“Create a moment of truth for your guest... and you have a guest for life.”

Alumni Association’s 2005 Industry Leader of the Year
Thomas W. LaTour (BA ’66)
Chairman & Chief Executive Officer
Kimpton Hotels & Restaurants, LLC

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Connecting

The more time I spend with the alumni of our alma mater, the more I realize what an important role we each play in connecting with our students. The loss of our dear friend and fellow alumnus Paul Smith (BA ’66) reinforced in my mind the deep connection he felt to the campus, its students, and our School. His friendship with so many of you and his support of The School is one of his lasting legacies.

When I read about our “Alumni in the News,” I am reminded of just how far-reaching our alumni presence and influence is in the global hospitality industry. From Lou Weckstein (BA ’58) retiring from the presidency of John Q. Hammons Hotels, to award-winning restaurateurs Phil Hickey (BA ’77) and bd Downs (BA ’88), to young Ryan Meliker (MBA ’05) publishing his first scholarly article, alumni in various stages of their careers are touching all segments and setting high standards. Their common connection is their alma mater and Michigan State’s influence in their lives.

That influence is evident in the biographies and stories of our new Wall of Fame Class of Alumni Leaders. It is there in the life of our Industry Leader of the Year. And it permeates the actions and decisions of student leaders of the Annual Auction, CAREER EXPO, Vegas Night, and Les Gourmets.

We connect with each other at special School events designed to help us do just that. We connect with our students through the Spartan Sponsors Mentor Program. We connect at Homecoming, marching in the parade, at the post-parade cookout by the alumni for students and faculty, meeting together as a Board, during the faculty-alumni roundtable, and tailgating before the football game. But one-on-one, behind-the-scenes connections take place each day on the phone, through email, and in the thoughts and memories we share about fellow classmates and alumni.

Those of us involved in the day-to-day activities of The School endeavor to create a place that fosters the connections we treasure. But we also endeavor to connect us all to the wider industry, with a curriculum that serves the students and serves the industry; with faculty that lead all others in research, service, and teaching; and with a sense of the important role The School has played and continues to play in shaping the future of international hospitality business.

There is pride and humility in realizing how one School can form so many connections which spread across the globe. We are proud of our history, yet humbled by the many alumni leaders who have gone before us. But what an opportunity we have to continue our mission, build on our values, and create a bright future! With confidence in what our School has to offer, we will launch a new website in early Fall. Thanks to a generous donation from Alumni Hugh Andrews (BA ’71, MBA ’72), this refurbished vehicle for spreading the word and spreading our influence is our chance to keep connecting—with each other, with our alma mater, with our industry, and with the future: our students.

Be sure to check this issue’s Calendar of Events and plan to attend as many as you can. All alumni, students, and faculty are welcome. Let’s keep connecting! Here’s to the future!

Sincerely,

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

“When I read about our “Alumni in the News,” I am reminded of just how far-reaching our alumni presence and influence is in the global hospitality industry.”

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2005 Celebration of Leadership
Recognizing Alumni Leaders

The 2005 Celebration of Leadership last fall honored five individuals who have displayed leadership in their careers and as presidents of The School’s Alumni Association. On Saturday, November 12 at The Waldorf=Astoria’s Empire Room, the Alumni Association’s Wall of Fame Class of Alumni Leaders was inducted. Those honored were Robert D. Buchanan (BA ’51), professor emeritus at Purdue University (served from 1975 – 1977); Charles LaTour (BA ’61), assistant in Hospitality, Dedman School of Hospitality at Florida State University (served from 1982 – 1984); Paul A. Smith (BA ’66), president and general manager of Hitching Post Inn Resort & Conference Center (served from 2001 – 2003)*; Susan K. Smith (BA ’59), president of Food Concepts, Inc. (served from 2003 – 2004); and William A. Zehnder (BA ’71), president of Frankenmuth Bavarian Inn, Inc. (served from 1999 – 2001). In addition, the Celebration of Leadership acknowledged the contributions of another special alumnus, Thomas W. LaTour (BA ’66), chairman & chief executive officer of Kimpton Hotels & Restaurants, LLC, as the Alumni Association’s Industry Leader of the Year.

It has been said that the alumni of The School of Hospitality Business are the “cornerstone of its global reputation for excellence.” Those who serve as leaders in the Alumni Association’s Board of Directors and Executive Board serve a vital role, helping to support that organization toward its mission and to give voice to the alumni perspective on School activities and goals. Welcoming the gathering at the beautiful Waldorf=Astoria, Dr. Ron Cichy (BA ’72, MBA ’77) also acknowledged the honorees’ contributions to their segments of the hospitality industry and academy. “We are proud of each of them, and appreciate them all,” he said as he began the evening’s event.

* We are said to have to report that Paul Smith passed away on April 23, 2006, just a few short months after being inducted into The Wall of Fame Class of Alumni Leaders. Please see the related article on page 4.

BOB BUCHANAN (BA ’51) grew up with The School, having been raised in East Lansing with the MSU campus literally as his backyard. After he graduated from the School of HRIM he was one of the very first to be selected as part of an intensive, yearlong rotational management training program in the brand-new Kellogg Center on the MSU campus. He actually served the first banquet ever in the Big Ten Room. After earning his Master’s degree in 1956, Bob served for 15 years as director of Food and Housing Services at Northern Illinois University. He then began a 25-year tenure at Purdue University as associate professor and extension specialist in the Department of Hospitality and Tourism Management. For over 40 years, Bob played a leadership role in education and in the industry, serving as president of the National Association of College and University Food Services (NACUFS), and receiving the coveted International Foodservice Manufacturer Association (IFMA) Silver Plate Award. He also led the School of HRI Alumni Association from 1975 –1977, bringing to the organization a unique perspective as both a graduate and an educator.

Accepting his award, Bob looked back at the history of the land grant act and MSU’s founding. He reviewed the conditions in the 1920s that led to the founding of Hotel Training Course. Also with a historian’s eye, he remembered leaders of the past, and described the honor he felt to be recognized as one of them. And, having recently celebrated his 50th wedding anniversary with wife Susi, Bob encouraged the students to find the right balance between work, family, and contribution to the industry.

(Continued on page 2)
Charles LaTour (BA ’61) also grew up with MSU. In fact he and his brother, Tom, both began their hospitality careers at MSU’s Kellogg Center, where Charles worked through high school, and even met his wife Dian when she was a “salad girl!” Charles actually worked on the very first Les Gourmets dinner dance. After graduating from the School of HRIM, Charles enjoyed a successful career in the restaurant and food service industry for over 30 years, including as president of ARAMARK’s Leisure Services Division. He was also an entrepreneur, with L.J.G. Food Service, operating multi-unit franchised restaurants, and later, with GFM-NILON Management Co., developing foodservice business in the sports, leisure, and recreational fields. In a second phase of his career, Charles joined the Hospitality Management program at Northern Virginia Community College, and in 1999 began to teach in the Dedman School of Hospitality at Florida State University, focusing on courses on managing service organizations and on food and beverage management. He brings 30 years of experience to the classroom, where textbook knowledge is applied with real-world practicality.

From 1982-1984, Charles led the School’s Alumni Association. These were tumultuous years for the School, and for alumni who only wanted the best for the students, the School, and the industry. Charles led through this challenging time, not realizing that he would eventually work with alumni as a faculty member, perhaps with greater understanding of both sides.

Accepting his award, Charles reflected on his time at MSU, and told the students present to work hard to empower and take care of the people who eventually work for them. It will be loyal staff, he explained, who take care of customers and bring in revenue.

Paul Smith (BA ’66) was a dedicated, caring, almost constant presence in East Lansing and at all School events since he served as president of the Alumni Association from 2001-2003. His leadership during the eventful 75th Anniversary Year celebrations for The School went, as they say, above and beyond the call of duty. But it wasn’t surprising, from someone with hospitality in his blood. A third generation hotelier and the owner of The Hitching Post Inn Resort & Conference Center in Cheyenne, WY, Paul grew up in the industry, coming “out east” to attend Michigan State’s School of HRIM, then returning to Cheyenne to take The Hitching Post to the “next level,” making it a landmark in the west with over 200 guestrooms, two restaurants, two lounges, eight banquet rooms, outdoor and indoor swimming pools, and an outstanding catering department and fitness center. Paul himself is a legend in Cheyenne, having been honored as “Man of the Year” by the Greater Cheyenne Chamber of Commerce, and as the “Big Wyoming Tourism Man of the Year” by the Wyoming Hospitality Board. Among many, many other awards, Paul has been recognized for a long list of charitable causes to which he gave generously of his time and financial resources. He served as vice chairman for Hospice when it opened a new facility in 2006.

Paul spoke to students attending the Celebration of Leadership of dreams. He explained that dreams shift and change; a dream, he said, is not one goal. He went on, “The day we quit dreaming is the day we quit living.”

Susan Smith (BA ’59) certainly qualifies as a “dreamer.” In fact, she comes from a family where each person was encouraged to pursue his or her dreams—specifically educational ones. In fact, her mother studied in the School of HRIM (think back if possible to a time when women in college were the exception, not the norm), and her brother eventually became the president of Michigan State University! Susan began her career in institutional foodservice management, and eventually became an expert in the equipment and technical side of the foodservice industry, particularly with the Cook/Chill Production Systems. While working with Cleveland Range as director of sales for the Cook/Chill systems in the Western region, she contributed mightily to the advancement of this technology in practical ways, teaching the systems throughout the country and internationally. In 1997, Susan founded and became president of Food Concepts, Inc. in Lakewood, CO, a manufacturer of proprietary cook-chilled products for hotels, resorts, and restaurant chains, and for signature retail providers. She is also the president of Food Technologies, Inc., consulting with the foodservice industry on cook/chill and other advanced production technologies. In addition to managing a demanding career, this leader along the way also earned a graduate degree and raised a family with her husband Ken.

Serving as The School’s Alumni Association very first female president at a time when female students outnumbered males was a fortunate coincidence. Susan was and is a role model for so many young women who watched with admiration her leadership and devotion to her alma mater, to the industry, and to her dreams. Accepting her award, Susan expressed her gratitude to MSU for a “fantastic education.” She told the students present, “We do not stop learning. We just keep getting opportunities to expand our knowledge.”

Receiving and giving back...

In a demonstration of their generosity and dedication to their alma mater, Thomas (left) and Charles LaTour (right) have created The LaTour Family Endowment for Student Travel, and intend to provide $50,000 or more to support student travel to New York, Chicago, and other locations to complement their classroom learning. We thank these dedicated alumni brothers and their families for seeing a need and rising to meet it in The School.
As were many of our honorees, William Zehnder (BA ’71) was raised in the hospitality industry. For Bill this was literally the case, growing up in the kitchens of Frankenmuth Bavarian Inn Restaurant, the family business in Frankenmuth, MI. In fact, Bill’s mother, Dorothy, still manages the kitchen, and was present in New York for the Celebration of Leadership.

Since 1980, Bill has been president of the Frankenmuth Bavarian Inn Restaurant, an icon in this state—the standard for family dining, culinary, and guest service excellence. The business is so successful that it takes a village to run it, or at least a family! Bill’s wife Karen and their oldest daughter Amy, both with degrees from MSU, serve as general managers. Daughter Paula (BA ’00) is a manager with Lettuce Entertain You Enterprises in Chicago and Katie just joined MSU as a freshman. Youngest daughter Jenny is a high school senior. Many of Bill’s extended family members have deep Spartan roots, as well, and in their own ways and business ventures they demonstrate the same high standards and quality that Bill does in his.

Bill served as The School’s Alumni Association president from 1999 until 2001, but long before that time was a constant presence and strong contributor in The School. He continues to be a supporter (and not just by sending his children to MSU!) and encouraged the students in the audience to remember to “give back as alumni.” Thanking his father and mother, and noting his mother’s “energy and passion” in the kitchen, Bill also encouraged the students to retain that same energy and passion.

The 2005 Industry Leader of the Year award winner, Thomas LaTour (BA ’66), as chairman and CEO of Kimpton Hotels & Restaurants, LLC, has come to define innovation, creativity, energy, and wise decisions in the hotel industry. Along with honoree and brother Charles, Tom grew up with the rest of his large family in Lansing, MI, and began his career as a dishwasher at Kellogg Center. After graduating in 1966, Tom experienced great success with several large companies such as Sky Chef and Amtac Hotels. However, he met Bill Kimpton in 1982, and their partnership allowed Tom to soar. Twenty three years later, with Tom as its head since 2001, Kimpton Hotels and Restaurants, LLC has 40 hotels, 39 restaurants, and a reputation for excellence. Kimpton originally created a popular niche of intimate, highly personalized hotels. Often the company renovates historic buildings and transforms them into exciting hotels with chef-driven restaurants. Throughout the industry, Kimpton ideas are imitated. According to Thomas Callahan, co-CEO of PKF Consulting, Tom LaTour’s leadership has created “an exceptional company. They are extremely creative and have now gone from a regional boutique hotel chain to a national presence. Tom deserves all the credit for that.”

Tom believes that if staff members are given the freedom to “create a moment of truth—that point in time when a guest experiences the pinnacle of what they are looking for, in service, hospitality, and style—then we have created a guest for life.” Staff members also have access to Kimpton University, furthering Tom’s philosophy that “the Kimpton culture includes a unanimous commitment to self-leadership, creativity, and high performance.”

Tom’s comments upon accepting his award confirm his belief in his staff. He said, “Leaders are only as good as their followers.” In fact, he said that actually, the followers are the ones who deserve all the recognition: “all the people I have worked with and who work for me deserve all the credit. Without them, I wouldn’t be standing here.”

That certainly may be true, but as Dean Robert Duncan said as he addressed the gathering at the close of the Celebration, “Congratulations to all of you. You are fantastic role models for all of our students.”
Paul A. Smith (BA ’66) died at age 61 from the effects of cancer on Sunday, April 23. A Memorial Service was held the following Thursday at the IKON Center in Paul’s home town of Cheyenne, WY where Dr. Ron Cichy (BA ’72, MBA ’77) and Mike Murray (BA ’81), vice president of the Alumni Association, were in attendance representing the students, faculty, and alumni of The School and MSU.

Thousands gathered in Cheyenne to mourn Paul’s death, with the Governor issuing a statement which read, “It would be no exaggeration to say that Paul left his mark on every life he touched. The soul of hospitality, he set a standard for love of community and state that few can meet.”

It is true that Paul’s presence will be deeply missed, both in The School and in Wyoming.

In 1927, when The School’s forerunner, Hotel Training Course, was founded at Michigan Agricultural College (now MSU), Paul’s uncle, Russian immigrant Pete Smith, started a lodging business in Cheyenne, known as the Lincoln camp, with 20 rooms, a service station, grocery store, and one bathroom. Management was handed to Paul’s father Harry in 1946, a Russian-born engineer and his mother Mildred who fled the Holocaust and changed her name to Anon. The couple first met at the Rose Bowl in 1941, and Paul was born in 1944.

Renamed the Hitching Post Inn and Conference Center, the hotel served as Paul’s hospitality training ground. As a youngster and through high school, he worked in every job possible, and returned there after graduating from MSU in 1966. He became the owner in 1982 and took “The Hitch” to the next level.

Over the years, the Hitching Post was the center of the social and political circles of the State of Wyoming because hundreds of legislators stayed at the Hitch while doing the state’s business, according to a resolution passed in March by the 58th Legislature. The resolution said in part, “A great and good man he is. Paul is a remarkable citizen of Cheyenne, Laramie County, and Wyoming…”

Paul’s many friends reflected on Paul’s character. One noted that “Paul created moments. He gave style and grace to any occasion with one constant: Paul brought people together.” Another said simply that he didn’t know anyone who worked harder at making friends and collecting friends from all walks of life than Paul did.

This was certainly true in his alma mater. If his tenure as Alumni Association president and chairman of the Board could be summed up in a few words, they would be that he tried to bring students, faculty and alumni together. In fact, Dr. Ron Cichy has said that Paul was the influence behind the new Alumni Association and Hospitality Association Faculty and Staff Award Endowment. “He particularly loved when our students and faculty were in attendance with alumni at the New York and Chicago events,” Ron explains.

Several friends noted that Paul’s mantra during his lifetime was to “live in the moment,” because you never know how many, or how few, moments you have left on this earth. In a web site journal he kept, Paul wrote on April 17, six days before his death, “I do my best staying in the MOMENT. It is a challenge at times. I prefer writing positive notes but honesty is also important. Living in the moment is the solution, but I have to draw on all of my resources. Wishing you a Happy Spring Day.”

And our wish is for Paul’s legacy of hospitality, friendship, and “living in the moment” to continue to touch all of those who knew him. May our dear friend and fellow alumnus rest in peace.

The Alumni Association has established the Paul Smith Hospitality Business Fund to facilitate student travel to School events. If you would like to contribute in his memory, please send your donation payable to Michigan State University to: Dr. Ron Cichy, The School of Hospitality Business at MSU, 231 Eppley Center, East Lansing, MI 48824.
Hilton Lecture Series XVI
Brings International/Real Estate Focus

The Hilton Lecture Series, led by Hilton Hotels Professor of Hospitality Financial Management Ray Schmidgall, has traditionally brought one academic expert and one industry expert to campus to discuss a specific topic relating to the hospitality industry. This year’s event from September 28 - 30, 2005, featured alumnus Hugh A. Andrews (BA ’71, MBA ’72), founder and president of International Hospitality Enterprises, Inc., who is both a businessman and a visiting professor at the University of Puerto Rico – Carolina, and Allen Toman, professor of Real Estate and Finance at Ecole Hoteliere de Lausanne. The two men brought their own special perspectives on the subject of Global Real Estate Development.

As the leading developer of resort hotel properties in Puerto Rico, Hugh has always held the mantra, “Think Like an Owner,” a theme he has carried into School classrooms on more than one occasion, including as Visiting Industry Professor in the spring of 2000. Returning this year for the Hilton Lecture Series, Hugh again reminded students that “Everyone should take ownership and operate as the owner would. Take ownership,” he said, “even if you don’t have an equity position. Take responsibility in running a business as if it were your own.”

With that in mind, students were treated to Hugh’s detailed presentation of his current projects in Puerto Rico: the redevelopment of the Condado Vanderbilt and La Concha Hotels. He spoke of his vision for the hotels, providing the colorful history of the buildings, the design plans to enhance the original structures, the positive changes in layout (provide views to the ocean and condo towers), and the market for both properties. The vision for the Condado Vanderbilt, Hugh explained, has 260 rooms, cabanas and one bedroom suites; banquet and meeting space; a three-meal fine dining restaurant; and a 6,000 square foot spa and parking. The vision for the La Concha Hotel has 426 rooms, cabanas and suites; a 14,000 square foot casino, three-meal informal dining restaurant and one upscale restaurant; and banquet and meeting space as well as parking.

Providing beautiful sketches of the properties, Hugh described the development process involving the promoter, developer, builders and contractors, owners, and operators. He spoke specifically of the developer, who, he said, has many responsibilities.

That person must:

• envision the need for a hotel
• plan and conceptualize the hotel
• assure financial viability
• option or purchase the site
• hire a design team
• secure all permits
• design the financial structure
• arrange financing (equity and debt)
• select and contract operator
• retain a construction manager

Under even the best of circumstances, Hugh admitted, developing a hotel is risky. He went on to outline the increased risks involved in international hotel development. Political risks are great, he said, giving brief histories of the difficulties in places such as Cuba in 1960; Mexico in 1939 and in the 1960s; Lebanon and Beirut, specifically, in the 1970s; the Philippines under Marcos; and Iran in the late 1970s through today. Abroad one must consider other political factors such as stable or unstable business environments, stable or unstable tax environments, labor laws, and barriers to importation.

(Continued on page 6)

“Think Like an Owner”

Hugh Andrews (BA ’71, MBA ‘72) probably doesn’t even realize the ripple effect of his close relationship with his alma mater. His challenge to “Think Like an Owner” prompted research by School professors Jeff Elsworth, Jeff Beck, and Ron Cichy (BA ’72, MBA ’77) which resulted in their presentation of “Teaching Hospitality Students to ‘Think Like an Owner’: Identifying Entrepreneurial Characteristics That Can Be Taught to Students in a Hospitality Curriculum.” The research was presented at two regional and one International CHRIE conferences—so far—in the last 1 1/2 years. In addition, Dr. Elsworth, as the lead professor in the research, recently won a $10,000 grant from the Eli Broad College of Business to continue and expand the research. Thank you, Hugh!
Hilton Lecture Series XVI
Brings International/Real Estate Focus

In addition, Hugh explained, currency risks must be evaluated. He discussed situations such as devaluation in Mexico; debt in dollars versus income in local currency; inability to repatriate profits and governmental restrictions of many kinds. As Hugh says, “It’s a different world out there than what you are used to. The rules of the land of the free and the home of the brave don’t necessarily apply!”

Having discussed the risks, however, Hugh bears out with his own life and success the benefits of weighing those risks, thinking like an owner, and making the right decisions. He closed his presentation with this wish, “May what you are be all you might have been. And that potential perfect, oh my friend.”

As the academic expert for this year’s Hilton Lecture Series, Professor Allen Toman is highly credentialed. He teaches courses at Ecole Hoteliere de Lausanne in hotel real estate finance and valuation and in corporate finance. He has also taught real estate finance, hotel asset management, and valuation courses at Cornell University, where he is completing his Ph.D., and at New York University. Allen’s Ph.D. dissertation is on the topic of real estate loan default. He holds advanced degrees in public finance and philosophy, and prior to his academic appointment, held senior real estate and hospitality positions for a number of national and international firms including Prudential Real Estate, KPMG Peat Marwick, Coopers & Lybrand and others.

Allen’s initial focus during his Lecture Series research presentation was the comparison of Europe to the U.S.: their savings rates, their tourist markets, their banking practices, and their “drivers of change.” He then delved into his main topic and research area, hotel lending by European commercial banks. He noted that traditionally, these institutions have been the “bedrock” of hotel real estate financing in Europe. Hotels are considered specialized assets, involving more risk than other forms of asset-backed lending. While these are factors that may contribute to increased risk, they are somewhat mitigated by the shift to variable rate loans and shorter terms.

With this goal in mind, Allen and his colleagues in Lausanne undertook a six month effort to identify and survey hotel lenders. After identifying 250 potential lenders, 60 were qualified as being hotel lenders. Of these 60, 26 (43%) participated in the survey representing ten countries in Western Europe. Fifteen lenders had hotel loan portfolios in excess of 100 million euros, and eleven lenders had hotel loan portfolios less than 100 million.

After examining a series of complex survey responses, Professor Toman drew interesting conclusions. He said, “One of the interesting results of the survey is the risk position of the larger lenders. These lenders report larger loans made at higher loan-to-value ratios with longer amortization periods and more weighting in construction lending. While these are factors that may contribute to increased risk, they are somewhat mitigated by the shift to variable rate loans and shorter terms. The smaller lenders reported more conservative underwriting results, except their loans tended to have longer terms and a higher presence in resort product. Both groups have limited diversification in terms of country-risk.”

Support where it’s needed...

Hugh Andrews (BA ’71, MBA ’72) truly believes in what The School is all about: leading in hospitality business education to prepare the future—the students—for leadership in the hospitality industry. He believes in it so much that he wants to spread the word about The School and its mission—attracting more out-of-state and international students to MSU. To that end, Hugh donated $60,000 last fall to create The School of Hospitality Business Publicity Endowment. The funds are to be used for promotion and marketing, specifically for the new website design and maintenance, as well as other electronic and print media—all to help get the word out about The School. Hugh’s generosity will help position The School as the top Hospitality Business School in the world.

Dr. Ron Cichy (BA ’72, MBA ’77) was thrilled with the news of Hugh’s donation. Thanking Hugh, he said, “On behalf of our current and prospective students, faculty, alumni, and industry recruiters, THANK YOU for your vision and financial investment to permanently create a funding source to keep our electronic and printed materials up-to-date. THANK YOU from the bottom of our hearts.”
A Man Wearing Many Hats

Wearing his “Visiting Leader” hat, Hugh Andrews (BA ’71, MBA ’72) also spoke to two undergraduate classes while on campus for the Hilton Lecture Series. The students in HB – 375: Hospitality Marketing, HB – 382: Hospitality Business Real Estate Development, and HB – 460: International Lodging Development and Management were treated to Hugh’s marketing expertise. Before designing the hotel, he said, examine the market. The marketplace, he explained, determines the product. It determines whether there is a need for a hotel, the type of guests the hotel might serve, and the price level that will work. He went on to discuss marketing in the development process, using his own Condado Plaza Hotel and Casino, the El San Juan Hotel and Casino, and the El Conquistador Resort and Country Club as case studies.

“It is simple,” Hugh said. “If your customers are happy, and you’re making money, don’t mess with it. If you don’t listen to the customer, whose wants, needs, and expectations are constantly changing, you don’t deserve to be in business.”

He reminded the students that knowledge is not the only ingredient in a successful development project. He agreed with the Albert Einstein quote, “Imagination is more important than knowledge,” and added that their own dreams would drive them to success. “Keep your dreams alive,” he advised.

Hugh’s words had a lasting effect on many of the students. Several emailed him for advice, and to thank him for his time and wisdom. Jennifer Jorgensen (BA ’06) wrote that she was “extremely interested” in becoming either a real estate investor or hotel owner, and to that end, she had already acquired a real estate license. Hugh was impressed, responding, “You are one step ahead of most in understanding that we hoteliers are managing real estate assets.”

Aileen Baker (BA ’06) exclaimed in her email that “I truthfully have to say that you were one of the most interesting speakers we have had to date. Your dedication for opening hotels is fantastic. I will always remember how you were turned down 120 times before someone gave you the money to build your dream.”

The third “hat” Hugh wore was his mentoring hat when he received an insightful email from Andrea Didrichsons (BA ’06) which indicated that she had attended three of his presentations during the Hilton Lecture Series, and wondered how he would advise balancing the risks and time demands of hotel development with a healthy family life. Hugh took the time to reply thoughtfully and realistically about the challenges in finding that balance, and what he and his family have done to try to achieve it.

Watch for our new website...

Efforts have been underway to create a new website for The School, focusing on students, alumni, faculty, and recruiters. The website will be “up and running” by early fall.

Visit us at: bus.msu.edu/shb

Dining at Disneyland

Wall of Fame Class of Givers Alumnus Shares “Inside Scoop” on the Early Days

There was the time movie star Loretta Young’s little boy pocketed the $5 tip his mom had left for the server. And the time the Italian Chef at Disneyland was found outside a restaurant signing autographs because people at the park were convinced he was Chef Boyardee! Then there was the mad scramble to find a bottle of coke for Eddie Fisher, the “Coca-Cola Kid,” who, with wife Debbie Reynolds, came to Disneyland for publicity photos.

These stories and many more flow through the pages of John Mueller’s (BA ’50) book, titled, Disneyland: Dining From Day One. Still in production, the book is a fascinating collection of memories from an alumnus who was in on the ground floor when Walt Disney opened his first theme park in Anaheim, CA in 1955. John opened the first restaurant in Disneyland, and was responsible for several of the park’s foodservice establishments, including Walt Disney’s private dining room. His stories are funny, revealing, and nostalgic, providing a unique look at the restaurant business in the world’s most famous theme park. The excerpts John sent to The School leave us wanting to read the whole book—keep writing, John!
Motown Auction Gets RESPECT

The Big Ten Rooms at the Kellogg Center were transformed by the Motown sounds and sights, with dozens of tables of silent auction items changing every hour. Auctioneer Bob Howe again took charge of the live auction, encouraging guests to bid high and bid often. The Voice of Spartan Hockey Jerry Marshall was also on hand to announce the packages and keep the Motown spirit high. Several Junior League members served as volunteer MCs.

Attendance was also high, and so was the bidding, on items such as a zamboni ride at a Red Wings game and weekend stays at luxury hotels. Popular silent auction items included Spartan sports items and hotel and dinner packages around the nation.

“We are always so fortunate to have unique and valuable packages to offer guests,” said Director and Professor and Auction Co-Chair Ron Cichy (BA ’72, MBA ’77). “The alumni come through with unbelievable hotel accommodations and restaurant offerings. Brad Cance (BA ’89) delivered a host of Ritz-Carlton packages for us, and we all know how sought after those are.”

Familiar tunes filled the air on Saturday, February 11, 2006, when The School’s Alumni Association and Hospitality Association teamed up to host this year’s “Motown” Auction, raising funds for The School’s student Hospitality Association and Alumni Association, and for two charities: The MSU student chapter of Habitat for Humanity of Lansing and the Junior League of Lansing.
Student leaders were just as impressed with alumni participation. Parimal Thakor (BA '06), Auction executive director, noted that one alumnus, Marc Gordon (MBA ’73) was responsible for garnering over 30 packages from the Chicago area! “We could not offer these kinds of items year after year without the time and effort of the alumni,” Parimal said. In addition, many alumni attend the Auction and competitively bid. For the second year, even those who couldn’t attend were able to make “remote” bids via cell phones, which captured nearly $3,000 in revenues. Remote bidding appears to be the wave of the future, especially if more and more alumni take advantage of the opportunity.

A record number of faculty and staff participated this year as well (could it be that many of them remember fondly their Motown days?), and the live Auction crowd stayed active until the very end. Mike Rice (BA ’91) coordinated the 50/50 raffle and netted a record breaking $715!

As in years past, Chef Allan Sherwin (BA ’64) and a team of student volunteers prepared and served a delightful pre-auction cocktail reception for members of the Junior League of Lansing, who are always generous in their bidding and grateful for the donation to their organization from Auction proceeds. Ginny Brooks, Junior League of Lansing Endowment Fund Chair told Chef Sherwin, “I appreciate the effort and professionalism of the students involved with the pre-party. I have received many favorable comments about the food, the room, and the service. Students Patrick Hickey and Matthew Sharp should be commended for their hard work, excellent follow up, and presentation.”

Guests return each year to The School’s annual Auction because no other fundraising Auction in this area provides its array of items and vacations, and its unique blending of packages. The reason? Generous and participatory alumni. And no alumnus exemplifies that generosity better than Auction co-chair since 1992 Jerry McVety (BA ’67). “We’re part of a team,” says Jerry. “Ron and I enjoy working with the students who spend an entire year preparing for this premier event. And we appreciate the alumni who make it possible.” Ron responds by saying that Jerry is a rare individual who every year “gives his time and energy intensely” to the annual Auction. “It is definitely a team effort,” he says, “but one alumni leader has been with the Auction since its inception, and that is Jerry McVety.”

Thank you to Jerry and congratulations to all of those involved in the success of Motown Auction 2006. Put on your dance shoes, practice your swing dancing steps, and join us for Swing Auction 2007, February 10th at the Kellogg Center.
Hospitality Business Students set a **DEAN’S LIST RECORD**

*Congratulations! 144 out of 700 undergraduate students in The School (that’s 20%) made the Dean’s List for Fall 2005 semester!*

The Dean's List acknowledges full-time undergraduates in the university who earn a 3.5 or better grade-point average for courses totaling 12 or more credits in a given semester. Upon learning the statistics, Sherri Henry, coordinator of academic student services, exclaimed, “We have some very talented students!” That's for sure, and most of them also work at least one job, and volunteer countless hours in School events and Hospitality Association clubs.

We are proud of each and every one of them!

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**The Best Spartan Spirit!**

That’s right. For the fourth year in a row, the students’ float has won honors, even winning Best Float last year. Is there a secret to their success? “Well, maybe,” says David Allen (BA '06) one of the student organizers. “It might have been the individually baked apple pies and the hot apple cider we handed to each judge as we approached the viewing stand. Or maybe it was the School calculator we gave them, so they could more easily tally the scores for nearly 115 parade entries.”

More than likely, however, it was the students, faculty, and alumni joining to sing the MSU fight song, riding on or walking beside a float celebrating MSU’s land-grant and agricultural origins.

While *The School* has established a winning tradition, the 2005 “Homecoming” parade actually came a few weeks ahead of Homecoming weekend. Instead, the Sesquicentennial Parade was a part of MSU’s early October Sesquicentennial Celebration, making for cold temperatures but warm spirits. Homecoming weekend, a few weeks later and minus a parade, was still full of activities. *The School* hosted its Alumni Association’s Board of Directors meeting, the Spartan Sponsors Mentor Program meeting, a Round Table with faculty and alumni, and its fabulous Homecoming reception and brunch, prepared and served by Chef Allan Sherwin (BA ’64) and his team of talented student volunteers.

“The brunch was the best ever,” commented one alumnus. The food was delicious, the drawings for prizes brought laughs (and some lucky winners!), and alumni from as far away as Hawaii and Florida enjoyed the camaraderie and networking. Both President Lou Anna and Dr. Roy Simon stopped by to say hello to our alumni, and Provost Kim Wilcox made a special presentation to Chairman Emeritus of the Alumni Association Paul Smith (BA ’66). Nearly 40 years after graduating, Paul received a “brand new” diploma—his original being lost many years ago. Paul was delighted and surprised, and Provost Wilcox, in office for only a few months, seized the opportunity to interact with alumni, faculty, and students of *The School*.

“It is always good to have alumni return ‘home’ to enjoy the fall weekend on this beautiful campus,” says Director and Professor Ron Cichy (BA ’72, MBA ’77). “But just as important, the alumni have intense interaction with the students and faculty at Homecoming. This is very important for our students who will someday fill their shoes in the industry.”

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News every green-blooded Spartan wants to hear...

*The School’s students won BEST SPARTAN SPIRIT in last fall’s Sesquicentennial Celebration parade!*
It will be difficult to top the attendance and the excitement of CAREER EXPO XXVII, held on campus at the Kellogg Hotel and Conference Center November 1 and 2, 2005! Over 70 companies clamored for a chance to visit with and interview the nearly 700 students who attended. The recruiters who spoke to students and participated in the day long series of panels and workshops were impressed by the students’ preparation and professionalism.

Introducing Mr. Long, Director and Professor Ron Cichy (BA ’72, MBA ’77) reminded the audience of the special relationship between the legendary hotel and The School:

“In the early days of the hotel industry, several distinguished School alumni such as Frank Arthur Banks (BA ’61, MBA ’62) and Carl Mottek (BA ’51) cut their teeth at The Waldorf=Astoria and learned its hospitality from Oscar and others. Over the past years, The Waldorf=Astoria executives including Mark Lauer and Alon Ben-Gurion have come to campus as visiting leaders, lectured in undergraduate and graduate classes, and of course, have recruited interns and hired graduates. Now, we at The School are aware that The Waldorf=Astoria doesn’t visit just any campus, or recruit just any students. Instead, we are proud that its executives have discovered that The School has produced hard-working, knowledgeable, creative, and talented graduates—future leaders who understand and become part of The Waldorf=Astoria’s long history of world-class service and hospitality.”

By the same token, he continued, the students who have gone to The Waldorf=Astoria have the singular experience of learning in and working with the very best the hotel industry has to offer. Any of them will tell you that their time at the iconic hotel was pivotal in their careers.

Dramatic Diversity

One new feature of this year’s CAREER EXPO was the inclusion of Dramatic Diversity among the various panels and workshops offered. Dramatic Diversity is a theater-based diversity training group based in Chicago. They performed “Dream Job,” which through drama, humor, and a Hyatt Hotel case study, helped demonstrate how to provide exceptional service to a diverse clientele. “Dramatic Diversity was sponsored by the Darden Restaurant Foundation,” said Dr. Cichy.

“I commend SIRC Director Authella Collins Hawks for bringing the program to MSU. She and the entire CAREER EXPO executive board, including Executive Director Geoffrey Ryskamp (BA ’06) should be proud of the results of their efforts.”


This winter, The School gratefully received a check in the amount of $10,000 from Hillstone Restaurant Group, located in Phoenix, AZ. The funds are to be used to fund the preparation of plans for the rehabilitation of The School’s Food Production & Management Education Facility labs in the Kellogg Center. The generous donation was engineered in part by Mr. Michael Lamb, head of Hillstone’s Human Resources, who visited campus for CAREER EXPO XXVII in November.

With these funds, and with the formal input from Dr. Jeff Elsworth’s HB 802 — Foodservice Planning and Design graduate class, the project to update The School’s labs, first opened in 1989, can begin the first steps in the process. “We certainly appreciate this donation,” Dr. Elsworth acknowledged.

“The labs are vital to the curriculum and to the instruction of our students. It is important that we stay ‘ahead of the curve’ in equipment and design.”

Chef Allan Sherwin (BA ’64), the Dr. Lewis J. and Mrs. Ruth E. Minor Chef de Cuisine concurred.

“We educate future managers for the many career options in hospitality business. State-of-the-art labs are critical for preparing these future leaders.”

Hillstone Restaurant Group Provides Funds to Update School’s Food Production & Management Education Facility Lab

CAREER EXPO XXVIII is November 7, 2006
Kellogg Hotel and Conference Center
Michigan State University

For more information, visit www.bus.msu.edu/shb or phone 517/353-9747.
The School Sponsors First Ever Graduate Student Forum

With over 20 graduate students pursuing one of the four graduate studies options with The School, it was fitting that last March, The School hosted a forum to spotlight its graduate students and programs. The inaugural Graduate Student Forum featured 12 current student research projects. “It is clear that our students excel in the industry,” said Ron Cichy (BA ’72, MBA ’77), director and professor in The School, in welcoming remarks. “But many of them are true scholars as well. The research projects we’ll see today are very impressive.”

2006 Graduate Student Forum presentations included…

**Smart Barista**
Young Ho Lee learned a BA in Business Administration from Ajou University in Korea and is pursuing the Michael L. Minor MS in Foodservice Management. Ji-Hyun Ryu earned a BA in French and English linguistics at Hankuk University of foreign studies in Republic of Korea and is pursuing an MS in The School. Together, they presented Smart Barista, a study of the application of self-service point-of-sale (POS) transaction technology as a platform for customer order entry in a quick service environment.

**Automatic Merchandising and Coffee Service Leaders’ Emotional Intelligence**
Mi Ran Kim earned a BA in home economics at Seoul University in Korea and a diploma in Hospitality Business Management at Centre International de Glion Hotel School in Switzerland. She also earned an MS in Hospitality Business, and is now pursuing a Ph.D. in Community, Agriculture, Recreation and Resource Studies in the College of Agriculture and Natural Resources (CARRS) at MSU. Julie K. Longstreth, who earned a BA and an MS in Hospitality Business, is pursuing a Ph.D. in CARRS. Together they made a presentation on Automatic Merchandising and Coffee Service Leaders’ Emotional Intelligence research.

**Food Safety Education and The Vending Industry**
Ann M. Doré, with a BA from The School in ’04, is pursuing a Michael L. Minor MS in Foodservice Management, and presented Food Safety Education and The Vending Industry, a virtual course creation specifically for the members of the National Automatic Merchandising Association.

**Functional Food Trends in Hospitality Marketing**
Nicole Hoffman earned a BS in Dietetics at MSU and is an active duty dietitian for the U.S. Navy. She is pursuing the Michael L. Minor MS in Foodservice Management. Ji-Hyun Ryu has a BA in French and English linguistics at Hankuk University of Foreign Studies in the Republic of Korea and is pursuing an MS in Hospitality Business. Violette Ruppanner earned an MA in Economics and Trade at the University of Lausanne, Switzerland, an MS in Management of Technology from the Swiss Federal Institute of Technology, and is working on her MBA in Marketing and Leadership and Change Management at MSU. Po-Fu (Patrick) Chen earned a BA in Business Administration at the American University in London and is pursuing an MS in Hospitality Business. Pilsun Kong earned a BA in Hotel Management at the University of Nevada and is working on an MS in Hospitality Business. Together, these students gave a presentation titled Functional Food Trends in Hospitality Marketing.

**Case Competition Strategies**
Adrienne K. Keeble earned a BA in Marketing at the University of Colorado-Boulder and is pursuing an MBA in the Eli Broad Graduate School of Management. Her presentation was on Case Competition Strategies, an overview on case competitions and how to effectively compete.

**Space Restaurant**
Yuichi Hasegawa earned a BS in Commerce at Waseda University in Tokyo, Japan and is pursuing an MS in Hospitality Business. Yoobin Oh earned a BS in Accounting at MSU and is working on an MS in Hospitality Business. Sohee Lee earned a BS in Tourism Management at Kyungwon University in Seoul, Korea and is working on the Michael L. Minor MS in Foodservice Management. Qin Su earned a BS in Chinese Social Studies in Qingdao University in Qingdao, China and is also pursuing the Michael L. Minor MS in Foodservice Management. Together, they presented Space Restaurant.

A nice feature of the first-ever Graduate Student Forum is that undergraduates were also involved. Students in HB 380 – Meeting and Event Planning Management and in HB 495 – Hospitality Food Service Operations lent their service to the opening reception and throughout the presentations. Perhaps they will be inspired to take advantage of graduate studies as a result of their participation.

In addition, the graduate students who made their presentations did so under the guidance of dedicated faculty members who collaborate to create knowledge and transform lives. Dr. Carl Borchgrevink, chair of The School’s Graduate Programs Committee, was the host of the presentations, along with Ms. Sherri Henry, academic services coordinator for The School.
Faculty Lead in the Technology Revolution

For many in the industry and in academia the name Michael Kasavana is synonymous with technology expertise in the hospitality industry. The School’s National Automatic Merchandising Association Professor of Hospitality Business, Dr. Kasavana coined the term “V-Commerce” back in 1999, and since that time NAMA as been working to trademark the term. As of this writing, no one has come forward to oppose this action, so the trademark should be official. It is important to note just why this is possible.

- In nearly all of Dr. Kasavana’s seminars and professional presentations since 1999, he has used “V-Commerce.”
- Professor Kasavana has titled and taught HB 370 – V-Commerce once a year since 2000.
- For the past seven years, he has published research journal articles, trade journal articles, and white papers with the phrase V-Commerce as a direct or indirect referenced theme.
- Guest speakers in HB 370 for the past six years have received a variety of “thank you” items embossed, printed, or screened with the phrase V-Commerce.
- Professor Kasavana has written a chapter for the NAMA NCE Study Guide entitled, “V-Commerce.”
- He teaches sessions entitled “V-Commerce” at the annual NAMA Executive Development Program.
- Twice each year, he speaks at NAMA Expos on a topic with “V-Commerce” in the title.

It has been widely noted that at MSU, a small band of very productive faculty create the knowledge that is used in classrooms and in the industry across the nation and internationally. This latest is an example of a creative, forward-thinking professor identifying a new trend, stepping out in front of it and even creating the linguistics to support it. Congratulations to Michael Kasavana and to NAMA.

Elective Class Is Popular with Students and Community

We have written in past issues about HB 380 – Meeting and Event Planning Management and the excellent community response to the projects students undertake as part of their requirements. Last spring, a group of students in HB 380 worked with the Wild Goose Inn in East Lansing to produce a “Murder Mystery” dinner which won rave reviews for those who attended. According to Professor Jeff Beck, “the students did everything from decorate, cook, and serve the dinner to playing various roles in the mystery.” The students worked all semester to produce the event, and it paid off. Here are excerpts from the response of one guest who brought his wife to the Wild Goose Inn murder mystery for her birthday celebration:

“When I arrived, I was amazed at the attention to detail your class displayed, with everyone in period costume — and very friendly! It exceeded our expectations in every way. It truly was like walking into a 1920s establishment . . . In addition to the whole murder mystery experience, the service was excellent, everyone stayed in character all night, and it was fun to interact with other guests and your students. Your students made us feel very welcome, and I hope we can return next year. After the students had all left for the night, all the guests ended up sitting around the fire pit, talking about what a great time we had . . . As an added bonus, my wife turned out to be the ‘murderess’ and was arrested at the end of the night. The police car, though slightly out of period, was a nice touch. If I were passing out the grades, everyone gets an A+ in my book!”

Mike Puckett (aka “Toto Tequila,” boss of bosses)

Clearly, the students left a huge impression on the grateful guests that evening. They are learning early and often how to “exceed the expectations.” Our thanks to Dr. Beck and the dedicated students who understand the meaning of “hospitality.”

Speaking of faculty accomplishments...

Each year since 1998, the MSU Libraries has recognized MSU faculty, retired faculty, and staff who have written, edited, or translated a book or musical score; contributed to a multimedia work; or participated in a professionally or studio recorded musical performance.

This year, four faculty members associated with The School were honored for their 2005 publications: Ronald F. Cichy, for Managing for Quality in the Hospitality Industry; for Managing Service in Food and Beverage Operations, Third Edition; and for Managing Service in Food and Beverage Operations (Sound Recording for the Blind and Dyslexic); Michael L. Kasavana, for Managing Front Office Operations, Seventh Edition; Mordechai E. Kreinin, for International Economics: A Policy Approach, and Jack D. Ninemeier, for Hospitality Operations: Careers in the World’s Greatest Industry, for Hotel Operations Management: for Job Descriptions for the Private Club Industry; and for Management of Food and Beverage Operations, Fourth Edition.

In addition, Jack was the Spring 2006 Graduation Luncheon speaker as son Scott (BA ’06) graduated from The School!

Jamie Lyon Reaches Important Milestone

Most organizations have behind-the-scenes individuals who really run the show. The School is fortunate to have a superb support staff which keeps things running smoothly. Administrative assistant and office supervisor Jamie Lyon is an important member of that support staff, and she recently celebrated her 25th year of service at MSU. We congratulate Jamie, and thank her for her selfless dedication to our students and The School.
President of Pebble Beach Resorts Impresses Real Estate Development Students

School students have access to visiting leaders who represent a broad range of segments in the hospitality industry. Last fall, students in Professor A.J. Singh’s HB 382—Hospitality Business Real Estate Development were fortunate to hear from Robert “Cody” Plott, president and chief operations officer for Pebble Beach Resorts in California.

Since 2002, Cody has been responsible for the operations of The Inn at Spanish Bay, The Lodge at Pebble Beach, Casa Palmero, The Spa at Pebble Beach, and both private clubs: The Beach and Tennis Club and The Spanish Bay Club. Additionally, he oversees the Capital Services division as well as the Sales and Catering and Conference Services departments. His talk was particularly useful to the students, since prior to joining Pebble Beach, Cody was president of Colliers Seeley, one of the largest commercial real estate brokerage firms in Los Angeles. He discussed Pebble Beach Company, its founding and history, its current ownership and holdings, and its exceptional ratings—Number one Best Restaurant from Travel and Leisure Golf, Number one Resort in the World from Golf Digest, Number one PGA National Instructor of the Year, and Number one Best Resort Course (Pebble Beach Golf Links) from Travel and Leisure Golf.

Cody also spoke of the company’s plan for success, citing the mission, values and standards they embrace. Pebble Beach’s marketing strategies, business mix, and future plans were also part of his presentation, at the end of which, students not only wanted to work there, but most wanted to play there!

Designated an Honorary Faculty Member, when Cody returned to Pebble Beach, he sent to The School a handsome, framed display of the golf course, buildings, and grounds of Pebble Beach.

“Pebble Beach is legendary for its golf and resorts, there is no question,” says Professor Singh. “Its image for quality and luxury is unmatched. We are fortunate to have had Cody visit our campus.” The students agreed, but one asked, “Maybe next time we can visit Pebble Beach?”

Perhaps . . . but until that time, our thanks to Professor Cody Plott and Pebble Beach Resorts for enlightening our students.

Panda Restaurant Group CEO John Theuer Draws a Crowd

The next time you want to connect with a big group of interested students, here’s a word of advice: offer them free food! But make sure the food is high quality, fresh cut, and fresh cooked—preferably Chinese cuisine!

This strategy certainly worked when Visiting Leader and MSU graduate John Theuer (BA ’82, MBA ’83), chief financial officer of Panda Restaurant Group, Inc., came to campus last fall to speak to School classes and to recruit students. His evening talk, a volunteer event for students, drew 80 students and provided them with a catered dinner from Panda Express!

John, a CPA with a BA and an MBA in accounting from MSU, has been with the hospitality industry for 17 years, and with Panda Restaurant Group, Inc. since 1999. The privately-held company, the parent to restaurants including Panda Express, Panda Inn, and Hibachi-San, is the largest Chinese foodservice provider in the nation. Its annual sales approach $600 million, it enjoys a 20% annual growth, and it has more than 700 locations, employing over 8,000 people in 37 states, Puerto Rico, and Japan. John explained to the students that Panda Express has the goal of defining a niche, taking it nationwide, and opening 10,000 stores. In the past 11 years, they have grown from 90 stores to 750. Discussing the challenges that come with growth, John identified four main items:

- Maintaining a high profile
- Finding real estate
- Financing the growth
- Keeping the quality of the brand high

John traveled to campus with Panda representatives Al Chaib, Ph.D., vice president of operations in the Midwest; Mary Glowiak, who oversees human resources in the Midwest; and Elizabeth Hollandener, staffing and employee relations specialist.

The students were impressed with Panda’s record of growth and achievement, the quality of the company’s products, and the values it espouses. The students were most impressed with John Theuer’s presentation and his enthusiasm for Panda. And the dinner was a hit—sure to bring in repeat customers, as well as interns and graduates!
Young Entrepreneur Tells Students About the “Real World”

It takes a special set of skills to do well in sales, and when Dan Gennari (BA ’00) graduated from The School, he did very well indeed. With Hilton Hotel Corporation as a hotel sales manager, Dan not only used skills he learned in School and honed as a student leader in the Hospitality Association, but he also kept learning. As Visiting Leader in Dr. Jeff Beck’s HB 376 — Hospitality Sales Process, Dan recently shared what he had learned with students, and provided them with more than a little inspiration.

After three years in hotel sales, Dan had a plan. He believed that he could put his knowledge and experiences in the industry to good use as an entrepreneur. His goal was to help customers, meeting planners, and travel coordinators with their hotel booking needs, so he started his own company to do just that—and Provident Hospitality was born in late 2003. He quickly established a loyal base of customers, and from 2004 to 2005, bookings jumped so much that Dan’s wife, Angela, a director of events at a large non-profit organization, joined Dan full time. They changed Provident Hospitality to VenueQuest, hired two remotely located account managers, and are enjoying stability and increased growth.

The students were highly receptive to the advice given by this young entrepreneur. He shared with them information about careers in hospitality sales, and even let them in on “a day in the life of a hotel sales manager.” Perhaps most importantly, he gave them a real-life glimpse into the decision to start one’s own business and the measures to take to achieve success with it. Thanks, Dan, and good luck and continued success.

Young Alumni Panel Enlightens Students

The students in HB 415 — Managing for Quality in Hospitality Business are accustomed to creative assignments and innovative teaching methods. The class is designed to prepare them for recognizing and effecting management of quality techniques in their careers by simulating a “real job” situation in the classroom. Alumni often get involved in the class through lectures and projects, but last fall, the students were treated to a new group of alumni. On October 31, the class theme was “Quality in a Variety of Hospitality Organizations: The Young Alumni Perspectives.” An hour was spent with a panel of five young graduates, moderated by Ann Doré (BA ’04, MS ’06), discussing a wide range of questions and sharing their experiences as individuals just getting started in their careers. Panelists included:

- Nora Bartlett (BA ’04), front desk manager with Chicago Sheraton Towers
- Dan Briks (BA ’04), rooms division manager at The Waldorf-Astoria Hotel in New York City
- Megan Holland (BA ’03), human resources manager at the W Chicago Lakeshore
- Christina McCaskey (BA ’03), beverage, hospitality and culinary manager for Red Lobster Sterling Heights and Waterford, MI
- Nick Reeser (BA ’02), manager for P.F. Chang’s, Lansing, MI

Director and Professor for The School, Dr. Ron Cichy (BA ’72, MBA ’77) and, with John King, co-professor of HB 415 explains the goal of the panel discussion: “Our students are very serious about making a difference in the industry, and they greatly appreciate the alumni who can give them a perspective from their operations.” John King added, “We believed that the students would relate particularly well to the advice given by younger alumni, whose experiences will probably be similar to the students’, whose careers will begin in a few short months.”

The professors were right. The class enjoyed a productive give-and-take session, with the panel giving their perspectives on questions such as:

- How do you/your company support your internal customers (staff members)?
- How do you/your company support your external customers?
- How does your company handle financials?
- How does it explain financial goals to staff members?
- What role do you have in the company's financial success?
- How do you and your company work to affect continuous improvement?
- How do you and your company assess quality?
- How does the company express its values, vision, and mission? Do you know them? Do they influence your everyday actions and decision-making?
- How do you and your company manage for quality?
- Do you have a mentor? Are you a mentor?
- How do you balance work and a personal life?
- Do you have advice for students when they start their first full time positions?

“It’s good to hear from people your own age who have experienced what you are about to go through,” said one student. “I learned a lot.” It was inevitably good for the panelists, too, who in their own minds had to contemplate important career and quality issues.

“Students relate well to the advice given by younger Alumni.”
OPPORTUNITIES

Spring brought a busy semester within the Hospitality Association. Through events and succession planning, there are many opportunities for new blood to get involved in the best hospitality school around. As we all know, The School is growing at an amazing speed and this spring we had one of the largest graduating classes parting from The School as students but joining the many as alumni. We understand that our role within The School of Hospitality Business is far from over; in fact it’s merely a new beginning. It’s now time for us to give back to the school, but also as we enter the service industry as aspiring leaders, we can dip into the pool and recruit interns to help mold their futures as ours have been molded. There is a large group in this graduating class that have held multiple leadership positions throughout their college career and now it is time for this year’s class to turn over the reigns to an intelligent and focused group of individuals to lead in 2006 and 2007. There is no doubt in my mind that these young leaders will take The School to the next level of excellence.

January, Vegas Night took over the Union with a large Texas Hold ‘Em tournament. There was a decent turnout for the event which was run differently from previous years. The number of players allowed the organization to award a first prize amount of $250 to the “Card Shark” of the night. Two weeks later The School put on its annual Auction and raised over $80,000 for charities, endowments, scholarships, and also our own Hospitality Association. This year’s theme was Motown! The Auction board went back in time to create a unique experience for those attending and the night was so perfect that many thought “It was just their imagination!” Many thanks go out to the great alumni participation for this occasion. The students greatly appreciate and value working with the alumni to hold this amazing event. Without skipping a beat, Les Gourmets was just around the corner and the event team was right on track to deliver a memorable night. Una Noche en Marbella was the theme (A Night in Marbella) and the room was decorated perfectly to match. Red was the color of the evening and there was an outstanding turnout for this year’s dinner in Spain. This year there were no Final Four games to interrupt the evening, which made for an elegant atmosphere. The event was flawless and the menu was delightful with an impressive wine list to compliment the courses. The event was once again a huge success and will be a hard act to follow.

When I became a hospitality student, I became part of a unit that is tighter than any other on Michigan States campus. It was easy to make friends since we are in hospitality, we worked in teams and gained opportunities to network and grow with the school and with our industry leaders. These opportunities can take students anywhere in the industry and it is with outstanding alumni support that these opportunities are given. That being said I would like to say THANK YOU to the faculty and the alumni on behalf of the students of The School of Hospitality Business for the opportunities given!

Yours Sincerely,

[Signature]

Dan Stuart (BA ’06)
Chief Executive Officer and President
Hospitality Association 2005-2006
Students Score Big at Hospitality Association’s Vegas Night 2006

The MSU Union Ballroom was buzzing on January 28, 2006 when 65 students gathered at the annual Vegas Night, sponsored by the Hospitality Association and led by senior Kourtney Kubacki (BA ’06) and Faculty Advisor and Associate Professor John Tarras. From 7 p.m. until midnight, students played Texas Hold’em in tournaments which promised Huge Payouts! One tournament featured a $20 buy in, and the second, a high roller, was a $50 buy in. Each participant had a chance to win big. Prizes for the top seven winners of the regular tournament ranged from $20 to $240, and $225 and $325 for the top two high rollers.

In past years, Vegas Night has offered blackjack, craps and roulette. But after Texas Hold’em tournaments became legal last year, the Vegas Night executive board decided on the theme. A State News article covering the event reflected on poker’s rising popularity on campus and across the country. Senior Betsy Ward explained the phenomenon, saying, “It’s the new euchre, but with money.” Professor Tarras agreed, “Poker has just taken off like a rocket. It has just exploded,” the article quoted.

Even after the winners’ earnings, the event was a hit with the Hospitality Association. According to Executive Director Kourtney Kubacki, the association is guaranteed a profit from entry fees because it knows how much in winnings it has to relinquish.

December Graduate Luncheon Features Young Alumnus

The traditional graduation luncheon for December graduates and their families and friends was hosted by The School on December 10, 2005, with nearly 70 in attendance. The luncheon speaker was Alumnus Jeremy Mourey (BA ’00), food service director for Premiere Food Service, Inc.

The event, designed to honor graduates and their families and to allow them to reflect on their time at MSU, began with introductions from Ms. Authella Collins Hawks, director of the Student and Industry Resource Center and a welcome from Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School. But the most engaging message came from Jeremy Mourey.

Jeremy has been a big part of the Premiere Food Service, Inc. from its inception. He remembers a family car ride when he was 13, during which his father dreamed aloud about a company he wanted to start. Together, they came up with a name for the company, and the dream moved closer to reality. During Premiere’s infancy, Jeremy did every job, from scrubbing pots to mopping floors to filling vending machines, preparing himself for enrollment in The School. His level II internship, in fact, was completed at various properties managed by Premiere Food Service.

Jeremy now serves as Premiere’s food service director, and is based at one of its local properties, the headquarters for Jackson National Life, in Okemos.

Being in the unique position of “old enough” to offer advice, and “young enough” to remember and relate to college life, Jeremy spoke to the students about his own college days. MSU sports, bars, and yes, a little studying! — Jeremy acknowledged that it was HB 415 — Managing for Quality in Hospitality Business that opened his eyes to setting goals in life and in a career. It was in that class that he set five year goals — and Jeremy proudly reported that six years later, every goal had been met.

In the “real world,” Jeremy said, he had to overcome his young age and the stigma of being the owner’s son. Even more, however, he came to realize that he did not know it all, and that his attitude would have to adjust to his new surroundings. “The food is the easy part,” Jeremy advised. “Dealing with people is where the work comes in.”

He told the students that he made the choice to continue to learn and adapt, and that accepting that he would always have to keep learning was especially humbling. As an alumnus, however, he does not need humility—pride is the emotion that comes to his mind instead. He noted the number of Spartans in the hospitality industry all over the world who are beautifully representing their alma mater, giving back in a myriad of ways.

Jeremy closed with encouragement for the young graduates to do the same: to stay in touch, to network, and to share their wisdom and experiences.

Graduation is always a bittersweet time, with many good byes and fond remembrances. Hospitality Association chief operating officer Scott Ninemeier (BA ’06) spoke to the gathering about the senior class gift and thanked graduation luncheon Student Coordinator Emily Eisenbacher (BA ’08), who also serves as HA’s vice president of alumni relations. The good-byes and hugs notwithstanding, something tells us we will see much more of these new alumni in the future.

“Stay in touch, network, share your wisdom and experience.”
The School aims to bring that luck to its students and alumni through the Spartan Sponsors Mentor Program, operated through the Student and Industry Resource Center. SIRC matches individual students and alumni who have similar career interests (you can contact SIRC at (517) 353-9747 or www.bus.msu.edu/shb/career to be “matched”). The pair get to know each other during an annual Spartan Sponsors Mentor celebration event (this year’s event is Thursday, September 28, 2006). Then, using email and phone conversations throughout the year, the student and alumnus/a participate in a mentoring relationship which can last as long as the two wish. Don’t worry—alumni who are unable to come to campus in September can still be Spartan Sponsors!

For Maria Minor (BA ‘06) and Alumnus Zoe P. Slagle (BA ’59, MA ’64), the experience was mutually beneficial. Zoe, who owns a consulting firm in East Lansing, claims, “I think I learned more from Maria than she from me!”

Marc Kudar (BA ’09) speaks glowingly of his mentor, Jim Anhut (MBA ’85), senior vice president of Brand Development for InterContinental Hotels Group. “My mentor took 40 minutes just to talk with me over the phone recently. It was an AWESOME experience. Also, when he came to campus, he took time out to meet with me, one-on-one. This is a really great program.”

Some students even find that the networking they enjoy has very practical results. Carolyn Vermeulen (BA ’06) who was mentored by Phil Hickey (BA ’77), chairman and CEO of RARE Hospitality International, Inc., says “Mr. Hickey advised me on how to interview, what to look for in a company, and enlightened me with a considerable amount of knowledge from his own industry experiences. Though he was not biased or partial to his own company, I did accept a position with RARE Hospitality, and it is good to know that I have already begun a relationship and gained support from an industry leader with whom I will actually be working.”

Neil Barnhart (BA ’64, MBA ’65), retired corporate vice president for Harrah’s Entertainment, is another wise alumnus advisor. His student, Larry Tran (BA ’06), and he were in very frequent contact via email throughout Larry’s time at MSU, and when Larry began the interviewing process, he sought Neil’s advice. Familiar with some of the companies interviewing Larry, Neil gave him detailed information about the physical properties,
E arly in December, 2005, The School welcomed hospitality educators from high schools, community colleges, and universities from the Great Lakes Region to campus to share applied research and teaching strategies. Opening the conference, Dr. Ron Cichy (BA ’72, MBA ’77) wondered aloud why so many would travel to East Lansing in the middle of winter, at a time that for many is filled with final exams, holiday preparations, and the pressures of wrapping up a semester. Answering his own question, he noted that the purpose of the conference was to “share new knowledge,” noting as well that in this Sesquicentennial year for MSU, the goal is to “create knowledge and transform lives.” Ron also commented on the value of faculty and graduate students working together, researching ideas, reporting their discoveries, and then receiving feedback from their peers.

Over the next two days, the conference certainly bore out the truth of his words, with sessions ranging from “Hospitality Experiential Learning” and “Perceived Service Fairness in the Restaurant Experience” to “Ethics of Sales Management in Lodging” and “Determinants of Employee Intent to Stay.” Keynote speaker Larry Bell, of Bell Brewing Company enlightened the participants about micro brews, beer tasting, and the experience of growing a business from scratch. Day Two Keynote Speaker John Shields, director of Revenue Management at Hyatt Corporation, delivered a talk on “Developing the Revenue Management Professional in Today’s Environment.” Much like the previous spring’s research conference in Indianapolis, The School, with only ten tenure system, full-time faculty members, was heavily represented at the conference, with members of the faculty and graduate students making presentations both days. Conference organizers were

MichRIE Chairperson and School Assistant Professor Jeff Elsworth and Assistant Professor Jeff Beck. They did an outstanding job, leading alumni and Northwood University Hospitality Department Chairperson Bill Spaulding (BA ’68) to comment, “I complement Jeff and Jeff (!) and the others for all that they did to make this event possible. I know that there was a lot ‘behind the scenes’ work done. It made an ol’ alum proud. GREAT JOB!”

The conference also allowed The School to showcase the talent and dedication of current undergraduate students. The opening dinner was prepared and served by volunteer students from Les Gourmets, under the direction of Chef Allan Sherwin (BA ’64). Refreshment breaks during the presentations, panels, and sessions were provided by the student chapter of the Professional Convention Management Association (PCMA), under the guidance of Dr. Beck. Another alumnus and participant, Dr. John Knight (BA ’72), professor and director of the Hospitality and Tourism Management Program at Indiana University-Purdue University at Fort Wayne, later wrote to the Chef, “The evening meal on December 2 in your dining room was most impressive and was actually one of the best in its quality that I have had on the MSU campus. Your attention to detail was well noted by all of us . . . I must commend you for treating us so well and making us feel so important.”

Overall, this educators’ conference fed the minds of those attending, allowed for the transference of knowledge across institutional and state boundaries, and left a wonderful impression of The School and its students. Thank you to Drs. Elsworth and Beck, Chef Sherwin, the student volunteers, and all the presenters, speakers, and panelists.
Setting Goals, Making a Difference

Think back to the exciting “Road to the Final Four” in men’s basketball last spring. Those Spartans watching the tournament surely thought the team in green which played in the final four would be from East Lansing, not Virginia. Instead, George Mason was the “green team” that advanced, and most of the nation was fascinated by their Cinderella story.

Life is filled with such examples of “what might have been,” or at least of goals set (or runs to the Final Four!) and yet to accomplish. As I leave the presidency of The School’s Alumni Association after two years, I reflect on the goals I set in 2004: to strengthen alumni and faculty relations, to connect with students, and to help Director Ron Cichy raise funds. Surely, progress has been made. An increased number of alumni come to campus as visiting leaders, complementing an already strong curriculum set in motion by talented and committed faculty. A record number of alumni attend Alumni Association Board meetings, serve as Spartan Sponsor Mentors, and take part in School events. And generous alumni continue to donate to The School.

However, as I step away from the presidency and into the role of chairman of the Alumni Association, I believe that the goals we set in 2004 still offer us opportunities. I want to encourage all of us to play an important and involved role in the life of The School. As it progresses each day and lives out a strong history of excellence in hospitality business education, our School needs us. It needs our time, our talents, our energy, and our financial support.

I know as alumni we join our director and the faculty in wanting to keep our School a premier educational institution. So if you can, please call or email Ron Cichy (cichy@msu.edu/517-355-3080), our new Alumni Association President Mike Murray (mikemurray@sagehospitality.com/303-595-7200), or myself (richard.farrar@marriott.com/301-380-2473), and ask, “How can I help?” Believe me, whether you interact with faculty members, with students, or even with fellow alumni to advance The School, you get far more than you give.

We ask our students to set goals for themselves and to plan for the next five years of their lives. Then we ask them to take steps toward meeting those goals. As an Association, we do the same, and whether we take baby steps or giant leaps, we make progress. The students I have met are bright and engaged; they watch the alumni and learn from each of us. Knowing they depend upon us, respect us, and learn from us, let’s meet them halfway!

When that happens, watch how setting goals becomes celebrating victories. With you, everything is possible.

Next year, as Spartans celebrate a successful run to the Final Four, let’s also be able to celebrate Alumni Association achievements and involvement in The School. THANK YOU, and see you at Homecoming!

Go State!

Sincerely,

Richard D. Farrar (BA ’73)
Chairman, The School of Hospitality Business Alumni Association
Vice President, Owner and Franchise Services
Openings and Marketing
Marriott International, Inc.
Radiating like the sun that surrounds her in Naples, FL, Alumna Mary Ann Ramsey, CTC (BA ’75) graced the March 2006 cover of the magazine *Luxury Travel Advisor*. The subject of the feature article, Mary Ann is the owner and president of Betty Maclean Travel, located in Naples, FL and catering to the luxury and leisure markets.

Paying homage to her own education in *The School* and her membership on its Alumni Association Board of Directors, Mary Ann recounts her beginnings in the hospitality industry, first in hotels, and then switching gears to travel and tourism. "I walked into a travel agency one day, and with my hotel background, they hired me immediately," she says.

Moving from the Midwest to Naples, FL in 1979, Mary Ann was one of three staff members at Betty Maclean Travel. By 1983, she had purchased half the company, and in 1986 when Maclean retired, Mary Ann became the agency owner. "It's like the American dream," Mary Ann admits. The agency is still based in Naples, but has offices in New York and agents in Texas, South Carolina, and Arkansas, as well. "And we are looking to grow," says Mary Ann.

Education and training, in fact, are very important to Mary Ann. "You are as good as your team and you've got to make sure your team has all the resources they need to respond to the markets that we're dealing with," says vice president of sales Carla Malachowski. She notes that Betty Maclean Travel has invested in the latest technological equipment, including web cameras that allow the Naples office to communicate visually with all of its satellite locations. The company also works closely with the Travel Institute to find well-educated and certified travel consultants, and to provide continuing training. The agency embraces the Travel Institute’s Destination Specialist (DS) program. Mary Ann’s high standards also require that Betty Maclean travel consultants complete a rigorous training process after being hired. All of this adds up to a staff that offers exceptional service, expertise, and experiences to its clients.

*Luxury Travel Advisor* paints an accurate picture of an alumna who deserves recognition for her leadership of an award-winning, highly successful company. Mary Ann is consistently named by *Conde Nast Traveler* as one of its "World’s Top Travel Specialists," and was voted ASTA Travel Agent of the Year 2003. Her passion for the travel industry is contagious. She exclaims, "I love it! I love the entrepreneurial side of it, I love the business side of it and I love the selling and the consulting side of it!"

*The School* is proud of Mary Ann, and wishes her continued success.

A happy group of alumni, spouses, and friends enjoy a toast at Cowles House in February 2006 before heading to the MSU-Minnesota basketball game. Included are (left to right): Ron Cichy, Jason Rabidoux, Shelley Cichy, Ray Rabidoux, Sue Lantzsch, Jerry McVety, Diane McVety, Joanne Fournier, Jerry Fournier, Mary Jo Wills, Carol Rigterink, and Bob Wills.
An Early Christmas Present

My Christmas present arrived early with this inscription:

“It is by serving others that we can earn the right to lead them.”

Sant Rajinder Singh Ji Maharajh
Founder, Darshan Education Foundation

To: Ron F. Cichy, a distinguished leader and friend
From: Bernard Seiler, Christmas 2005

I was given an autographed copy of United for the Well Being of our Guests: 150 Seiler Years Dedicated to Hospitality by Bernard Seiler (MBA ’73) and his wife, Angela, when they visited Michigan in December.

The book was written to commemorate 150 years of Seiler family hospitality in Zermatt, Switzerland, home of the Matterhorn. This noble history details Seiler Hotels and the family members who have led them for four generations. The family’s unique hospitality philosophy is embedded in the belief that “Seiler Hotels are meant to be places where people feel at home and regain their vigor. These qualities must be won time and again – that’s what we are here for.” The book explores the legacy, beginning with Alexander Seiler, who founded it at the age of 36, of one of Switzerland’s greatest hotel family dynasties in 1855.

In 1955, Bernard Seiler (MBA ’73), Wall of Fame Class of Internationals, was appointed managing director at age 24, a position he held for 15 years. Responsible for four Seiler Hotels—The Mont Cervin, The Monte Rosa, The Victoria, and The Riffelalp—this leader had just graduated from the Ecole Hotelière de Lausanne and had spent a year studying the international hotel industry in the USA and at the Paris Ritz. In the late 1960s, Bernard left his position and enrolled in the MBA Program in the School of HRI at MSU. He completed his MBA and returned to Zermatt to manage the Seiler Hotel Neues Schloss in Zurich. He remains on the board of Seiler Hotels to this day.

This international hotelier hosted student tours and delivered short courses for MSU Study Abroad students in Zermatt for many years. Bernard embodies his family tradition of elegance, comfort, good taste, and hospitality. Testimonials abound from Seiler Hotels’ guests. One regular guest at the Mont Cervin has said, “Of all the hotels that I have stayed at in the world, the ‘Mont Cervin’ is one of the very best. While some hotels appear more impressive from the outside, there are only a few to achieve this level of service, cuisine, wine, and attention to detail.”

The former mayor of Zermatt adds, “The fourth Seiler generation continues to set examples with regard to accommodation standards, staff management, and social skills.” And the chairman of Leading Hotels of the World has said, “The remarkable thing about the Seiler dynasty is that it has withstood all the twists and turns that fate could have imposed on it, always finding a way of staying independent. For more than 150 years it has managed not to sell its soul.”

High praise, and well deserved, for the Seiler family and Bernard. Thank you, dear friend, for the reminder of the great history behind great hoteliers, and for the early Christmas present, inscribed so eloquently.

Memories of an Era
—The Berghoff Closes

The word spread quickly through the nation when the Chicago Tribune reported in December that “Chicago will lose another commercial and cultural icon when the 107-year-old Berghoff Restaurant, a Loop landmark, serves its last schnitzel on February 28.”

Herman Berghoff (BA ’58), grandson of the restaurant’s founder, and his wife Jan retired after working at the German-style restaurant since 1952.

The article quotes another iconic Chicago restaurateur, Rich Melman (who is, by the way, The School’s 2006 Honorary Alumnus), founder of Lettuce Entertain You Enterprises, Inc. “It’s hard to believe. I feel such a personal loss for Chicago. It’s like losing the Cubs or something.”

According to the couple’s spokesman, Christopher Lackner, the “Berghoff family shares the sadness the city shares.”

The building will not be sold; it will be leased to Herman and Jan’s daughter, Carlyn Berghoff’s catering company.

The Tribune article describes The Berghoff’s history, with Grandfather Herman Joseph Berghoff selling his Dortmunder-style beer in 1898 at a bar at the corner of State and Adams streets. “He sold it for a nickel a mug and offered sandwiches for free,” the article explains. “Prohibition forced The Berghoff to expand into a full-service restaurant, which has been at its current location—next door to the original—since 1939.”

Did you know that The Berghoff was the first Chicago restaurant to get a liquor license after prohibition ended in 1933? It is known for its long history in Chicago, and especially as an “old-style, family-run restaurant where the waiter’s wear black jackets and white aprons.” And some of those waiters have been employed for decades.

Clearly, for many Chicagoans, and certainly for many alumni, the times, they are a-changing. For those of us of a certain age, The Berghoff will always hold special memories. Alumnus Ernie Renaud (BA ’57) and his wife, Mary, visited The Berghoff one last time before its closing, and sent sentimental greetings from there to School Director and Professor Ron Cichy (BA ’72, MBA ’77): “Auf Weidersehen und ein Prosit auf der Gemtlichkeit.” Translated, their note says, “Farewell, and a toast to all the good times.”

We thank Alumnus Herman and Jan Berghoff for sharing their hospitality for so many years. The School wishes them all the best in their retirement.
The Family Buggy... 39 years of People First

Among School alumni, there are many fine examples of successful entrepreneurs who model for our students how to run businesses with integrity, professionalism, creativity, and management principles that celebrate quality and teamwork. One such enterprise is Family Buggy Restaurants, owned and operated by Don Payne (BA ’65) and Peggy Timmerman Payne (BA ’65). They have enjoyed 39 years of success, in large part because of their hard work and a long-tenured staff which has truly become their family.

In fact, a measure of their affection for the Family Buggy “team” was evident when Don was inducted into the Alumni Association’s Wall of Fame Class of Contributors in 2001. Accepting the honor, Don dedicated it to one of his longest serving staff members, a gentleman who had worked with him for decades and who embodied the friendly service the Family Buggy is famous for in Farmington Hills and Rochester, Michigan.

At the Family Buggy, the team approach is evident. Every person, from owner to dishwasher enjoys the same respect, and each position is just as important as the other. The same rules apply to all staff members. Open communication, consistent rules, flexible scheduling, and caring people have led to many happy, long-term staff members.

In 1967, when the first of the Family Buggy Restaurants opened, guests drove many miles to see a restaurant managed by “kids.” Only a handful of the staff were over 18 years old. Since then, at least 25% of the Family Buggy’s 240 people, both full and part time, have been with the Buggy five years or more. The majority of the staff is part time, either high school or college students.

Many of the newer staff members are second generation Buggy Team Members. Some nights, you might see parents working along with their children. In fact, Family Buggy has brought more than one couple to the altar who have met while working at the restaurant! And after 39 years, owner Don Payne is still in contact with former staff members who continue as customers and who often send in their children for their first jobs.

The Buggy Team is treated as a family. Don and Peggy believe that there are two kinds of relationships: personal and business. The two are not mixed, so that if discipline is necessary, it is focused not on the individual but on the inappropriate action.

And just as staff members are expected to treat guests with courtesy and respect, guests are expected to reciprocate. Returning guests who are verbally abusive are simply told that they should find another place to eat. The philosophy is that a good staff member is more valuable than a rude guest.

But guests are treated to personal, friendly, caring service. Many guests often request their favorite server, and they know that they will always be welcomed with a warm smile. Regular guests sometimes include second, third, and fourth generation diners from the same family.

Don prides himself on being able to point out guests who have eaten with him for at least 25 years on any given night.

The Family Buggy is a foodservice establishment that does not serve alcoholic beverages. Individuals as young as 15 years old are often hired, and many stay on as long-term staffers. Hiring is based on attitude—nice, caring people are the focus. This is true of the guest service, as well as support staff. Don and Peggy have found that it has been beneficial to hire young people without previous experience, who have not yet learned bad attitudes or habits.

They also take a personal interest in each staff member. Each year on the anniversary of his or her employment, each staff member receives a personal note from Don and Peggy. Yearly holiday cards are signed by all managers, supervisors, and the Payne’s. Sick staff members are “checked on,” sent flowers, and receive phone calls. There is a “Five Year Club Dinner” for those employed five years or more. The evening honors team members from both Family Buggy locations, and each one is individually recognized. Their names go on a plaque at the front of each restaurant. Believe it or not, some names go back as far as 33 years! In addition, team members are given “Buggy Team” t-shirts or sweatshirts, along with thank you notes for their dedication and hard work.

Those staff members who go on to other careers after high school or college are provided with letters of reference, and they know that their leaving is a loss. They know they can return to the Buggy Team if their circumstances bring them back.

The Family Buggy Team members know that the restaurant would not be successful without them. They work diligently to meet and exceed the Payne’s high standards. Clearly, it is not just the food that keeps guest coming back year after year. Dedicated and well-trained staff members are the key ingredient to making the Family Buggy service experience more than just a meal.

Don prides himself on being able to point out guests who have eaten with him for at least 25 years on any given night.
ALUMNI in the News

Frank Agnello, Jr., CMA, CHAE Discusses His Leadership

As he prepared to complete his year as president of Financial and Technology Professionals—HFTP, Frank Agnello (BA ’80) discussed in a letter published in Bottomline some of the hallmarks of his tenure, as well as his pride in the association. Frank, controller at the Wyndgate Country Club in Rochester Hills, MI, has long been active in the association, and became president over a year ago. In fact, Frank helped to establish the HFTP Endowed Finance and Technology Scholarship in The School, funded by the association in 2004. In the letter, Frank recalled the struggles of HFTP in the months after September 11, and the ensuing turmoil in the hospitality industry. During his service on the Executive Committee, he says they made a valiant effort to maintain HFTP’s quality events and benefits despite a slow economy. With each year, attendance grew, and so did membership. They helped adapt the association to changing business structures and to make “HFTP” recognized throughout the industry. This year, HFTP membership is higher than before September 11, and the association’s major events have been breaking records for attendance. Frank is finishing his presidency with the knowledge that HFTP is a leading association with a highly professional staff and with industry and academic leaders in its Executive Committee and on its Communications Editorial Advisory Council. He concludes, “I was always extremely proud to be its president. . . As I now pass on the responsibility, I will remain just as proud to say I am an HFTP member.”

Gary Gagnon Receives Award at Central Michigan University

Gary Gagnon, (BA ’84) faculty member in CMU’s marketing and hospitality services administration department, was named the 2005 Michigan Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and the Council for the Advancement and Support of Education. During the November 17, 2005 U.S. Professors of the Year awards at the Grand Hyatt Hotel in Washington, DC, he was recognized for “extraordinary dedication to undergraduate teaching” by the program which salutes the most outstanding instructors in the country. Gary teaches marketing for services, introduction to the gaming industry, introduction to hospitality management, and tourism. Previously, he has led a workforce of 230,000 employees representing more than 23 nationalities and five major religions. He creates a culture of learning in the classroom using some innovative techniques. He makes students calculate the hourly cost of their course, helping them uncover the value of class time. He takes them to a gaming training room at the Soaring Eagle Casino in Mount Pleasant to learn about the industry firsthand. He also presents the final exam in the first class, requires students to name the class, asks them to select a theme song and requires that they learn about their classmates. Students also receive a copy of Gary’s resume and a chance to interview him for the position of teacher of the course.

“Mr. Gagnon is clearly an exceptional instructor,” says CMU President Michael Rao. “He brings extensive international expertise to his students. He is well respected by his peers. . . he has been, and continues to be, literally a world-class instructor.” The School congratulates Professor Gary on this wonderful and well deserved achievement.

Ronald F. Cichy Named AH&LEF Officer

The new officers of the American Hotel & Lodging Educational Foundation (AH&LEF) were elected last November at the AH&LEF Board of Trustees meeting in New York City. Board members have always been hospitality industry leaders, but the new officers now include a hospitality business educator, Director and Professor of The School, Ron Cichy (BA ’72, MBA ’77). He will serve as Secretary/Treasurer, and his appointment marks the first time an educator has served in this capacity in the history of the foundation. The foundation, formerly called the Educational Institute of the American Hotel & Lodging Association, has for 50 years been the source for industry-tested, research-driven training resources. Ron says of his new role, “I am honored to be a part of the AH&LEF and its global educational mission. I am also proud to represent the hospitality academy and Michigan State University on this distinguished board.”

Accolades for Phil Hickey

When The School honored Phil Hickey (BA ’77) in 2004, inducting the chairman and CEO of RARE Hospitality International into the Alumni Association’s Wall of Fame Class of Givers, it acknowledged Phil’s success in the restaurant industry and his service to others, including to The School. The MSU Alumni Association agrees with our assessment of Phil’s giving nature: he was awarded its prestigious “Alumni Service Award” at the Grand Ceremonies during MSU’s Homecoming festivities last fall. It was quite a season for Phil, since just a month before, Nation’s Restaurant News featured him in an article, and a month later, Chain Leader published its own article featuring an interview with Phil, who earned the 2005 Multi-Unit Foodservice Operators (MUFSO) Golden Chain Award. Chain Leader also named Phil a winner of its 2005 Chain Leader Execution Awards. Three are given each year: the “Legend,” the “Chain Leadership,” and the “Protégé.” Phil earned the “Chain Leadership” award, indicating a person with “great influence on his or her company and the industry, taking into account his or her leadership, financial results, and restaurant industry participation. (Please see next page for news about the “Protégé” winner, Spartan “bd” Downs!) Phil continues to be an excellent role model for School students, leading a $1 billion company which is admired by all of those with expertise in the restaurant industry, and leading in philanthropic activities which inspire us.

Dan Daniele Joins Corporex

The new senior vice president for development with Corporex Select Service Hotels, LLC is Alumnus Dan Daniele (BA ’77). He joins Corporex, a privately held real estate company with over a billion dollars in assets ranging from office and industrial buildings, condominiums, and hotels. His role is to create a hotel development and operating company, and so far, he has one property under construction, three permitted and six under contract. His goal over the next five years, he says, is to develop and open 20 properties throughout the country.

The news of Dan’s new position comes as The School launches its new real estate and development undergraduate specialization, and on the heels of a Hilton Lecture Series featuring the same topic. The School and the industry are in sync with understanding the importance of this segment of the business.

Lou Weckstein Retires as President of John Q. Hammons Hotels & Resorts

The School’s Wall of Fame inductee in 2001, Alumnus of the Year 2002, and Industry Leader of the Year 2003 has retired as president of John Q. Hammons Hotels & Resorts, LLC last October after nearly five decades of hotel industry leadership. Lou Weckstein (BA ’58) will, however, stay involved with the asset management of the company’s hotel portfolio. He will also participate in speaking engagements and making special appearances at industry-related events and meetings.

Making the announcement, John Q. Hammons himself said, “We thank Lou for his valuable contributions to John Q. Hammons Hotels & Resorts. . . he has the unique gift for conducting profitable business operations that build brands and positively impact the bottom line. The company has truly excelled under Lou's leadership as it continues to grow, offering the finest properties and unparalleled customer service that shape the landscape of the hotel industry today.”
Ryan wrote an article on the U.S. lodging forecast for Advanced Hospitality Finance in his final semester at Ryan Meliker Celebrates Publication

Ryan Meliker (BA ‘05), who served as a graduate assistant in the Student and Industry Resource Center for two years and taught our senior-level HB 482 — Advanced Hospitality Finance in his final semester at MSU before earning his degree, has officially been published! Now with PricewaterhouseCoopers, LLP, Ryan wrote an article on the U.S. lodging forecast for 2006 and the effect on meeting planners for Convene Magazine, a monthly publication of the Professional Convention Management Association (PCMA). Ryan also contributes to PWC Hospitality Directions. Nice work, Ryan!

Japanese Alumni Enjoy Holiday Get Together

Several School alumni living in Tokyo have formed a chapter of The School’s Alumni Association. In August, nine Spartans gathered to establish the MSU Hospitality Business Alumni Club of Japan. A board was selected, including a “web designer,” Mr. Takumi Okamoto (BA ‘02). Together with their director of secretaries, Mr. Hirofumi Kanbayashi (BA ‘03), Mr. Okamoto has established a web site, and invites you to visit prev.msu-hbac.jp/index.php.en.

The group hosted a holiday get together on December 17, which included Tadao Kashiwazaki (BA ‘64), former director of the Imperial Hotel, Tokyo; Kaori Nakamura, a student in marketing at MSU; Hirofumi Kanbayashi (BA ‘03), an associate of the Jones Lang LaSalle Hotel; Takumi Okamoto (BA ‘02), an associate of American Works Ltd.; Tsukasa Jingui (BA ‘03), with the Geo Akamatsu Co., Ltd.; Hajimu Tsuzuki (BA ‘82), president of Shinsindho Co., Ltd.; and Mr. Tsuzuki’s son, Hikaru.

The MSU-HBAC.jp selected Mr. Hajimu Tsuzuki as its MSU liaison, and just a few weeks before, he was chosen to be inducted into The School’s Alumni Association’s Wall of Fame Class of Owners for 2006. So in November, we will be certain to hear more about the activities of this new Hospitality Business Alumni chapter and will honor one of its founding members.

We love to hear from our alumni who keep the Spartan Hospitality Business spirit alive across the globe.

Great Press for Two Alumni

If you need an argument for married couples going into business together, take the example of Jonathan Mather (BA ‘97) and Yvonne Lo (BA ‘99), who opened Y Lo Epicure, a gourmet deli and catering business in Denver two years ago, and who are experiencing remarkable success and wonderful press! Yvonne tells us that “It has been a great success and journey for us and we just got a great write up from the Denver Post and another write up from 5280 Magazine. We want to thank MSU and The School of Hospitality Business for the fine education.”

The reviews are extremely favorable. Dana Coffied of the Denver Post says “Yvonne Lo and her partner in the kitchen, Lilli Black, cater to the partying whims of society types and the box-lunch demands of the corporate set, with a few personal-chef appointments and the occasional cocktail party thrown in for good measure.”

The article explains that the company’s “cash cow” is the catering operation, but, “lucky for us,” the café still provides a “New York-famous H&H bagel topped with a schmear of cream cheese and a cool slab of homemade lox.” It goes on to describe a mouth-watering menu of soups, panini and sandwiches, salads, and desserts. Everything but the H&H bagels (flown in from New York) is made in-house, including the “excellent cookies and desserts.”

When you’re in Denver, look up Y Lo Epicure, in Cherry Creek North and tell them you’re a fellow Spartan. We’re proud of our young alumni entrepreneurs!

Jim Burba Featured in Lodging Magazine

An article in the January 2006 issue of Lodging Magazine profiles Alumnus Jim Burba (BA ’77), president of Horwath Hospitality & Leisure and president of Burba Hotel Network. Jim is also the “producer, director, and emcee for Americas Lodging Investment Summit (ALIS), where nearly 2,000 hotel executives gather in Los Angeles to engage in “CEO panels, break-out sessions, keynote speakers, and, of course, non-stop deal making.” The article says that “Each year features elaborate theming reflective of the mood of the industry. Last year, Burba took center stage in the ballroom in a balloon gondola to signify the high-flying hotel market.” It goes on, “With this year’s NASCAR theme, Burba may well roar onstage on four wheels.”

At the wheel of the conference since 1985, Jim has accelerated its growth. Originally sponsored by UCLA’s School of Continuing Education, the conference then partnered with the AH&LA’s Educational Institute (EI), and in its first four years after that raised almost $1 million for EI and the Foundation. Lodging explains that Jim has also “created three other investment conferences as part of his company, Burba Hotel Network—in Berlin, Hong Kong, and the Caribbean.”

Providing a brief biographical sketch, the article describes how Jim earned a bachelor’s degree from “Michigan State’s hotel school,” and then an MBA from UCLA. He was on the fast track with PKF Consulting when he founded the conference which became ALIS. He has also teamed with long-time friend and fellow Spartan alumnus, Joel Hiser (BA ’73), chief executive officer of Horwhath Hospitality & Leisure to become that company’s president. “I was back to my roots in the consulting and brokerage business,” he says.

Jim wears the two hats very well, and The School is proud to call him “one of ours.”
Laura Baird (BA ’05) is events operations manager for the Indianapolis Marriott Downtown in Indianapolis, IN.
lbaird@indyamarriott.com

Michael Bartholomew (BA ’82) is general manager of the Pecan Plantation Owners Association in Granbury, TX.
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Nora Bartlett (BA ’04) is front desk manager of the Sheraton Chicago Hotel & Towers in Chicago, IL. nora.bartlett@sheraton.com

Joseph L. Bauer, III (BA ’99) is restaurant manager for Chili’s Grill and Bar in Novi, MI. absolutooinan@hotmail.com

Alejandro Bayo (BA ’98) is senior event manager at The Waldorf=Astoria in New York City.

Scott Bishop (BA ’01) is district manager, western region, of the Institutional Division of ECOLAB. He is based in Denver, CO. scott.bishop@ecolab.com

Mic Bossler (BA ’74) is the first general manager of CORAZON, a health, fitness, and leisure private club and spa in Dublin, OH, set to open in December 2006.

dan_briks@hilton.com

Daniel M. Cassier, Jr. (BA ’89) is director of catering and convention services for The Westin Charlotte in Charlotte, NC. He recently was awarded the “National Catering & Convention Services Director of the Year” for Starwood Hotels – North America.

Shawn (Camp) Christie (BA ’91) is director of finance/controller for CP Federal Credit Union in Jackson, MI.
schristie@cpfederal.com

Michael J. Damitio (BA ’96) is vice president – acquisitions and development for Trans Inns Management.

Larry Denton (BA ’77) is general manager of Red Cedar Coffee Co., a specialty coffee roaster serving the Gourmet Café and white tablecloth segments. elfoods@aol.com

Michael E. Erickson (BA ’82) is vice president of sales for KSL Resorts. He is based in La Quinta, CA. merickson@kslresorts.com

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Mike Getto (BA ’56) is director of franchise development for Guesthouse International.
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Thomas A. Herrold (BA ’98) is a Lieutenant in the U.S. Navy, serving in Virginia Beach, VA. He was flying the F-16 Tomcat and has transitioned to the F-18 Superhornet. He is preparing for another deployment. herrold@hotmail.com

Michael J. Horvath (BA ’98) is financial analyst for CBRE Hotels, of CB Richard Ellis, Inc., in Chicago, IL. michael.horvath@cbre.com

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Nate Ide (BA ’98) has opened Ideal Mortgage Services, LLC, located in Haslett, MI.

Phillip Bradley Jahnke (BA ’01) is assistant general manager of the Chicago Palm Restaurant in Chicago, IL.

Larry J. Kaplan (BA ’95) is vice president of HREC Investment Advisors and was profiled in Hotel & Motel Magazine in August 2005.

Evan Katz (BA ’66) is owner of The Katz Group, realty executives located in Scottsdale, AR.

Martha Zehnder Keller (BA ’03) is catering & convention service manager for the Sheraton Chicago Hotel & Towers in Chicago, IL. martha.keller@sheraton.com

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Keith W. Koman (BA ’98) is general manager of Courtyard by Marriott Harrisburg Hershey in Harrisburg, PA.

Curtis Lease (BA ’91) is district manager, business services for ARAMARK, and is located in The Woodlands, TX.

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2006-2007 Alumni Association
Executive & Appointed Boards of Directors
Meeting & Event Schedule (as of June 21, 2006)

Thursday, September 28, 2006
Hospitality Business Golf Outing
Afternoon Tee Time, East Lansing, Michigan

Thursday, September 28, 2006 • 5 p.m. to 6:30 p.m.
Faculty – Alumni Roundtable Discussion
Kellogg Hotel & Conference Center (Comiche Room)
East Lansing, Michigan

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

Friday, September 29, 2006 • 8:30 a.m. to 3 p.m.
Appointed Board & Executive Board of Directors Meeting
(in conjunction with MSU Homecoming)
Kellogg Hotel & Conference Center (Lincoln Room)
East Lansing, Michigan

Friday, September 29, 2006 • 6 p.m.
Homecoming Parade (step off near corners of Abbott & Burcham Streets)

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

Thursday, October 5 – Friday, October 6, 2006
Hilton Lecture Series – Professional Development
University Club/Henry Center
East Lansing, Michigan

Tuesday, November 7, 2006
CAREER EXPO XXVIII
Kellogg Hotel & Conference Center (Big Ten Rooms)
East Lansing, Michigan

Saturday, November 11, 2006 • 4:15 p.m. to 5:15 p.m.
Appointed Board & Executive Board of Directors Briefing Meeting
(in conjunction with IH/M&R Show, Nov.11-14, 2006)
The Waldorf=Astoria Hotel
New York City, New York

Saturday, November 11, 2006 • 6 p.m. to 9 p.m.
Celebration of Leadership
The Waldorf=Astoria Hotel (Hilton Room)
New York City, New York

Saturday, February 10, 2007
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 31, 2007 • 5:30 p.m. reception, 7 p.m. dinner
Les Gourmets – Pacific Rim
The Kellogg Hotel & Conference Center (Big Ten Rooms)
East Lansing, Michigan

www.bus.msu.edu/shb/students/graduate/
The Legacy of the Leader

Students from Pinecrest Elementary School in East Lansing enjoy a special holiday cookie-making party in The School's dining room during Spring 2006. Special guests included Dean Robert Duncan and Dr. Ron Cichy, who read poems and stories relating to food! Thanks to Chef Allan Sherwin and Maria Aulisio, who organized the event.

In 1927, the seed was sown for The School of Hospitality Business at Michigan State University—a school that has launched the careers of countless leaders in the hospitality profession. In celebration of The School's anniversary, this beautifully bound, 400-page collector's volume examines the vision, the politics, and the personalities that shaped The School from the outset. The Legacy of the Leader makes an appreciated gift for every MSU graduate and history buff. $80.00

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The School’s longstanding philosophy of relationship building and connectivity means our students, alumni and faculty are all part of an ongoing, influential network that has mentored, empowered, assisted, and influenced generations who have chosen the path of hospitality.

- Our students actively engage in dynamic coursework, run student clubs, spearhead special events, and learn hands-on through internships that take them all over the world.
- The School’s alumni greats return to campus each year to share their stories and insights with students.
- Our nationally recognized faculty puts students first, sharing knowledge, research, and a passion for the business every day.

The School’s leadership position is highlighted by the success of our alumni, who stand out among the industry leaders shaping the business of hospitality for eight decades, and who have—by building their own reputations—built The School’s reputation as The Leader.
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, hotel, and club industry shows
- mentoring programs for students
- alumni/distinguished friends newsletter

“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.”

Michael W. Murray (BA ’81)
President, The School of Hospitality Business Alumni Association
Executive Board of Directors
Senior Vice President
Sage Hospitality Resources

By completing 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.

Please mail in an enclosed envelope with your check if necessary to:

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East Lansing, MI 48824

Or call: 517/355-8314

The Leader
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In support of the quality education provided by Michigan State University, and The School of Hospitality Business Director's Fund, I/we enclose this gift in the amount of: $___________________ Date __________________

In support of the Faculty Research, Development, and Travel Endowment, I/we enclose this gift in the amount of: $___________________ Date __________________

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

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☐ I work for a company that provides gift-matching funds (please enclosed completed gift-matching form).

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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.

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I: Annual Membership ($45 single; $55 joint)

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Business Phone (_______) _____________________________________________

Home Address _______________________________________________________

Home Phone (_______) □ Email __________________

Other Information/News ____________________________________________

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☐ I am an MSU School of Hospitality Business Alumnae. Please update my records and include my news in the next “Where are they now?” section of The Leader.

☐ I am an MSU School of Hospitality Business Alumnus/a. Please update my records.

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

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

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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 Food Bank’s mission is to provide supplemental food and necessities to students and families who are in need of this type of support. The MSU Student Food Bank is the only known food bank in the nation that is run by students and for students. The Food Bank uses the money it raises to buy food through the American Red Cross at a specially discounted rate. Over the past two years, the MSU Student Food Bank has served over 14,000 clients, one third of which are children.

The Hospitality Association/The School of Hospitality Business Alumni Association Auction began in 1991. This exciting event is the annual fundraising extravaganza. The Auction combines 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 the MSU Student Food Bank 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.