zumbrunnen

Club Managers Association of America Scholarship
Ashley Saur

The Richard and Cherrill Cregar Outstanding Hospitality Student Endowed Scholarship
Steven Breitfeld, Li Chen, Jillian Clement, Jacqueline Collins, Lynn Dersley, Jillian Gookin, Jungmin Han, Sun Lee, Julie Longstreth, Kelly Miller, Mi Kyoung Park, Stephanie Riedinger, Carolyn Vermeulen, Yu Zumbrunnen

Director’s Fund
Laura Bauer

Karl E. Eitel-El Pomar Foundation Scholarship
Hannah Wilson

The Ivon A. English Scholarship
Scott Barnes, Michael Macal, Andres Munoz-Honiball, Christine Polk, Leah Ruddy, Chad Wozniak

The Greater Lansing Convention & Visitors Bureau Endowment Scholarship
David Allen, Emily Depew, Chang-Jiunn Feng, Jillian Gookin, Richard Provencal, Vikram Shah, Ashley Staebler, Yu Zumbrunnen

The Greater Chicago Club Managers Scholarship Foundation
Karl E. Eitel-El Pomar Foundation Scholarship
Hannah Wilson

The Walter E. Ittel-El Pomar Foundation Scholarship
Kelly Miller

The Lester A. Gruber Memorial Scholarship in Hospitality Business
Joshua Barber, Courtney Cawley, Omar Demara, Jacqueline French, Ryan Hirsch, Katherine Linske, Andrew Martin, Abby Pohl, Michelle Schwark, Troy Temple, Daniel Wenturine

Philip J. Hickey, Jr. and Reedy D. Hickey Endowment in The School of Hospitality Business
Laura Bauer, Steven Breitfeld, Jillian Clement, Lucas Grill, Julie Longstreth, Jessica Lynch, Andres Munoz-Honiball, Christine Polk, Casey Price, Richard Provencal, Amy Schiebel, Troy Temple, Margaret Wilcox

International Foodservice Editorial Council Scholarship
JaeMin Cha

The International Gold and Silver Plate Society Scholarship
Lucas Grill

The H. William and Elizabeth A. Klare Memorial Scholarship

The J. Willard and Alice S. Marriott Endowed Hospitality Business Scholarship
Scott Barnes, Brandi Grigsby, Jungmin Han, David Harrison, Min Kim, Megan Kruzo, Katherine Linske, Douglass Loftland, Kerri Malinovich, Ryan Meliker, Amanda Mowry, Krista Niedenthal, Mi Park, Victor Quintanilla, Darcy Roberts, Lauren Roth, Leah Ruddy, Ashley Staebler, Bhavin Vivek, Leanne West

MKS International Business Studies Scholarship
Amber Ashworth, Gregory Brown, Julie Crowgey, Sangwook Kang, Renee Losinski, Andres Munoz-Honibal, Denaz Taylor, Crystal Warren

The Shirley K. Pasant Endowed Scholarship
David Allen, Steven Christianson, Louisa Huang, Elizabeth Krainz, Scott Ninemeier, Amy Schiebel, Jessica Switanski, Bhavin Vivek, Maria Yamashita

The Schmidgall Family Endowed Hospitality Business Financial Management Scholarship
Malorie Haslett, Ryan Meliker, Deshaundria Salter

The George Schumaker Endowment Scholarship
Lynn Dersley, Adriana Estrada, Jacqueline French, Derrick Hawthorne, Tara Hicks, Kerri Malinovich, Amanda Mowry, Christian Schneider

The Statler Scholarship of Excellence
Kourtney Kubacki, Christopher Whitt

Starwood Foundation Scholarship
Geoffrey Ryskamp

The Alan and Bernice Suitor and Automatic Products International, Ltd. Endowed Scholarship
Li Chen, Brandi Grigsby, Scott Ninemeier

The F. Brooks and Jan Thomas Endowed Hospitality Business Student Scholarship
Jessica Brannigan, Mi Ran Kim, Courtney Spencer, Maria Yamashita

Lou Weckstein Endowed Scholarship
Kourtney Kubacki, Ryan Meliker, Darcy Roberts

The Winegardner and Hammons, Inc. Hotel Student Endowed Scholarship
David Allen, Laura Baird, Megan Kruzo, Sulbi Lee, Krista Niedenthal, Ashley Saur, Parimal Thakor
Una Serata Elegante: Les Gourmets 2005 (Continued from page 23)

is designed to display the students’ talent for planning, teamwork, service, and handling the unexpected, Les Gourmets 2005 did just that.

Executive Director Chris Whitt (BA ’05) was proud of the Executive Board, and thankful to the many visiting chefs who assisted the Dr. Lewis J. and Mrs. Ruth E. Minor Chef de Cuisine in Hospitality Business Allan Sherwin (BA ’64). Together they created a memorable evening and left guests planning to attend the 2006 Les Gourmets on March 25, 2006, whose theme is Una Noche en Marbella.

Pamela Romo movingly speaks to Les Gourmets guests.

Eileen Kincaide (BA ’04) shares a memorable moment

Bonnie Knutson cheers on the Spartans.

Chris Whitt (BA ’05) acknowledges all who have provided support to Les Gourmets

Impressive dessert presentations

Elegant table settings (note the wide screen in the background)
New Endowment Honors
Dr. William and Mrs. Joyce Lazer

Last May, The School was honored to accept the Dr. William and Mrs. Joyce Lazer Endowment, established by The Itoh Foundation, USA and its founder Mr. Masatoshi Ito. The Endowment in the amount of $50,000 will be to support faculty engaged in sales and marketing research and teaching.

Alumni of the College of Business and The School will remember William Lazer, Professor Emeritus of Marketing Systems and Future Environments, and the ground-breaking classes he taught at MSU from 1955 through the early 80s. He was a member of the faculty who taught the first sessions of MSU’s Detroit AMP Program (Executive MBA). Although retired from MSU, Professor Lazer currently resides in Boca Raton, FL where he holds the Sensormatic Chair in Marketing at Florida Atlantic University and continues his research, writing, and teaching.

Professor Lazer maintains an affiliation with MSU in The School of Hospitality Business during the summer months when his wife, Joyce, and he are in Michigan. He notes that the hospitality industry encompasses two of his primary areas of interest: marketing and entrepreneurship. “Great entrepreneurs, like Ellsworth Statler, Ray Kroc, and Bill Marriott have always characterized the hospitality industry,” he says. “And of course, satisfying consumer wants and needs, the mantra of marketing, is the essence of hospitality,” he continues.

Bill’s latest book, Hospitality and Tourism Marketing, published by the Educational Institute of the American Hotel and Lodging Association, is now in press. In collaboration with Professors Schmidgall and Beck of The School, he is researching ethical decisions in hospitality marketing. Dr. Ron Cichy notes that “The School has been privileged to be associated with Bill. His expertise and interest in marketing and hospitality give us a font of information, and he’s right down the hall!”

During a seminar for top business leaders in Japan in the 1970s, Dr. Lazer had the good fortune to meet Mr. Masatoshi Ito, the founder of Ito-Yokado, a most successful retailing conglomerate. “I well recall Mr. Ito’s astute questions and insightful comments on emerging marketing trends and future developments,” Bill remembers. “Mr. Ito has great foresight and vision, as well as the ability to make things happen.” In the early 1980s he recognized the market potential in China and saw to it that 7-11 of Japan stores were established there. “Mr. Ito is a rare individual who has always been a ‘globalist,’” says Bill. “He has great foresight and vision, and improves whatever he takes over.” For example, Bill explains, Mr. Ito entered the China market way back in 1980, and understood the information revolution long before his colleagues did.

“Mr. Ito is an outstanding business entrepreneur. He is the founder of the very successful Ito-Yokado, Denny’s of Japan, and 7-11 of Japan that took over 7-11 Inc. The companies recently emerged as the Seven & I Holding, one of the largest retailing conglomerates in Asia.

Professor Lazer notes that Mr. and Mrs. Ito are kind, thoughtful, considerate, and truly remarkable people. “Joyce and I feel very fortunate to have their friendship and have long considered them and their family as part of our family.” He recalls a situation at a Pebble Beach seminar, the first time that the Lazers were with both Mr. and Mrs. Ito. The airlines had lost the Lazers’ luggage, so they had to go to dinner in short sleeves on a very cool evening. Before they knew it, Mr. and Mrs. Ito retreated to their hotel room and returned with sweaters for Bill and Joyce.

A native of Canada, Bill earned his Bachelor of Commerce from the University of Manitoba, an MBA from the University of Chicago, and a Ph.D. from Ohio State. A series of chance occurrences resulted in attending graduate school and a career in teaching—it certainly was not planned. Bill’s teaching career began at The University of Manitoba, in Winnipeg, Canada, where “I had the very good fortune to meet my wonderful and talented wife, Joyce. She has been an exceptional partner, for almost 52 years, in our most interesting and rewarding life. I have been greatly indebted to the University of Manitoba ever since.”

During his tenure at MSU, Bill has lectured at several universities and taught in executive education programs around the world. He established lasting relationships with leading academicians, business executives, and governmental officials. Joyce and Bill have enjoyed close friendships with several MSU presidents, and still stay in touch with many former students who have gone on to successful academic and business careers.

(continued on page 26)
New Endowment Honors Legendary Professor and His Wife

They are both interested in classical music and have been involved with the Greater Lansing Symphony Orchestra. Joyce served on the Board and Executive Committee of the Lansing Women’s Symphony Association, while Bill was president of the Symphony and a member of the Board of Directors. They have two grown children, Simone in New York and Randy in Las Vegas. Simone has performed in Off Broadway Theatre, and writes and produces for television. Randy, who pursues a real estate career, is a classical and jazz violinist and a golfer.

Bill is humble when asked about his achievements. Asked to comment on which of his honors he is most proud, he replied that he really had not given it any thought. “The Honorary Doctor of Laws bestowed by my alma mater, The University of Manitoba, was, of course, very meaningful.” A past president of the American Marketing Association, he is the only recipient of both their prestigious AMA/Irwin Award for outstanding contributions to the marketing discipline, and their Wayne A. Lemburg Award for contributions to the Profession and Association. Other honors include: Michigan State’s Distinguished Faculty Award, U.S. Blue Ribbon Presidential Committee on the Renegotiation of the GATT under three Presidents, Chairman of the Census Advisory Committee, Member of the Fulbright Committee, official delegate to several White House Conferences, Sales and Marketing Executives International Outstanding Educator Award, Honorary Director — Japan Marketing Association, Honorary Fellow — Singapore Institute of Marketing, and so many others.

And what are his feelings about the Ito Endowment established in his and Joyce’s names? “Both Joyce and I are very honored and deeply touched by the Ito’s very thoughtful and most generous gesture. It is particularly meaningful, and most appropriate, that the endowment honors my dear wife Joyce who has always been such a great partner. Our hope is that the endowment will enhance the productivity and accomplishments of the faculty and students and will help The School maintain its leadership position.”

When asked how he might like to be remembered, Bill again demurred. His eventual response will not surprise those who know him. “Most of all, I’d like to be remembered as a caring husband and father, someone who contributed to society, made a little difference to students, the University, and the Marketing discipline, and who was conscientious, responsible, and conducted himself in an ethical manner.” Bill and Joyce live up to these ideals, and it is clear that Mr. & Mrs. Ito agree. The School is proud to be associated with the Lazers, and is honored to receive the Ito Endowment in their names. As Bill noted, when good students associate with fine professors wonderful things are bound to happen. With the endowment, every effort will be made to “make wonderful things happen.”

The School Announces the John D. Barkham Endowment

Through the generosity of alumnus John D. Barkham (BA ’62), a charitable bequest within his estate plan will fund a $50,000 endowment in The School to support student scholarships. The endowment, established in July 2005, helps ensure the long-term health and viability of funding for deserving students in The School.

John, who also graduated from the Honors College at MSU, is president of John D. Barkham & Co. Investments in Williamston, MI. He came to MSU from California in 1958 to study at The School, then known as the School of HRI. In his words, “I came to MSU because the HRIM School was the best in the country. Not only did I receive a warm welcome but also a great deal of scholarship assistance which was very helpful in the completion of my studies.”

John goes on to describe his experience as a Spartan, and his reason for establishing the endowment fund: “My experience at MSU prepared me for an amount of business success which has enabled me to assist other worthy students in their studies. It is with heartfelt gratitude to MSU that I establish the JDB Distinguished Scholarship in The School of Hospitality Business for the purpose of enabling other worthy students to complete their studies.”

Students selected to receive funds from the JDB Distinguished Scholarship will be in good standing in The School, and preference will be given to undergraduates who possess at least a 3.0 GPA, whose permanent residence was in California prior to MSU (or from outside the State of Michigan), and who demonstrate financial need.

“John is another example of the wide application of the degree that students earn from The School,” says Dr. Ron Cichy. “Because of the broad hospitality business background they receive, students can enjoy careers in many areas, even outside the hospitality industry. We thank John for sharing his experience at MSU, his success in business, and for investing in the future – our Hospitality Business students.”

And that’s not all . . . John Barkham’s charitable bequest is generous indeed. But John wanted to do more. He wanted to help students NOW. So in Fall 2005, he established an expendable book scholarship in the amount of $600 a semester. The first award was given in the Fall to Laurel Kelly (BA ’05).
Students and Alumni Invest in the Future

Several generations of School students and alumni have teamed up to create two new endowments, each initially valued at $40,000. Funds to establish both endowments came from the Auction, a joint venture between students and alumni. The first is The School of Hospitality Business Alumni Association and the Student Hospitality Association – Hospitality Business Faculty and Staff Award Endowment. Each year an award will be given to one or more faculty and/or staff member(s) who creatively deliver educational experiences inside and/or outside the classroom, create new synergies through their work and/or research, and then apply it to their service and/or teaching. The second is The School of Hospitality Business Alumni Association and the Student Hospitality Association – Alumni Relations Coordinator Endowment, which will establish support for the Alumni Relations coordinator in The School.

The first endowment, funded through the Alumni Association and the Student Hospitality Association in The School, is meant to recognize and honor faculty member(s) and/or staff member(s) who are full-time or part-time faculty and support staff, and who have had a positive effect on positioning our School as the leader in Hospitality Business education by demonstrating integrity, ethics in the classroom and the workplace, and rigorous personal and professional standards. The faculty or staff member’s efforts should have an industry-related focus; the nominee should have a solid relationship with students, alumni, faculty, and staff; and he or she should be involved in the student Hospitality Association and The School’s Alumni Association activities. The award is not meant as a “lifetime achievement” award, but rather as a reward to The School’s faculty and staff for helping students, alumni, and other faculty and staff collaborate.

The second endowment, also funded by The School’s Alumni Association and its student Hospitality Association, will support the creation of an Alumni Relations coordinator within The School and will be used for salaries and benefits to supplement, not replace general fund support, as well as related expenses such as travel for the Alumni Relations coordinator. The goal will be to retain a support staff person who will have a positive effect on positioning The School as the leader by developing and being a connection between the alumni and The School. This person will have a solid relationship with students, alumni, faculty, and staff, and will coordinate The School’s Alumni Association activities.

Creating a Curriculum That is Ahead of the Curve

As the industry evolves and new needs arise, The School anticipates the changes and tries to update and revise its curriculum, looking to the future. The latest change is the new Specialization in Hospitality Business Real Estate & Development. The specialization may be completed by students in any major who meet the requirements, which are listed below.

Requirements for the Specialization in Hospitality Business Real Estate & Development

CREDITS

Students must complete all of the following courses (22 credits):

- CMP 325 Real Estate Principles and Construction Finance .......... 4
- EC 330 Money, Banking, and Financial Markets ....................... 3
- HB 311 Hospitality Finance .................................................. 3
- HB 349 Facilities Maintenance and Systems ........................... 3
- HB 382 Hospitality Business Real Estate Development ........... 3
- HB 482 Advanced Hospitality Finance .................................. 3
- HB 490 Independent Study .................................................. 3

The specialization in hospitality business real estate and development is available as an option to students. Hotel project development is a multidimensional process that involves various professionals. For hospitality business students, the specialization will position them to pursue a career with firms in the real estate segment of the hospitality industry such as hotel real estate development firms, acquisition, and development departments with major hotel companies, hotel consulting/appraisal firms, and mortgage lenders specializing in hotels, real estate acquisition fund, and asset management companies. The School will require that students who are completing the Hospitality Business Real Estate Specialization and are interested in pursuing a real estate focused career, complete 400 hours, ten-week internship at a hospitality real estate firm.
World Traveling Alumna On the Go Again

Graduating from The School in 2001, Tiffany Nagel immediately left for Le Cordon Bleu in Paris to continue her studies. Using her fluency in French and her ability to translate many demonstrations for the English-speaking students, she was awarded the grande diplome for pastry and cuisine, in under 1-1/2 years. Returning home to the family business, two historic restaurants in Phoenix, Aunt Chilada’s and Rustler’s Roost, her goals were to increase revenues and create new flavors for the restaurants – as well as to pay back her father for her years of education. With her experiences in France, as well as the other 29 countries she has visited, Tiffany was able achieve her goals. She was also featured on local Phoenix culinary television shows. She now plans to travel again, this time to New Zealand to help open a fine dining venture, entered into because of an internship she completed in Aspen, CO, open only to MSU students! Tiffany also plans to tour the Asian rim and learn more about the tastes of the rest of the world, including China, where, she believes, there is quite a future for the restaurant industry. While there, she plans to teach and translate in language schools and culinary institutions.

Tiffany points out that “Michigan State was the best education I could have had. It taught me how to study, learn, and adapt . . . The School was the perfect launching pad for the real world. I learned the most from Professor Tarras . . . I will never forget the lessons of Paradox, Values, and Creating Options, the three most valuable concepts I have grown to understand.”

VenueQuest Announces “Extreme Makeover”

Provident Hospitality, whose president is Daniel Gennari (BA ’00), recently announced that it would undergo a complete corporate image overhaul, starting with the company name. Provident Hospitality has been serving its diverse array of clients, from corporate establishments to large government agencies, for almost two years and has recently been preparing to expand its reach and branding. The new name of the company will be “VenueQuest: Meeting & Destination Specialists.” VenueQuest will streamline its services, as well, focusing more on comprehensive meeting planning and hotel site selection. There are also plans to expand operations overseas and further develop corporate relationships across the U.S. VenueQuest is a professional meeting planning and hotel site selection company based in Tampa, FL, with offices in Detroit and Orlando, as well.

School Well-Represented on Broad School Alumni Association Board

Dan Mathews, NCE (BA ’66), chairman emeritus of The School’s Alumni Association Board of Directors and senior vice president and COO of the National Automatic Merchandising Association, also serves as chair of the Broad School Alumni Association’s Alumni Networking Committee. He convened a meeting of alumni in Denver during Summer 2005 to outline goals and support their interest in establishing an area Broad Business Alumni Network.

Alumni recognized by The Waldorf=Astoria

Dan Briks (BA ’04), Alejandro Bayo (BA ’98), Angelica Romero (BA ’04), and Kara Roberson (BA ’04) were recently recognized by Waldorf=Astoria General Manager Eric O. Long. In a letter to Dean Robert Duncan of the Broad College of Business, Eric says, “I am truly very proud of Dan, Angelica, Alejandro, and Kara . . . they remind me of what a unique team I am part of.”

His comments followed a letter from the Dean about his memorable visit to that historic hotel, where these young alumni leaders helped arrange wonderful accommodations and amenities, and then found time in their schedules to individually greet him personally during his stay.

Bill Weidner (BA ’67, MBA ’68) Begins New Venture

Alumnus Bill Weidner (BA ’67, MBA ’68), president of the Venetian and the Las Vegas Sands, Inc. in Las Vegas, NV was busy this summer helping to host Macau Week in that city. According to the Las Vegas Sun, the celebration was designed to show Southern Nevadans “that the city isn’t just Asia’s premiere gaming destination.”

Art displays, photo exhibitions and demonstrations by dancers, musicians, and artists were scheduled at the Fashion Show mall and at three Las Vegas resorts: The Venetian, the MGM Grand, and Wynn Las Vegas. The article explains, that the celebration “demonstrated that the city on the southern tip of China that vies to become Asia’s Las Vegas has a unique cultural heritage that makes it a worthy destination.”

Weidner’s Las Vegas Sands Inc., opened the Sands Macau last year, and began work on a scaled-down version of the Venetian in Macau.

Cherry Hut Gets National Notoriety

Alumnus Andy Case (BA ’99), manager of the Cherry Hut in Beulah, MI found himself in the limelight this summer. Writer Michael Stern, for a special Fourth of July issue of Life Magazine, voted Cherry Hut’s cherry pie third best pie in the nation. As a result, on June 23 and June 25, the Minstee News Advocate and the Traverse City Record-Eagle respectively profiled the restaurant, owned by Andy’s parents, Brenda and Leonard since 1958. The limelight is nothing new to this popular “up north” eatery, though. According to the Minstee News Advocate, in the past, the restaurant has been featured in The New York Times, USA Today, The Indianapolis Star, and People magazine, to name a few. Asked why the restaurant and its “intensely flavored pie with a wonderful, flaky crust” (according to Michael Stern) were such a hit, Andy says in the Traverse City Record-Eagle, “We serve classic, All-American food. It’s a tradition for a lot of families – a slice of history for them. I believe that’s why we sell so many pies.”
MSU and Air Force Team Up for Executive Education

For the fourth time in five years, the U.S. Air Force Services Headquarters has sent business operations managers from bases around the world to attend the Air Force Advanced Business Management Program at MSU. Coordinated by the Broad School’s Executive Development Programs and The School, this year’s program differed slightly from years’ past, involving not just Air Force club managers, but golf managers, bowling managers, and flight chiefs — who oversee the entire base food service, morale, and welfare operations — as well.

With a broader scope and Air Force executives with greater responsibilities, the curriculum was tailored specifically to the 19 operations managers from bases ranging from Texas to Ohio, and from California to North Carolina.

The group arrived on campus Sunday, July 10 and attended a welcome reception and dinner in their honor. The next day began the intensive two-week series of classes and presentations, with examinations at the end of each week, and team projects and presentations rounding out the attendee’s curricula.

Because the majority of the instructors for this executive education program come from The School, the partnership over the years between the Air Force and The School is increasingly strong. And the course offerings and instruction parallel the excellence and rigor offered to School students during the academic year. For example, the Air Force business managers take Michael Kasavanta’s course on Technology Management and Bonnie Knutson’s sessions on Marketing and Customer Service. Jeff Elsworth and Ron Cichy teamed up to teach sessions on training methods, and internal controls.

School Instructor Theda Rudd taught human resource management, and Chef Allan Sherwin impressed the participants with his expertise in food production. Ray Schmidgall, Chef Sherwin, and Jeff Elsworth also provided a course on the current trends in beverage and food management, and School Instructor Dick Bruner taught business trends and facilitated two field trips: one to the University Club of MSU, and the adjacent Henry Center, and the other to the Oakland Hills Country Club. Dr. Schmidgall was the professor for the financial planning, budgeting, and analysis portion of the program, and Dr. Cichy spoke on strategic planning, teamwork and leadership dynamics and service excellence. Even the University Club Fitness Center helped out, offering by its director a session on healthy lifestyles.

Dr. Ron Cichy and the faculty were impressed by the caliber of the participants. “These students were very dedicated,” he explained. “They have been hand picked to attend by the Air Force bases and Headquarters, so we already knew they were serious about their work and professionalism. But even with the intensive sessions all day, they would work long hours on their team projects each evening, and into the night. Ultimately, their dedication and work showed: the project presentations were the best we have seen, and so were their exam scores.” He went on, “The partnership we have with Air Force Services is mutually beneficial. Certainly, we’re confident that the participants learn a great deal and adapt that knowledge to their work environments. But our professors have the advantage of working with capable professionals from all over the country, each with a different work situation and set of circumstances. They challenge us and lift us up, as well.”

Indeed, the team projects over the two-week period bear out the intensity of the program overall. One team was required to present a case study on opening a new, full service restaurant. Another team worked on a new banquet and catering facility, and another a new bowling center. The other two teams worked on a new golf course, and a fast, casual, limited menu restaurant. In each presentation, team members had to develop a marketing plan and a description of operational details such as the style of service, staffing practices, food and beverage offerings, control procedures, revenues and expenses, and more. And remember, this project was in addition to all-day courses, and had to be accomplished in less than two weeks!

Perhaps the most gratifying aspect of the program is its logical application to the participants’ real-world situations. One club manager noted that the program “did an outstanding job meshing several work related topics together,” and several commented that they would use the sessions on strategic planning and vision in their operations. The team project was also relevant. Team members agreed that the projects helped them focus on “specific training needs in their operations,” and that they would use not only their own team projects in their work situations, but also what they learned from others’ projects. Overall, it was agreed that the projects were important in blending experiences and building new ideas.

In fact, enthusiasm for the program was such that participants, when asked, said they would highly recommend it to other Air Force business managers under consideration for the program next year. But some went beyond suggesting it for other Air Force business managers. They believed that their service directors, (continued on page 32)
An Impressive Fall 2005 Semester for Student Scholarship Awards

In what may be the best start yet for School students competing to win national scholarships, this fall students in The School received $20,500 in American Hotel & Lodging Foundation scholarships, including the top prize Arthur Packard Award, worth $5,000. In addition, two students, among fewer than 15 nationwide, each won $20,000 from The Statler Foundation. And this is the seventh year in a row for that distinction!

The Statler Scholarship of Excellence was awarded this fall to Kourtney Kubacki (BA ’06) and Melissa Oesterle (BA ’07). Kourtney, who was the 2005 Auction chief executive officer, was also elected to MSU’s Homecoming Court. Melissa has joined the Auction 2006 Executive Board as secretary.

David Allen (BA ’06), who works in the front office of the Sheraton Hotel Lansing, was proud to “bring back the honors” to The School in earning the prestigious Arthur Packard Award. David was first place – a distinction that has eluded The School for nearly 10 years. He was also awarded the AH&LF $1,000 Creighton Holden Memorial Scholarship. The $3,000 AH&LF Cecil B. Day Memorial Scholarship was awarded to Geoffrey Ryskamp (BA ’06), the 2004-2005 Hospitality Association President and 2005 CAREER EXPO XXVII Executive Director. Parimal Thakor (BA ’06) and Bhavin Vivek (BA ’06), both won the AH&LF Rama Scholarship for the American Dream, each worth $1,500. The Foundation also awarded its Pepsi Scholarship to Brittany Duarte (BA ’09) and Victor Quintanilla (BA ’08). Brittany also won a Marriott Scholarship and is MSU’s newest Marriott Scholar. The AH&LF Karl W. Mehlman Scholarship and the Karl E. Eitel-El Pomar Foundation Scholarship were awarded to Hannah Wilson (BA ’06). Adrienne Keeble (MBA ’06) also won a Mehlman Scholarship. Congratulations to these two Colorado citizens.

In addition to these nationally competitive scholarships, the following School scholarships, whose eligibility requirements vary with each award, were awarded Fall semester:

- Ann Dore (MS ’07), the Lindus L. Caulum II Memorial Fund
- Vikram Shah (BA ’07), Les Gourmets top scholarship
- Jennifer Blitz, John Wetzel (BA ’07), Dawn McElroy (BA ’07), Les Gourmets book scholarships
- Chelsea Hallman (BA ’09), Elizabeth Krainz (BA ’06), Jessica Mathews (BA ’09), Mariko Miki (BA ’07), Andres Munoz-Honiball (BA ’06), Mi Kyoung Park (BA ’06), Allegra Steinberg (BA ’09), Carolyn Vermeulen (BA ’06), and Sarah Wilson (BA ’06), H. William and Elizabeth A. Klare Memorial Scholarships
- David Harrison (BA ’08) and Douglas Lofland (BA ’08), Marriott Scholarships
- Scott Ninemeier (BA ’06) and Malorie Haslett (BA ’06), Club Foundation Scholarship
- Marcus Gowdy (BA ’08), Hilton Hotels Scholarship

The students’ success extends throughout the University and Big Ten. Julie Springrose (BA ’06), an MSU rowing team member, earned a spot on the 2005 Spring Academic All-Big Ten Conference Team. Greg Jenkins (BA ’07) was named to the All-Big Ten conference team in men’s water polo, and Michelle Huynh-Ba (BA ’06) was unanimously named to the All-Big Ten conference team in field hockey. To be eligible, athletes must be a letter winner in at least their second academic year and carry a grade-point average of 3.0 or better.

We congratulate the academic achievers who earn these awards. CONGRATULATIONS and thanks, also, to The School’s Scholarship Committee: Jeff Beck, Jeff Elsworth, Mike Sciarini, and A.J. Singh, with the capable and organized assistance of Chris Moening and Lois Schroeder.

The Statler Scholarship of Excellence was awarded this fall to Kourtney Kubacki (BA ’06) and Melissa Oesterle (BA ’07). Kourtney, who was the 2005 Auction chief executive officer, was also elected to MSU’s Homecoming Court. Melissa has joined the Auction 2006 Executive Board as secretary.

First Row: Allegra Steinberg (BA ’09), Victor Quintanilla (BA ’08), Hannah Wilson (BA ’06), Bhavin Vivek (BA ’06), Kourtney Kubacki (BA ’06), David Harrison (BA ’09), Mi Kyoung Park (BA ’06), Mariko Miki (BA ’06) Second Row: Marcus Gowdy (BA ’08), Vikram Shah (BA ’07), David Allen (BA ’06), Brittany Duarte (BA ’09), Ann Dore (BA ’04, MS ’07), Parimal Thakor (BA ’06) Third Row: Melissa Oesterle (BA ’07), Sarah Wilson (BA ’06), Carolyn Vermeulen (BA ’06), Geoffrey Ryskamp (BA ’06), Douglas Lofland (BA ’09)

Even scholars play sometimes! Geoffrey Ryskamp (BA ’06) works on building a rendition of the Titanic for the senior class float entry for the October 7 Sesquicentennial Water Carnival. These students manage to do it all!
A Spartan Partnership

The connection between The School and Kellogg Hotel and Conference Center is strong and deep. After all, when Kellogg Center, MSU’s “hotel-on-campus,” opened in 1951, it not only housed guestrooms and conference facilities, but it was the home of the Division of Hotel, Restaurant and General Institutional Management, as The School was then known.

Though through the years, the management of Kellogg Center has been separate from the administration of The School, the original intention, according to its architect, blurred the distinction between the two entities. “In designing Kellogg Center,” said Lewis J. Sarvis, architect, “we faced the dual problem of creating a building that would function effectively as a place where thousands of Michigan residents could be housed and fed while attending college conferences; and also serve as a top-flight working laboratory for students in the Division of Hotel, Restaurant and Institutional Management.” Not only were the School’s offices moved to Kellogg Center, but it also became the site of a nationally-renowned training program for graduates of four-year college programs – a sort of graduate school, with professors such as Evelyn Drake, Les Scott (BA ’35), Don Greenaway (BA ’34), and Emery Foster (BA ’33).

Now, of course, The School’s offices are located in Eppley Center, but its Food Production and Management Education lab, including two kitchens, an amphitheatre classroom, and dining room are still in the garden level of the Kellogg Hotel and Conference Center. As institutions, the two are distinct and separate. As partners, however, the two have teamed over the years to provide invaluable education and experience for students.

Many of you as alumni may have memories of working at Kellogg Center. Visiting Alumni Leaders and Patriarchs return each spring to Kellogg and recall their times as bellmen, waiters, and kitchen staff in the early years. Alumni with student work experience at Kellogg Center have gone on to succeed in other resorts, restaurants and hotels, using the training they received at Kellogg Center. Kellogg Center, for its part, also accepts many School students each year as interns – students who, according to Kellogg Center managers, “are willing to roll up their sleeves and do whatever job is needed.” Some even stay in management positions within Kellogg Center after graduation.

The School, grateful for the years of partnership with Kellogg Center, decided to contact current interns and alumni who work at Kellogg Center. Their comments are telling.

Kristen Creagh (BA ’06) says that in her experience, she learned that “systems crash, things go wrong, and some guests are never happy. You do what you can and stay calm,” especially at the front desk, where you are the first person a guest comes in contact with. Kristen encourages students to “be active and pursue what you are looking for. Everyone working at Kellogg is here to help. Talk to a supervisor or the human resources office for help with internships.”

Kimcuc Nguyen (BA ’05), on a level II internship in housekeeping, banquet, and the State Room, says she has had “great experiences” at Kellogg, learning “hard work,” as well as “teammwork.” “It is all worth it,” she says.

Level II intern Chris Choi (BA ’06), who works in the same departments as Kimcuc says that, in truth, “everything has been memorable to me!” But she does single out her memories of hotel guests, and the fact that she has learned important management skills. Her advice to students: “Have a positive attitude and work hard!”

Sales intern Jenn Jorgensen (BA ’06) says that “going on outside sales calls on my own” was particularly memorable. She has also learned much from site tours. She advises others to “be persistent” and be gutsy enough to always “introduce yourself to the person you want to be working for.”

As an alumna, Jada Paisley (BA ’95) has had several years of experience at Kellogg Center. She is a senior sales manager who maintains that the “classes on internships were extremely valuable.” In fact, she believes that she might not have made the right career choice had she not had the opportunity to find her niche in the industry. In her eyes, “having work experience in the field made me more marketable.” She also encourages current students to “realize that the network of industry leaders that are in your own backyard. All the managers at the Kellogg Hotel and Conference Center have extensive industry experience. I am always willing to meet with HB students, as I’m sure more of the managers are.”

Recent graduate Melissa Bogart (BA ’04), a sales manager, says that her degree actually helped in her career by giving her the knowledge of industry terminology. She was surprised, she says, when she started working, “by how much the ‘text book terms’ that we had studied were actually applied to the industry on a daily basis.” She encourages students to get as much experience as possible, even beyond the two required internships.

Assistant Restaurant Manager Nikki Marshall (BA ’01) says that she uses the “tremendous amount of knowledge” from her degree “everyday in my position in the State Room.” She was involved in School activities such as Les Gourmets as a student, and she encourages others to do the same with School events. She also advises taking the opportunity to study abroad, “if possible more than once,” and to “ network, network, network.”

Kurt Kwiatkowski (MS ’05), State Room manager, says that The School helped by giving him “the basics and great building blocks,” as well as “the vision to help build my management sense and style.” He believes in getting as much “hands on experience” as possible, since “being book smart is one thing, but being able to step into a restaurant and understand what is going on and have a good sense without getting overwhelmed is important.”

He must be right, since Matt Dunbar (BA ’06), State Room student supervisor intern, says almost the same thing. His education, he says, helped him at the Kellogg Center because it “carried over to the real world.” But he also says that it is important to get “real world experience.” He is certain that his internship will “help me tremendously in the future.” His advice is for students to “realize that the network of industry leaders that are in your own backyard. All the managers at the Kellogg Hotel and Conference Center have extensive industry experience. I am always willing to meet with HB students, as I’m sure more of the managers are.”

That is true, and with the special partnership between the Kellogg Hotel and Conference Center and The School, the future is bright for those working as interns, alumni working at Kellogg, and alumni who are “graduates” of Kellogg Center and have gone on to success in other venues. Congratulations to all, and THANK YOU to Kellogg Hotel and Conference Center, our hotel partner on campus.
MSU and Air Force Team Up for Executive Education (Continued from page 29)

marketing directors at the base levels, and all majors from all levels should also have access to it!

At the closing ceremony on July 21, Alex Cruz, representing the Air Force Services Headquarters, which funds the program, addressed the graduates. He discussed the increasingly competitive and complex world of the business and club management at Air Force bases around the world and the need to have managers who are educated and committed to improvement. He, too, was impressed by the accomplishments of the participants, and by the quality of instruction they received. “The Air Force Advanced Business Management Program at MSU is one of the smartest investments we make,” he said. “We congratulate the executives who now use that investment and build upon it.” The graduates most certainly will. One toasted the program, saying, “MSU and The School of Hospitality Business were great. I will sing your praises forever and offer a heartfelt thank you for the educational experience of my lifetime.”

The Air Force Advanced Business Management Program has already been planned for June 18-30, 2006, at the Executive Development Center on campus, and through this year, a new group of 20 nominees will be selected to participate. For its part, The School hopes to continue this type of outreach and executive education for a long time to come. Off we go, into the wild, blue yonder . . .!

Requiescat in Pace

The School was saddened to learn of the passing on September 29 of alumnus Scott Douglas Cote, 44 (BA ’88). There was a memorial service in Lansing, MI on December 3 at Christ United Methodist Church. Scott graduated from Everett High School in Lansing, and began working at Yellowstone National Park in 1980 as a seasonal staff member. He met his wife, Christina, at Old Faithful in 1982, and they were married in 1984. After earning his Bachelor’s degree with honors from the School of Hotel, Restaurant and Institutional Management from MSU in 1988, he became the executive director of Xanterra Parks & Resorts in Yellowstone, and worked with fellow alumnus Hans Desai (BA ’79), chief operating officer of HV Hotels Management. Scott was always deeply and enthusiastically involved in family events, including his daughters’ many athletic and music activities, and he remained a lifelong MSU Spartan fan.

Memorial contributions may be made to Christ United Methodist Church in Lansing, or to the Yellowstone National Park Chapel, P.O. Box 478, Mammoth, WY 82190.

The Air Force Advanced Business Management Program has

Delligati Family Invents Big Mac and Exemplifies Community Service

Alumnus Jim Delligati’s (BA ’64) family includes three generations of McDonald’s franchisees and currently owns and operates 20 McDonald’s restaurants in the Pittsburgh, PA and Raleigh, NC markets. Jim and his family recently were awarded the first-ever Al Golin Public Relations Award of Excellence, named for the public relations guru who was the architect of McDonald’s “Trust Bank” philosophy, emphasizing building trust through community involvement.

“At McDonald’s, we know that you can succeed if you believe in your brand, treat your people right and give back to your community,” said Mike Donahue, vice president, McDonald’s U.S. Communications. “The Delligati family’s commitment to that philosophy runs deep.”

The School has certainly benefited from the Delligati family’s generosity. In the Spring/Summer 2003 issue of The Hospitality Business Leader, we reported Jim and wife Lois’s establishment of a $100,000 unrestricted charitable gift annuity for The School in December 2002.

You might remember that the story also told of the creation of the world-famous “Big Mac” sandwich, created by Jim’s father, M.J. In fact, the Delligati family’s association with McDonald’s traces back to the earliest years. M.J. was one of the McDonald’s founder Ray Kroc’s earliest franchisees, and through the years, the family business opened a total of 58 McDonald’s Restaurants.

While also running several other businesses, M.J. spearheaded the foundation of the first Ronald McDonald House in Pittsburgh. And now Jim and his brother Michael, and Jim’s sons, Dan and Tony, are building on their patriarch’s legacy. They support not only the Ronald McDonald House Charities of Pittsburgh, but they also are noted for their hands-on volunteerism for Children’s Hospital of Pittsburgh, Allegheny County Police Association, United Way of Western PA, the NAACP, Boy Scouts of America, Urban League, Dapper Dan Charities, and Passavant Hospital, among others. Jim himself exemplifies community leadership. He is on the Board of La Roche College, has been a Press Old News Boy, and has worked with the North Hills YMCA as both the head of the Indian Guide program and as a former board member.

“We have always told our students that by doing good, they will do well,” says Dr. Ron Cichy (BA ’72, MBA ’77). “It is fortunate that we have in Jim Delligati and his family living examples of those words. As leaders, they are modeling the way for the rest of us. We congratulate them on the Al Golin Public Relations Award of Excellence.”

This just in . . . Jim Delligati (BA ’64) has been named to The School’s Alumni Association Wall of Fame, Class of Owners, for 2006. CONGRATULATIONS, Jim, on this latest honor.
Great Reviews for HB 380 Students...

Only a few weeks after the anniversary dinner for the MHMRA on March 3, 2005 (see article on page 21), School students again partnered with the organization to plan and deliver its black-tie award dinner, Stars of the Industry, during MHMRA’s annual convention at the Amway Grand Hotel. Professor Jeff Beck’s HB 380, Meeting and Event Planning Management class managed every detail of the awards program for this elegant affair, not a small feat, given that the site of the dinner was in Grand Rapids, not East Lansing. The students did a spectacular job, displaying for so many of Michigan’s hospitality industry leaders who attended the dinner, that leadership, responsibility, creativity, and indeed, hospitality, are being taught at MSU!

More Good News about HB 380 . . .

It has been reported in past issues of The Hospitality Business Leader that students in HB 380 – Meeting and Event Planning Management have partnered with the East Lansing Film Festival to provide a Hospitality Room for the festival volunteers and associates. Recently, Susan W. Woods, director of the East Lansing Film Festival wrote about the students’ community effort:

“The students have been hard workers, conscientious, thorough, extremely professional and courteous. Dr. Beck has guided them beautifully. The directors, sponsors, and staff who benefit from the (hospitality) room have commented repeatedly on what a wonderful group these students have been and what a fabulous contribution they make to film festival.

I cannot thank you enough for this valuable and important partnership. Dr. Beck’s class has been integral to the success of the film festival. I know from the feedback from all the students that they get much out of the experience as well. They love the hands-on work, meeting and servicing interesting, sophisticated people, and putting on a much-appreciated event. The benefits go both ways.

Another example of The School’s outreach and community service. Thank you, Dr. Beck, and students in HB 380.

Indian Business Weekly Features School’s Study Abroad Program in India

The “Express Hotelier & Caterer” website, self-described as “India’s Number One Hospitality Business Weekly” in August featured The School’s study abroad program in India, headed by Associate Professor A.J. Singh. It discussed the popular program — 20 students participated during summer 2005 — and its value. According to Professor Singh, it said, India is an appropriate choice as an emerging economy, giving students an opportunity to “learn the risks, barriers, and avenues of developing and managing lodgings in the sub-continent.”

The site described the one-month long program and its three components: academic sessions, operations review, and cultural enrichment activities. The group visited Delhi, Jaipur, Devigarh, and Udaipur, among other locations, and studied topics such as hotel investments in India; hospitality real estate development; public-private sector partnership in developing tourism infrastructure; and development of multinational hotels in the Asia Pacific region. The students were addressed by some of the leading figures in that country’s hospitality and research institutions.

Director and Professor Ron Cichy applauded Professor Singh’s efforts. “A.J. has brought a keen international focus to our School over the past few years by developing this study abroad program and making it meaningful, practical, and memorable for the students who participate. The India program is a unique learning opportunity in The School’s curriculum.”
The School’s Leadership in Graduate Hospitality Business Education

Since its founding in 1927, The School has become the leader in hospitality business education. Over the past eight decades, our graduates have gone on to successful careers, leading the industry worldwide as managers, corporate executives, and entrepreneurs.

A listing of the names, positions, and organizations led by these graduates would read like a Who’s Who of the global industry, and it would include those who have ventured outside of hospitality business into the broader service industries worldwide.

Just as in 1927, The School launched in 1996 an innovative degree program, this time at the Master’s level. The Michael L. Minor Master of Science in Foodservice Management degree is named after Michael L. Minor, founder of Culinary Services and Solutions, Inc., who has had a long and distinguished career in a number of leadership positions in the foodservice industry. The flexible curriculum in this Master’s program is tailored to the career aspirations of each graduate student. It can help individuals prepare for Ph.D. work and a career in hospitality business education or for the intricacies of the foodservice industry operations or corporate. The unique TriEd component of the curriculum provides valuable mentoring, networking, and research relationships as graduate students work with The School’s faculty and alumni.

Interested students in the Master’s degree program can compete for funding to help support their studies. Hourly positions as well as graduate assistantships are available through a generous endowment established by Dr. Lewis J. and Mrs. Ruth E. Minor.

For those with a bachelor’s degree hungry to take the next step and for those with a passion for the foodservice industry, this Master’s degree option is well worth considering. According to School Director and Professor Ron Cichy (BA ’72, MBA ’77), “Embarking on a graduate degree is a big decision. The School does all it can to help students in this graduate program. Most importantly, though, it gives them access to the most outstanding faculty, the most active, prominent alumni, and to the very latest thinking in their field at the source where the knowledge is created.”

To learn more about the Michael L. Minor Master of Science in Foodservice Management, please contact: www.bus.msu.edu/shb/grad/foodservice.html

Other graduate study options include a secondary concentration in the daytime full-time MBA program, the Master of Science in Hospitality Business, and a graduate specialization in Hospitality Business in other MSU programs. The graduate specialization may be earned with a Master’s or a Ph.D. at MSU.
Laura Bauer (MS ’05) is assisting the president of the sports division at Saddlebrook

Nora Bartlett (BA ’04) is front desk manager at the Sheraton Chicago Hotel and Towers in Chicago, IL. norabartlett@sheraton.com

Alejandro Bayo (BA ’98) is meetings and conventions manager at the Waldorf-Astoria in New York City.

Amanda L. Bina (BA ’04) is the executive meetings manager for Marcus Hotels and Resorts in Chicago, IL. amanda.bina@gmail.com

Jennifer Chase (BA ’88) is director of education for the Illinois Hotel & Lodging Association in Chicago, IL. jchase@illinoishotel.org

Caren E. (Parker) Chopp (BA ’90) is the director of Pro Bono and Legal Service for the Indianapolis Bar Association in Indianapolis, IN.chopp@indybar.org

Nicholas J. Demasi (BA ’00) is a general manager and partner for Reserve in Chicago, IL. nick@reserve-chicago.com

Peggy M. Desrosier (BA ’82) is a conference and retreat center manager for Colombiere Center in Clarkston, MI. pdesrosier@colombiere.com

Tammy (Snell) Duszynski (BA ’82) is a realtor for Clarkston, MI. pdesrosier@colombiere.com

Ken A. Eisenbano (BA ’76) is owner of HeathCorp Venues, a real estate firm in Chicago, IL. jasonp@atproperty.com

Julie L. (DeGutis) Faupel (BA ’97) is the sales manager for The Kellogg Hotel & Conference Center in East Lansing, Michigan. juliefaupel@rejh.com

Jeff R. Fuller (BA ’77) is the general manager of The Park Hotel in Charlotte, NC. jfuller@theparkhotel.com

David M. Glancy (BA ’87) is the president of SFSommelier Consulting, sfsmommler@bogmail.global

Craig Heath (BA ’72) is owner of HeathCorp Ventures and Brightton Bar & Grill, the Red Cedar Grill, and Majority, the new, upscale 100-seat restaurant across from the State Capitol in Lansing, MI.

Jennifer S. (Linske) Hopp (BA ’00) is the assistant community director for Concord Management – Woodchase Apartments in Ann Arbor, MI. jhopp123@hotmail.com

Aaron Ide (BA ’98), director of Front Office at the New York Hilton in New York City, was engaged on March 19, 2005 to Katie Beaumont on the Brooklyn Bridge.

Allegra (Flindt) Johnson (BA ’91) is a stay at home mom who was previously the president of the Georgia Chapter of Club Managers Assoc. in Georgia. ajwiggam@bellSouth.net

Justin Jones (BA ’01) is assistant manager of Red Run Golf Club in Royal Oak, MI. jones_cmaa@yahoo.com

Kate Linske (BA ’05) is working for Campus Crusade for Christ in France.

Jodi (Preston) Lutz (BA ’98) is the store manager for Walgreens in Lansing, MI.

Kerri L. Malinovich (BA ’05) is the front office manager for The Westin Michigan Avenue in Chicago, IL. kerri.malinovich@westin.com

Nancy E. Marc-Umsansky (BA ’98) is the regional manager – Chicago office for the Washington, DC Convention and Tourism Corporation. nancy@washington.org

Ryan Meliker (MBA ’05) is with PricewaterhouseCoopers, LLP in the Hospitality and Leisure Advisory department in New York City. Ryan.s.meliker@us.pwc.com

Lance M. Misner (BA ’93) is the general manager of the Crowne Plaza Detroit Metro Airport in Romulus, MI. detroitcrowne@cs.com

Mark C. Nordman (BA ’82) is the general manager of the Haile Plantation Golf and Country Club in Gainesville, FL. Mark.Nordman@ouroclub.com

Tim Perry (BA ’97) is the senior manager for Amberleaf Consulting in Chicago, IL. timothyjperry@yahoo.com

Jason Pohlsnski (BA ’97) is an agent for @properties, a real estate firm in Chicago, IL. jasonp@atproperty.com

Bruce M. Rothschild (BA ’98) is the sales manager for the Park Hyatt Chicago. bruce_rothschild@hotmail.com

Morgan J. Schafer (BA ’82) is the regional vice president for Starbucks Coffee Company in New Jersey. mschafer@starbucks.com

Peirui Tan (BA ’05) is working with the Singapore Tourism Board in its corporate planning department. peirui@gmail.com

Scott W.Thrasher (BA ’00) is the sales manager for the Palms Casino & Resort in Las Vegas, NV. scott.thrasher@palms.com

Eric Trotchaud (BA ’98) and his wife Chrissy, celebrated the birth of their first baby, a boy named Benjamin Joseph, on July 3, 2005.

Todd A. Wabeke (BA ’01) is the restaurant manager for The Gilmore Collection in Grand Rapids, MI. twabeke@hotmail.com

Ken Wasco (BA ’76) is manager of customer segment marketing with Gordon Food Service in Grand Rapids, MI. kwasco@gfs.com

John Zangas (BA ’91) is director of sales & marketing at Renaissance Cleveland Hotel in Cleveland, OH, and his home address is 215 Seaward Way, Avon Lake, OH 44012. jzangas@comcast.net

Jonathan Zink (BA ’04) is an associate with Burba Hotel Network (BHN) in Costa Mesa, CA, and coordinates all aspects of ALIS, the largest hotel investment conference in the world. jzink@burba.com

PLEASE COMPLETE AND SEND THE “CONGRATULATIONS YOU FOUND ME” CARD IN THIS ISSUE

Mark Your Calendar!

Saturday, February 11, 2006
Motown Auction
5 p.m. Silent Auction begins
6 p.m. Live Auction begins
The Kellogg Hotel & Conference Center
(Big Ten Rooms)
East Lansing, Michigan

Saturday, March 25, 2006
Les Gourmets
Una Noche en Marbella: One Night in Marbella
5:30 p.m. Champagne reception
7 p.m. Dinner
The Kellogg Hotel & Conference Center
(Big Ten Rooms)
East Lansing, Michigan

Monday, May 22, 2006
Alumni Association-appointed Board & Executive Board of Directors Meeting
8:30 a.m. to 3 p.m.
Hilton Hotel
Chicago, Illinois
(in conjunction with NAA Show, May 20-23, 2006)

Monday, May 22, 2006
Annual Gathering of Leaders Reception
6 p.m. to 9 p.m.
Hilton Hotel
Chicago, Illinois

Friday, June 9, 2006
Patriarchs Breakfast (Kedzie Reunion)
8:30 a.m.
The Kellogg Hotel & Conference Center
(The School’s Dining Room, garden level)
East Lansing, Michigan

Thursday, September 28, 2006
Sparian Sponsors Mentor Program
7 p.m. to 9 p.m.
The Kellogg Hotel & Conference Center
(Big Ten Room C)
East Lansing, Michigan

Friday, September 29, 2006
Alumni Association-appointed Board & Executive Board of Directors Meeting
(in conjunction with MSU Homecoming)
8:30 a.m. to 3 p.m.
The Kellogg Hotel & Conference Center
East Lansing, Michigan

Saturday, September 30, 2006
Before Football Game Reception
8:30 a.m. to 12:00 noon
The Kellogg Hotel & Conference Center
(The School’s Dining Room, garden level)
East Lansing, Michigan

Tuesday, November 7, 2006
CAREER EXPO XXVIII
Alumni Association-appointed Board & Executive Board of Directors Briefing Meeting
1 p.m. to 3 p.m.
The Waldorf=Astoria Hotel
New York City, New York
(in conjunction with IH/M&R Show, Nov. 11-14, 2006)

Saturday, November 11, 2006
Celebration of Leadership Reception
6 p.m. to 9 p.m.
The Waldorf=Astoria Hotel
New York City, New York
For further information or to register, please contact Lena Loeffler at loefflerb@bus.msu.edu or phone her at (517) 353-9211.
Please Help Keep Our Alumni Directory Current

In keeping with the University-wide Sesquicentennial effort to connect with alumni, The School will publish an updated alumni directory this year – the first one since 2002. It has again chosen PCI: the data company to conduct and print the update. With well over 8,000 alumni of The School, the accurate collection of alumni information could be daunting, but PCI uses a number of methods in its updating efforts, including broadcast email, printed update forms, postcards, and outbound and inbound phone calls (via 1-800 service). The directories will have an introductory section, and an alphabetical section which will include the following:

❖ Title, name, suffix, former name (cross-referencing married females)
❖ All degrees from The School, with class years
❖ Company name, title, address and phone number
❖ Fax number and e-mail addresses
❖ “Retired,” “Homemaker,” etc. can be designated

There will also be a class year section, with alphabetical by class year listings showing the state of residence and denoting lost and deceased alumni. Married alumnae will be listed by former name with current name in parenthesis.

A geographical section will list alumni by country, state and city, showing preferred class year. A Company section will list alumni alphabetically by company name with position and two-character state abbreviation.

The directory will be available in a soft-bound and CD-ROM form, offered for $69.95 each.

Be on the lookout for requests for your information, and please respond quickly! We want this “Sesquicentennial” School directory to be comprehensive! Thank you for your cooperation.

Motown Magic for the Fifteenth Annual Auction

We Heard it Through the Grapevine that there will be no Tears of a Clown on February 11, 2006, but there might be Dancin’ in the Streets at the 15th annual Hospitality Association/Alumni Association Auction in Kellogg Center. Plan to donate items and or be there to bid on items for your Baby Love. Get Ready for a magical Motown Auction with musical memories and fabulous silent and live auction packages and items. We Ain’t Too Proud to Beg for you to be there!

To donate items, please complete the form in the center of this newsletter and mail it with the item or certificate to The Auction 2006, 232 Eppley Center, MSU, East Lansing, MI 48824-1121.
ANNUAL GIVING PROGRAM

Your gift will be applied to the area of greatest need in The School of Hospitality Business, including:

- student travel to restaurant and hotel industry trade shows
- mentoring programs for students
- alumni/distinguished friends newsletter

The Hospitality Business Leader
Michigan State University
232 Eppley Center
East Lansing, MI 48824-1121

“Tomorrow’s hospitality industry leaders study, experience, and develop at our School. Your membership in the MSU Alumni Association and The School of Hospitality Business Alumni Association provides them with critical mentoring and role model support. The School Alumni Association’s Executive Board thanks you for your commitment.”

Richard D. Farrar (BA ’73)
President
The School of Hospitality Business Alumni Association
Executive Board of Directors

By filling out this card you will become a member of the MSU Alumni Association, the Regional Club in your area, and The School of Hospitality Business Constituent Association.
In support of the quality education provided by Michigan State University, I/we enclose this gift for The School of Hospitality Business Director’s Fund:

Amount of Gift $________________ Date________________

In support of the Faculty Research, Development, and Travel Endowment, I/we enclose this gift:

Amount of Gift $________________ Date________________

In support of the James F. Rainey Endowed Fund in Hospitality Business, I/we enclose this gift:

Amount of Gift $________________ Date________________

Your Name(s)___________________________________________________________________________________

Class Year__________________

Company Name_________________________________________________________________________________________________________________

Address________________________________________________________________________________________________________________________

City, State, Zip__________________________________________________________________________________Phone (       ) _____________________

Signature_______________________________________________________________________________________

Position_________________________

Contributions qualify as an itemized deduction under Federal law and as a tax credit under Michigan law. Please make your check payable to Michigan State University. Thank you.

I’m interested in starting an internship for a qualified student from The School of Hospitality Business in my hospitality business. Please contact me with more information.

I’m interested in becoming a mentor in the Spartan Sponsors Mentor Program. Please contact me with more information.

MEMBERSHIP APPLICATION

Please return this application with your remittance. Make checks payable to Michigan State University.

Applicant Name__________________________________________Former Name (if applicable)

Spouse’s First Name________________________________________Former Name (if applicable)

Address

City State Zip

Home Phone Number (       ) Area Code

Business Phone Number (       ) Area Code

Email Address__________________

Payment Plan:

I. Annual Membership — $45.00 ($55.00 Joint)

- Check enclosed.
- I will be billed through:
  - Visa
  - MasterCard

Card #__________ Exp. Date

II. I wish to become a Life Member of the MSU Alumni Association.

- Check for entire $700 enclosed ($750 Joint)
- I will be billed for the entire amount through:
  - Visa
  - MasterCard

Card #__________ Exp. Date
Donor Form

The 15th Annual Hospitality Auction/
The School of Hospitality Business

Saturday, February 11, 2006

Referred by: ________________________________
(Solicitor, please complete)

Contact Name ________________________________ MSU Alumni? Y or N ________ Year ________

Company Name ________________________________ Title ________________________________

Address __________________________________________________________________________

City ___________________________ State ___________ Zip ________

Phone ( _______ ) __________________ Fax ( _______ ) __________________

E-mail Address ___________________________ Web Site ________________________________

Authorized Signature ___________________________ Date __________________

Federal ID/SS # (Required by the IRS and MSU) __________________________________________

Item to be donated __________________________________________________________________

Donation Description (please include any restrictions and/or special instructions) ________

_________________________________________________________________________________

Retail Value is $ ___________________________ Expiration Date ___

(If possible, please allow expiration date to be one year from the date of Auction or later.)

Other donation options:

☐ I would like to make a cash donation ☐ $50 ☐ $100 ☐ $150 ☐ Other ___________

☐ Please send me information about advertising in the Auction catalog.

☐ A separate certificate is provided. ☐ This original certificate is the agreement.

Instructions to the bidder:

To redeem this certificate for the item purchased, please:

☐ Contact the authorized representative listed above after the Auction to make arrangements to receive your purchase.

☐ Collect the merchandise from the cashier on the night of the Auction.

☐ Other: __________________________________________

Please send this completed donation form along with the item (or certificate) to be donated to: The Auction 2006
232 Eppley Center • Michigan State University • East Lansing, MI 48824-1121
Email: motownauction@gmail.com • Phone: (517) 353-9211 • Fax: (517) 432-1170
How Your Contribution To Auction 2006 Helps

The Junior League of Lansing is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action of trained volunteers. Its purpose is exclusively educational and charitable. A volunteer powerhouse in the greater Lansing community for over 50 years, the JLL is well known for the valuable volunteer hours and critical financial support members have provided for many of the community's most successful non-profit organizations.

The Michigan State University Student Chapter of Habitat for Humanity's goal is to help eliminate poverty housing in the Greater Lansing area. Along with helping families help themselves, MSU Habitat also runs after school programs for kids, and organizes neighborhood clean-ups. Through the many student volunteer hours and with help from sponsors, MSU Habitat will continue to help eliminate poverty housing and homelessness in the Greater Lansing area.

The Hospitality Association/The School of Hospitality Business Alumni Association Auction began in 1991. This exciting event is the annual fundraising extravaganza. The Auction coordinates the efforts of hospitality business students, faculty and staff, as well as alumni and industry leaders. Net proceeds are divided between the student Hospitality Association and The School of Hospitality Business Alumni Association to support programs and clubs within both organizations. In the past, the Auction Committee has chosen different charitable organizations to share in the proceeds from the event. This year, a share of the net proceeds will be donated to MSU Habitat for Humanity and the Junior League of Lansing.

The Hospitality Association is the parent organization to all the clubs and events in The School of Hospitality Business and Michigan State University. The mission of the Hospitality Association is to develop hospitality leaders through opportunity, guidance and responsibility. The Hospitality Association gives hospitality business students the opportunity to get involved in roundtable discussions, industry tours, sales blitzes, culinary demonstrations, and many exciting leadership activities. The Hospitality Association provides its nine clubs and four major events with the financial resources to help fund such events.

The School of Hospitality Business Alumni Association hosts two national Alumni Receptions, two national meetings, a Patriarchs Breakfast, Homecoming Reception, and numerous regional meetings each year. The mission of The School of Hospitality Business Alumni Association is to provide active leadership in support of the mission of The School through membership participation, image enhancement, financial commitment, and promotion of synergies among students, faculty, alumni and friends. Since 1988, The School's Alumni Association has helped The School raise over $14 million; 80 percent of this total has been placed in endowments that will be available to The School forever. The Alumni Association funded The School's home page on the World Wide Web, the Spartan Sponsors Mentor Program to link students and alumni with similar career interests, and the Alumni Association's Wall of Fame.