Advancement. The word conjures notions of movement... moving onward, moving upward. Of progression toward something better, stronger, improved.

Advancement. In The School, we are mindful of a constant march forward. Developing and nurturing students. Examining and improving courses and requirements. Providing meaningful internships. Staffing new positions with the best people. Recognizing outstanding industry and academic leaders. Unveiling new programs for executives in the industry. Improving the hospitality industry through graduates who are armed with the very best and latest information—and have been taught using the most outstanding equipment. Building the finest teaching facility, with advanced technology reflecting trends and concepts of the future.

You will read in this Fall issue of The Leader about “Advancement.” As Alumni, you are already a vital part of our advancement efforts. You lead in the industry, moving it forward and guiding its progression to ever higher standards in efficiency, value, and service.

As Alumni, you may select one or many ways to help advance The School and its important mission. You can:

- Mentor a student through the Spartan Sponsors Mentor program
- Be a lecturer in the classroom through The School’s Visiting Leaders series
- Provide an internship for a hospitality business student
- Submit and/or secure items and services for The School’s annual fundraising Auction
- Provide guidance and advice on School or Alumni Association programs and initiatives
- Host or help arrange a Hospitality Association field trip, tour, or guest speaker event
- Attend School events—meet students and faculty, and network with other alumni
- Contribute funds to support scholarships, research, travel, capital improvements, and other School programs and projects
- Sponsor School events
- Become an active member of The School’s Alumni Association Board

You decide the role you want to play. You make the difference. Though we are all linked in The School to a remarkable history, we also—all in our own ways—constantly look and move forward, continually advancing the education and careers of students who are the future of the hospitality industry.

If you wish to contact us about the ways you would like to help, please do not hesitate to contact our “Advancement Team:”

Lena Loeffler – loeffler@bus.msu.edu, (517) 884-1580
Shelley MacMillan – macmill7@msu.edu, (517) 884-1586
Pam Chambers – chambers@bus.msu.edu, (517) 884-1573

For the invaluable help so many Alumni have already given to their alma mater, and to those of you who feel compelled to help in the future, we give our sincere THANK YOU.

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

FALL 2008
This issue of The Leader is made possible by grants from The School of Hospitality Business Alumni Association and the Director’s Fund.

THE MISSION of The School of Hospitality Business is to continually enhance The School’s leadership position in hospitality business education through teaching, research, and service.

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.

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232 Eppley Center
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Phone: (517) 353-9211
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With MSU as a leader in offering Study Abroad programs, students in The School have many options when it comes to gaining a global perspective, experiencing the world, and studying other cultures and their businesses. The School sponsors two of these Study Abroad programs, and the most recent ones took students and participating faculty members to Macau-Hong Kong-southern China and to India-Dubai-Thailand. In both programs, students learned in a dynamic, growing environment, opening their eyes and minds to different social surroundings, business practices, political cultures, and historical traditions. In both programs, courses were taught with a combination of instructor-led lectures, field trips, and discussion with regional experts.

**Experiencing China**

In the “China” program, students studied Financial Management and International Development. The courses provided students with an understanding and appreciation of the growth and development of various dimensions of hospitality businesses in China. Tourism, hotels, casinos, clubs, recreation, and food service businesses are samples of sectors that students studied and visited. Classes began on MSU’s campus, and then moved to Hong Kong Polytechnic and University and the University of Macau, where faculty from those universities helped with instruction. Two School faculty members traveled with the students. Dr. AJ Singh, associate professor in The School, led the Study Abroad program. He was joined by H. Michael Rice (BA ’76), professor of practice in The School and retired director of Auxiliary Services for MSU.

Last summer, nine students in The School participated, along with 17 Finance majors. Special field trips included visits to Hong Kong Disney, the Venetian Macao, Cathay Pacific, and the Hong Kong Stock Exchange.

**Learning in India**

The “India” program, from July 16 – August 18, featured courses relating to International Lodging Development and Management. The program focused on the risks, barriers, and opportunities of developing and managing lodging properties in India, Thailand, and Dubai. Specific issues included government regulations and policies; financing and development of properties; and the political, economic, regulatory, and market risks associated with international hotel development. The program also addressed the management of lodging properties in India from the perspective of human resources, service and operations management, and financial management and control. A unique feature of the program was that students learned about the historical, cultural, and social context in which these international properties are managed.

All 25 participants were Hospitality Business majors. While the students traveled to various cities in India, the major portion of the program was based in the city of Udaipur. Students resided at the Shiv Niwas Palace Complex, a five-star deluxe hotel that caters to international guests. The Shiv Niwas Palace Hotel was constructed in the 1800s and is part of the heritage hotels. The group owns and operates 13 luxury heritage palaces, forts, and villas in Rajasthan (northwestern India). The palace complex is spread over three kilometers and is a self-contained “city within a city.”

Some of the field trips in India included visits to the exquisite Oberoi Udaivilas Hotel in Udaipur and the equally luxurious Deogarh Mahal in Rajasthan. In Dubai, students traveled to the Emirates Academy of Hospitality Management, several hotel construction project sites, and the legendary Burj-al-Arab Jumeirah, the famous hotel that rises like a sail over the Dubai coastline. And in Thailand, students stayed at the beautiful Evason Hua-Hin & Six Senses Spa, a luxurious, eco-resort near Bangkok. The primary learning outcome from this 9-day immersion was sustainable hotel and resort operations.

Dr. AJ Singh, who developed and led this Study Abroad program, is restructuring it to focus more fully on sustainable development and green operations. The new program will be launched the summer of 2010.
Annual Gathering of Leaders
Honoring Alumni Who Advance the Hospitality Industry

“In the grandeur of the newly-revitalized Blackstone Hotel in Chicago, The School of Hospitality Business Alumni Association at Michigan State University honored its 2008 Emerging Alumni Leaders, its Honorary Alumnus of the Year, and its Alumnus of the Year on Monday, May 19, 2008.

The Annual Gathering of Leaders saluted Jeff Anderson (BA ‘90), general manager of the Traverse City Golf & Country Club, as an Emerging Alumni Leader; Brad Cance (BA ‘89), general manager of The Ritz-Carlton Palm Beach, as an Emerging Alumnus Leader; Robert Habeeb, president and COO of First Hospitality Group (FHG), as Honorary Alumnus of the Year; and Mike Murray (BA ’81), who was at the time senior vice president of operations for Sage Hospitality Resources and is now COO of Hersha Hospitality Management in Philadelphia, PA. Mike Murray (BA ‘81)

The School’s elegant reception and award ceremony capped off a day-long Alumni Association Board of Directors meeting, drawing record numbers of alumni, students, and faculty who had also traveled to Chicago for the annual National Restaurant Association Show. At the Board meeting, The School’s planned Culinary Business Learning Lab Revitalization was unveiled by Shelley MacMillan, The School’s Associate Director of Development.

Saluting Jeff Anderson first, Dr. Cichy noted Jeff’s strong connection with the Club Managers Association of America (CMAA) throughout his career. Jeff is serving a two-year term as president of the CMAA Michigan chapter, and has earned the organization’s Certified Club Manager distinction. He is active in MSU’s Grand Traverse Area Alumni Club and co-chairs its annual golf outing. Moreover, Jeff is a member of The School’s Alumni Association Executive Board, and has been indispensable in helping The School’s student chapter of the CMAA establish an annual Homecoming weekend alumni/student golf outing.

Welcoming the honorees and guests to the Annual Gathering of Leaders that evening, School Director and Professor Dr. Ron Cichy (BA ’72, MBA ’77) acknowledged the presence of MSU Trustee Don Nugent, as well as School Alumni Association leaders Chairman Emeritus Richard Farrar (BA ’73), vice president, owner & franchise services, Marriott International, Inc.; Chairman Marc Gordon (MBA ’73), president & CEO of the Illinois Hotel & Lodging Association; and President Mary Ann Ramsey (BA ’75), owner and president of Betty McLean Travel, Inc. Both Marc and Richard have been honored in previous years as The School’s Alumnus of the Year.

Jeff Anderson (BA ’90)
Brad Cance has served with five diamond, luxury properties throughout his career, and currently is overseeing a $100 million expansion and renovation at The Ritz-Carlton Palm Beach on the shores of the Atlantic Ocean. He is an active alumnus who provides The School's Annual Auction with some of its most popular packages—bidders LOVE The Ritz! He mentors students whose career interests lead them to The Ritz-Carlton, and he is a member of The School’s Alumni Association’s Appointed Board of Directors.

As president and COO of First Hospitality Group, Robert Habeeb has created and lived an exciting, popular packages—bidders LOVE The Ritz! He is an active alumnus who provides The School’s Annual Auction with some of its most popular packages—bidders LOVE The Ritz! He mentors students whose career interests lead them to The Ritz-Carlton, and he is a member of The School’s Alumni Association’s Appointed Board of Directors.

A Certified Hotel Administrator, Bob has helped FHG gain industry-wide recognition for cutting-edge associate programs that have increased productivity and reduced turnover rates. Bob serves on a number of important academic and industry boards, including serving as chairman of the Illinois Hotel and Lodging Association.

Mike Murray was with Sage Hospitality Resources beginning in 1998. Sage is one of the leading hotel management and development companies in the United States, specializing in the management and development of premium-branded and independent hotels. Mike was responsible for the daily operation of Sage’s portfolio of hotels, and led a team that opened 18 hotels in the Marriott and Hilton brand families. He was a vital part of the Sage’s success. He recently joined Hersha Hospitality Management as COO, and will most surely help guide that company to the next level. Mike is long-time member of The School’s Alumni Association Executive Board of Directors, having served as its vice president, president, chairman, and currently as chairman emeritus.

At the close of the meeting, MSU Trustee The Honorable Don Nugent spoke to the gathering, noting that “wherever we travel around the world, in hotel after hotel, we find Spartans in leadership.” To the alumni he said, “thank you so much for being involved in the Alumni Association for The School of Hospitality Business, the greatest hospitality School in the nation.”

Student Leaders Earn Coveted Scholarships and are honored at a forum named for School Alumnus Michael Hurst (BA ’53)

Two students in The School of Hospitality Business at Michigan State University have been awarded coveted scholarships during the National Restaurant Association Educational Foundation (NRAEF) Salute to Excellence on May 17, 2006. The School’s Jeff Packard (BA ’09) was awarded the $5,000 Coca Cola Salute to Excellence Scholarship, and Courtney Moore (BA ’12) was presented with a $3,500 Al Schuman Ecolab Undergraduate Entrepreneurship Scholarship.

The Salute to Excellence, a daylong event presented by the NRA and NRAEF with Founding Partner The Coca Cola Company, brings together over 200 of the country’s most promising students of restaurant, culinary and foodservice management, top educators, and industry leaders for a day of sharing and learning. Students are best-of-class and are hand-selected by deans, directors and faculty to represent their respective institutions at the Michael E. Hurst Student Forum, named for School Alumnus (1953) and Wall of Fame Charter Class member Michael Hurst, who passed away in 2001. Ecolab, Inc., is a Presenting Sponsor for the evening’s Salute to Excellence Awards Gala.

Mike always pushed for educational programs aimed at the future workforce of the restaurant industry, and therefore encouraged the NRAEF to help reach young people through scholarships, education, and mentoring.

The Student Forum aims to accomplish this goal, and the evening gala showcases industry and student award winners.

ANNUAL GATHERING OF LEADERS 2008 SPONSORS

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Richard C. Conti (MBA ’76)
Sue Lantzsch (BS ’77)

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Robert J. Habeeb
John O’Donnell (BA ’69)

BRONZE
Bradley N. Cance (BA ’89)
Mrs. Shelley G. & Dr. Ronald F. Cichy (BA ’72, MBA ’77)
Lone & Dan Darrow (MBA ’81)
Glenn Isaacs (BA ’87)
Steven M. Johnson (BA ’84)
Jon D. Kennedy (BA ’72)
Robert Kisabeth (BA ’91)
Chuck Miller (BA ’75)
Mary E. Power (BA ’79)
Linda Wilson (BA ’85)

OTHER
Hans Desai (BA ’79)
Chris Durso (BA ’82)
Weldon “Bill” Garrison (BA ’46, MA ’60)
Sara C. Parks (BS ’70)
Jessica Reume (BA ’07)
Jim & Kathleen Swanson
Thomas & Julie Tkach (BA ’94, MS ’05)
Academic Specializations with Industry Focus Give Students the Edge

In 1958, new School director Joseph Thompson believed the curriculum needed more of a “business” focus. He inaugurated a curriculum evaluation committee, chaired by management specialist Ralph Wilson. They set up an industry advisory committee, which impressed the editors of The Hotel Monthly. “It is to the credit of (Wilson and Thompson) that leading hotelmen were called in to serve as an advisory group, to insure that the school is turning out the type of graduate for which the industry is looking.”


Specialization in Hospitality Business Real Estate & Development

With a connection to The School’s history, early last spring, the esteemed group of industry leaders and faculty experts who make up The School’s Real Estate & Development Advisory Council returned to campus from April 4 – 6 to review the Specialization in Hospitality Business Real Estate & Development. The Specialization was developed in 2005, and currently has nine select undergraduates enrolled, including six Hospitality Business, one Construction Management, and two Finance majors. The Advisory Council met to examine the curriculum, ways to provide meaningful internships in the field, ideas for placements of graduates, and what the industry needs from the graduates who complete the Specialization.

In addition, the alumni members met one-on-one with students enrolled in the Specialization to give career and internship advice and personalized mentoring. Over a three-day period, faculty members Ray Schmidgall and AJ Singh conducted an intensive workshop titled, “Real Estate Specialization Seminar: Investment Analysis & Valuation” for students who have been admitted to the Specialization, bringing them up to speed on the complex process of conducting hotel market studies and valuations. Dr. Schmidgall is the Hilton Hotels Professor of Hospitality Business Financial Management, and Dr. Singh researches and teaches about international lodging operations, real estate finance, and future sources of financing for the lodging industry.

“Our alumni experts are absolutely critical to the integrity of this academic Specialization,” says Dr. Schmidgall. “Not only do they relay to us the information that they feel is important to provide to students, they are the ones providing and identifying meaningful internships and employment opportunities.” Dr. Singh agrees, saying, “The industry connection makes this Specialization work.”

“Students are clamoring for this knowledge,” says Dr. Cichy. “We want to provide them with the latest trends and practices, advancing them toward their dream of business ownership.”

Specialization in Hospitality Business Entrepreneurship

The inaugural meeting of the Hospitality Entrepreneurial Advisory Council took place on campus at the end of April, with Jeff Elsworth, associate professor of Hospitality Business Entrepreneurship, and Ron Cichy (BA ’72, MBA ’77), professor and director of The School, as participating faculty members. As with the Real Estate & Development Advisory Council, the Entrepreneurial Advisory Council draws on alumni and School friends for its industry input. And it is this combination of academic and industry expertise that will make the Specialization in Hospitality Business Entrepreneurship so valuable and relevant to students and the industry they will someday lead.

Members of the Council discussed the Specialization’s proposed curriculum and the ways its requirements will present opportunities to undergraduate and graduate students. The research projects dealing with entrepreneurship, which are currently underway by various faculty members, were also presented to the Council. In addition, the Council examined the ways that courses and research developed for the Specialization in Hospitality Business Entrepreneurship could benefit executive education programs and, ultimately, the industry itself.

Once the curriculum requirements are set and approval is granted by The School’s curriculum committee and faculty, then the University’s curriculum committee will review it as well. Dr. Elsworth hopes to begin offering the formal Specialization to students in the Fall of 2009.

“We know there is a need for this kind of Specialization,” says Dr. Elsworth. “The industry has been calling for students who clearly understand what is involved in owning a hospitality business in today’s world—who ‘think like an owner.’ The input of the Council was invaluable and will lead to an even better understanding of how our entrepreneurship initiative should be developed.”

In a pilot course titled “Hospitality Business Entrepreneurship,” offered Fall semester 2007, 56 students enrolled, with at least that many in the new “Advanced Hospitality Business Entrepreneurship” rolled out last spring. “Students are clamoring for this knowledge,” says Dr. Cichy. “We want to provide them with the latest trends and practices, advancing them toward their dream of business ownership.”
Specializations Help Meet Industry Needs

Academic specializations at MSU encourage students to explore and strengthen their understanding of specialized fields of knowledge.

Hospitality Business Real Estate & Development Advisory Council Members:

Frank Agnello (BA ’80)
Controller, The Wyndgate
Oakland, MI
Jim Anhut (MBA ’85)
Senior Vice President, Franchise Development
InterContinental Hotels Group
Atlanta, GA
Peggy Berg (BA ’78)
President, The Highland Group
Atlanta, GA
Jim Burda (BA ’77)
President, Burba Hotel Network
Costa Mesa, CA
Katherine Button (BA ’03)
Crow Holdings
Dallas, TX
Richard Conti (MBA ’76)
President
The Plasencia Group, Inc.
Tampa, FL
Mike Damito (BA ’96)
Vice President of Acquisition & Development
Trans Imts Management, Inc.
Farmington Hills, MI
Michael Ennes (BA ’01)
Director, Managed Development
Hilton Hotels Corporation World Headquarters
Beverly Hills, CA
Joel Hiser (BA ’73)
Chief Executive Officer
Horwath Hospitality & Leisure, LLC
Lansing, CA
Philip Hutchins (BA ’93)
Vice President, Amstar Group, LLC
Denver, CO
Thomas Ives (BA ’81)
Senior Vice President
CB Richard Ellis Hotels
Atlanta, GA
Steve Johnson (BA ’84)
Vice President of Real Estate
Driftwood Hospitality Management, LLC
Scottsdale, AZ
David Johnstone (BA ’79)
Executive Vice President
Millglobal Properties, LLC
Denver, CO
Michael Kely (BA ’35)
Senior Vice President of Planning & Development
Reynolds Plantation
Greensboro, GA
Kourtney Kubacki (BA ’76)
Pinnacle Entertainment, Inc.
St. Louis, MO
Timothy Marvin (BA ’93)
Senior Vice President – Lodging Development
Marriott International, Inc.
Washington, DC
Amanda Mason (BA ’06)
Analyst, Roarkbridge Capital, LLC
Columbus, OH
Adam McGaughey (BA ’90)
Senior Vice President
Jones Lang LaSalle Hotels
Chicago, IL
Patrick McDonogh
Vice President, Roarkbridge Capital, LLC
Columbus, OH
Ryan Melker (MBA ’05)
Associate Equity Research – Lodging Sector
Morgan Stanley
New York, NY
Richard Meddala (BA ’92)
Senior Vice President – Midwest Region
The Plasencia Group
Geneva, IL
Jecon Rabdou (BA ’04)
Associate
HREC Investment Advisors
Greenwood, CO
Jeffrey Rydakump (BA ’06)
Associate Consultant
PricewaterhouseCoopers, LLP
Philadelphia, PA
Nate Sahn
Vice President
Investment Properties/EB Ellis Hotels
Chicago, IL
Joshua Smith (BA ’00)
Real Estate Analyst
CB Richard Ellis, Valuation
Las Vegas, NV
Ted Tomaras (BA ’91)
Chief Executive Officer
Jones Lang LaSalle Hotels
Chicago, IL
Mark VanHartlesvelt (BA ’73)
Chief Executive Officer
Gemstone Resorts
Park City, UT
Joe Vitale (BA ’02)
Associate Broker
Coldwell Banker
Oxmoor, MI
Bhavini Vivek (BA ’06)
Associate
HREC Investment Advisors
Greenwood, CO
Carol Wagner (MBA ’95)
Senior Vice President – Franchise Development
Marriott International, Inc.
Washington, DC
Blair Willis (BA ’02)
Director
Hotel Asset Value Enhancement, LLC
Tiverton, RI

Hospitality Business Entrepreneurship Advisory Council Members:

Harvey Alpert
President
Harvey Alpert & Company
Los Angeles, CA
Hugh Andrews (BA ’71, MBA ’72)
President
International Hospitality Enterprises, Inc.
San Juan, PR
Jim Anhut (MBA ’35)
Senior Vice President, Franchise Development
InterContinental Hotels Group
Atlanta, GA
Mary Smith Brady (BA ’76)
Owner
Diamond Jim Brady’s Bistro
Nokomis, WI
Billy ‘bub’ Downs (BA ’88)
Founder
bub’s Mongolian Grill
Ferndale, MI
David Doyle
Director of Operations
Mainstreet Ventures
Ann Arbor, MI
Phil Friedman
Chief Executive Officer
McAlister’s Deli
Ridgeland, MS
Dave George (BA ’79)
President
Langston Steakhouse
Orlando, FL
Dan Gordon
President
Gordon Food Service
Grand Rapids, MI
Phil Hickey (BA ’77)
President
Park Rose Ventures
Santa Rosa Beach, FL
Judy Zender Keller (BA ’67, MA ’73)
President
Frankenmuth Bavarian Inn Lodge
Frankenmuth, MI
Song Su Kim (BA ’98)
Director of Operations
Ukai Fusion & Hibachi Restaurants
Al Fusion
East Lansing, MI

Members of The School’s Hospitality Business Entrepreneurship Advisory Council
How would you like to have a tangible and significant role in educating students? To be a familiar and consistent presence in students’ lives as they learn about the industry and their future roles in it? To earn the loyalty of tomorrow’s industry leaders? To leave a visible legacy to your alma mater?

The School’s exciting $5.8 million revitalization of the Culinary Business Learning Lab (CBLL), located on the garden level of the Kellogg Hotel and Conference Center on campus, is a project whose completion will bring our teaching, research, and learning labs into the 21st century. It will also require the help and support of School friends and industry leaders like you.

The School’s associate director of development Shelley MacMillan is working closely with the alumni Volunteer Fundraising Committee to ensure the balance of $4.4 million is raised by May 2010 or sooner!

We have established opportunities for individuals and organizations who wish to donate funds to “name” specific and high profile areas of the CBLL. Two areas are already “taken” and will carry the name of the J. Willard and Alice S. Marriott Foundation. In addition, John R. (BA ’80) and Rebecca J. Flood have named two of the 100 chairs in the Demonstration Theater. John is senior vice president of sales & marketing for King & Prince Seafood Corporation.

Donors will be making a powerful contribution to the education of thousands of students over the years. They will also positively affect today’s industry leaders who come to campus for executive development programs. Where will your name be placed?

To discuss the naming opportunities outlined at right or to explore other options, please contact Shelley MacMillan, associate director of development at macmill7@msu.edu or (517) 884-1586.

Friends Move Us Forward...

The School relies heavily on Alumni and friends who are generous with their expertise and time, as well as with their donations. The Culinary Business Learning Lab Volunteer Fundraising Committee members are:

Philip J. Hickey, Jr. (BA ’77)
Co-Chair
Chairman/Chief Executive Officer
Park Row Ventures

Richard D. Farrar (BA ’73)
Co-Chair
Vice president
Owner & Franchise Services
Marriott International, Inc.

Kevin J. Brown (BA ’77)
President & Chief Executive Officer
Lettuce Entertain You Enterprises, Inc.

James W. Chamberlain
Vice President, Sales
ECOLAB, Inc.

John F. Theuer (BA ’83, MBA ’84),
Chief Financial Officer
Panda Restaurant Group, Inc.
Naming Opportunities: (Payment plans of 1-5 years are available for all levels)

Soup to nuts... This special—the entire house—can be yours...

Culinary Business Learning Lab and Grand Entry: $3,000,000

Feast your eyes on the full 11,258 square feet of space including the Grand Entry. With over one million visitors to the premier Kellogg Hotel and Conference Center each year, and 1,000 students enrolled in The School of Hospitality Business annually, your leadership support will draw rave reviews and be given the high-profile recognition it deserves at The School of Hospitality Business, the Eli Broad College of Business, and Michigan State University. Such a bounty! Yours for the taking...simply by giving.

Some like it hot...

Teaching and Research Kitchen: $1,300,000

Help turn up the heat right where the creativity happens every day. A hands-on learning and action area of the Lab, this is the zone where guest chefs, students, and faculty teach, learn, discover and create culinary wonders (and perhaps a few blunders). Get in on the action! This is one hot zone for naming.

Steeped in good taste and sophistication... Come and get it!

Dining Room: $750,000

Serving up high visibility and spiced with fine wine cellar ambiance, our full service dining room is where guests experience culinary extravaganzas and where students show off their finely tuned skills and talents. Bold and beautifully nuanced with a hint of Old World—consider sponsoring this elegantly structured space. A robust opportunity! Pairs beautifully with your name!

Where our bold past tempts future greatness...

The School’s Alumni Association Hall of Fame: $400,000

All who pass through this memorable space are surrounded by our legendary industry leaders—The School’s alumni. A stirring blend of inspiration, hope, achievement, and support, the Hall of Fame folds The School’s storied past in with the promise of the next generation. Full of Spartan flavor! A delightful showcase of our legacy for all who visit—an appetizing naming opportunity for you.

Gathering Socializing
It’s what the business of hospitality is all about!

Gathering Space: $300,000

This welcoming area is where friends, students, and colleagues can mingle and mix. Ideal for formal and informal receptions, our hospitality lobby sets up the many happy hours to come with a refreshing, light ambiance before spilling into the dining room. Invite every guest in with your good taste and warmth. This space makes you host to thousands. Sweet.

Your name on the front burner!

Teaching and Research Kitchen Workstations: $250,000

The recipe for student success gets put to the test here. Four workstations accommodate eight students or chefs each—all sizzling along in concert and clarifying the meaning of teamwork, team learning, and team production. Sear your company into their minds with your support... and savor the impact you’ll have on learning.

Sparkle, shimmer, and shine...

Warewashing Area: $100,000

Scrub all thoughts of the old...this new area dishes out only the best in increased efficiency and safety. Rack up the good will by lending your support. Brilliant!

Chill out!

The Deep Freeze: $75,000

Brrrrrrrring your name into view with every step into and out of our walk-in cooler and freezer spaces. They will forever think of you as the source of culinary cool.

The Think Tank

Office of the Professor of Culinary Business: $60,000

Let’s not mince words; this is essential space where the Professor/Chef can plan, evaluate, prepare, coach, and rest. (Well, four out of five is good.) A staple we can’t be without in our educational environment...be the name behind the kitchen CEO!

The Think Tank II

Office of the Culinary Business Coordinator: $30,000

This could be the office of the next Professor of Culinary Business at MSU! It is definitely home to the second in command. We invite you to the table on this one!

Please, take your seat(s)!

Demonstration Theater Seating: 100 chairs available, $10,000 each

Here is a new twist in naming a “chair” at our major university! Ninety-eight remaining chairs in our state-of-the-art demo-theater are available for naming. Take them all—or go à la carte. How many will display your name or that of someone you’d like to honor? Carved to order...we can slice and dice this naming opportunity any way you like!

Heartfelt thanks to our current, generous leadership partners...

J. Willard and Alice S. Marriott Foundation Demonstration Theater: $800,000

Our beautiful and versatile demo-kitchen is topped with presentation and staging areas that feature advanced audiovisual components. This space is perfect as a classroom and seminar space and for tastings of all kinds...by all kinds of people.

J. Willard and Alice S. Marriott Foundation Display Gallery: $500,000

A smorgasbord of School happenings—from history and accomplishments to present activities, programs, and events; future goals and ambitions; and student achievements—the Display Gallery brings out the best for all to enjoy.

Demonstration Theater Seating: 100 chairs available, $10,000 each

Chair #1: John R. Flood (BA ’80)
Chair #2: Rebecca J. Flood
Talk about a Spartan with a vision. Three years ago, Wall of Fame Class of Developers member and Chairman of The School’s Alumni Association Development Committee Rich Conti (MBA ’76) noted that the long established MSU giving societies were leaving some alumni of The School “out of the loop.”

“I remember just starting my career,” he explains. “I wanted to give to my School, but I simply couldn’t give enough to be included in a formal giving society.” Rich believed that things hadn’t changed in that regard, so he and the Development Committee proposed adding giving levels that would be more attractive and accessible to a greater number of School alumni...in particular young alumni.

The idea caught on quickly in the Alumni Association. The president at the time, Paul Smith (BA ’66), fully supported the idea, and four new giving societies were established in The School. Rich’s vision has proven to be accurate. More than 65 alumni (and their families) have become new members since 2005 at society levels ranging from $500 to $5,000 payable over five years.

THANK YOU, Rich and members of the 2005 Development Committee.

Young Spartan Executive Giving Society:
$500 commitment over five years

“I am just starting my career, so I have very vivid memories of my time as a student leader in The School. Not only did we rely on alumni involvement, we couldn’t wait to be alumni! It makes me feel ‘official’ to be able to be on the giving end now, and it feels GREAT!”

Jackie Collins (BA ’07), Group Services Manager, The Waldorf-Astoria:

Associates Giving Society:
$1,250 commitment over five years

“I feel very fortunate to be working with Ritz-Carlton, where many Spartans in the company have mentored and helped me as I progressed in my career. I value being the mentor to others now. With young children and many responsibilities, I’m glad to give at a level I feel comfortable with at this time in my life.”

Brad Cance (BA ’89), General Manager, Ritz-Carlton Palm Beach, and Emerging Alumni Leader

Red Cedar Giving Society:
$2,500 commitment over five years

“I have the fondest memories of many hours studying ‘on the banks of the Red Cedar.’ Being so far from my family, the banks reminded me of the greenery and lushness of our tropics in Puerto Rico. I still feel very close to those years that I grew and learned at MSU and donating at the Red Cedar level helps me feel like I’m doing my part.”

Ana Maria Viscasillas (BA ’88), President & Chief Executive Officer, Puerto Rico Convention Bureau

Director’s Giving Society:
$5,000 commitment over five years

“With so many Spartans working in my company, I am reminded everyday of The School. The professors teach more than just their subjects. Somehow, they instill a unique work ethic that makes my Spartan colleagues a joy to work beside. That is a benefit that is hard to put a price on, but I’m happy to make a donation!”

Steve LaHaie (BA ’77), Vice President, Shaw’s Division, Lettuce Entertain You Enterprises, Inc.

THANK YOU to all of our generous alumni
NOTE: When committing to a new giving level, previous donations apply.

MSU’s Presidents Club Giving Society:  
$10,000 commitment over five years
“I give because of my dad. He was so committed to education, ensuring excellence in my education, and so proud of me. When he died, I knew I wanted to do something to honor his memory. Establishing a scholarship in his name was the natural thing to do.”
Mj Becker (BA ’84), Senior Financial Analyst, CRSa

MSU’s Beaumont Tower Giving Society: 
$25,000 lifetime commitment
“I have been the chairman of the Alumni Association’s Development Committee for several years, so I know the value of ‘giving back’ to a School that helped to shape my career. But it’s not just me; I have worked closely with so many other alumni whose careers and lives have been positively influenced by their years at MSU. We all feel a sense of gratitude.”
Rich Conti (MBA ’76), President, The Plasencia Group, and Wall of Fame Class of Developers

“For additional information about these featured giving societies and to learn about commitments above the $50,000 level, please contact Shelley MacMillan at macmill7@msu.edu or (517) 884-1586.

MSU’s John A. Hannah Giving Society: 
$50,000 lifetime commitment
“I’ve been involved with the Alumni Association for many years, and have been very fortunate to have developed lasting relationships with so many fellow alumni. In fact, this year marks my 35th anniversary with Harper Associates, and much of our success has resulted from my association with MSU. The School has a vast network of individuals in all hospitality sectors which has provided tremendous resources to help us grow through the years. I am not only proud, but grateful to be affiliated with MSU and feel it is very important to give back to The School. GO GREEN, GIVE GREEN!”
Ben Schwartz (BA ’72), President, Harper Associates, and Wall of Fame Class of Originators

Giving in the Form of a Bequest
Houston Striggow (BA ’75) is chief financial officer of SusieCakes Management, Inc., (a growing group of All-American, home-style bakeries) and proprietor of Insight Hospitality, a consulting firm based in Los Angeles, specializing in business development for small and medium size restaurants. He is an example of a generous alumnus, who over the course of his very successful career, has always remembered his alma mater, and with great regularity has made donations to a variety of projects in The School.

Houston has advanced to membership in the Linda E. Landon Society by making a planned gift in the form of a bequest naming The School as one of his beneficiaries. “This type of gift is so greatly appreciated,” says Ron Cichy (BA ’72, MBA 77), director and professor in The School.

“Houston is not only looking for ways to help in the immediate sense, but also into the future—the future of our School and the industry.”

“I give because I honor and appreciate the impact that my education at MSU has afforded me over the years,” explains Houston. “I have fond memories of my years at MSU, both in and out of the classroom, and have relied on the strong foundation provided by my education in The School. But more than that, I want to have a hand in helping the next generation of students become leaders and to instill in them the importance of both giving back and fostering a strong alumni bond from the moment they graduate. We all need to give more of ourselves, our time, and our funds to those who follow in our footsteps.”

THANK YOU to Houston for his generous bequest.

Harper Associates Celebrates Its 40th Anniversary
Some aspects of the job search process have changed dramatically while some basic ingredients remain the same...

With so many options for Hospitality Business graduates to choose from, graduates often follow unexplored career paths. Ben Schwartz (BA ’72), president and owner of Harper Associates, notes that “having graduated the same year as Ron Cichy, I would never have imagined that I would become a ‘headhunter’ for my entire career, or that Ron would be directing our outstanding School of Hospitality Business where we both earned our undergraduate degrees. I am now beginning my 35th year at Harper Associates, and our company is proudly celebrating its 40th anniversary.”

Harper Associates is a permanent placement/Executive Search firm which specializes in nationwide Hospitality recruitment, along with other segments which include the placement of Healthcare and Medical Office professionals, Executive Assistants and Estate Management personnel. “Networking within MSU has played a significant role in the success of Harper Associates and the company still remains actively involved with The School,” remarks Ben.

According to Ben, “The method for finding jobs has changed dramatically in the past 35 years, but some job search rules have remained the same. When I began my career, job seekers were mailing resumes at the post office, going to the library to research companies, using the yellow pages and Rand McNally maps to find phone numbers and interview locations, and flipping through many sections of newspaper classifieds. Without a doubt, computer and internet technology completely revolutionized the job search industry. With email, the internet, websites, cell phones, Blackberrys and sites like Facebook, the job search process has been greatly enhanced.

While all of these tools have altered the manner and speed with which candidates and recruiters locate one another, there are some job seeking basics which have remained constant throughout the years. Honest information and a clean history have always been essential, and with today’s background checks and drug screens it is even more difficult to hide the truth. After 35 years, an accurate resume, a polished interview, firm handshake, good eye contact, a professional appearance, enthusiasm, self-confidence, appropriate work experience, and a great education from a school like MSU are still key factors in obtaining an excellent job.”

The School congratulates Ben on a long and successful career, and congratulates Harper Associates on its 40th anniversary.
The School makes no secret of its pride in a long and impressive history of educating the leaders who shaped the hospitality industry of the 20th century. Advancing this leadership in education into the 21st century is our goal. But as Bruce Springsteen once said, “You don’t really know where you’re going unless you know where you’ve been.” In that spirit, we welcome the “Patriarchs” each summer to campus for a special breakfast.

Patriarchs are those whose graduation from The School occurred 50 years or more ago. So try to imagine the collective wisdom, experiences, and memories that combined in the Shibui room at the University Club on June 6, 2008, when the Class of 1958 was recognized at the Patriarchs Breakfast.

From 1954 to 1958, enrollment in the School of Hotel, Restaurant and Institutional Management, as it was called by 1956, mushroomed. Don Greenaway (BA ’34) was the director of the School, and of the new Kellogg Center. Dr. S. Earl Thompson was the HRI assistant director. A new Master of Arts program was established, and during this time students learned from professors such as William Stafford, Evelyn Drake, Gertrude Blaker, and Joseph O’Leary. Also during this time, the Les Gourmets tradition was begun, and the School celebrated HRI’s 30th anniversary.

Many of the Patriarchs had memories that reached beyond the School of HRI. Dick Cregar (BA ’58) remembered living in East Shaw hall with veterans of the Korean conflict: fellow graduates Ernie Renaud (BA ’56), Herman Berghoff (BA ’58), Mel Sneddon (BA ’58), and Pete Eckel (BA ’58), who, after graduating enjoyed a 38-year career in MSU’s Division of Housing & Food Service. Dick was joined at the Breakfast by his wife and business partner, Cherrill.

Another Patriarch, Frank Romanelli (BA ’58) was a chef at the Statler Hotel when he observed School director Bunny Proulx come through with students on a tour of the property. Frank decided to apply to the School, and became a noted hospitality educator, eventually becoming Dean of the Business School at Oral Roberts University, then director of the Hospitality School at Tiffin University in Ohio.

Other Patriarchs included Dale Henson and Bob Underwood. Dale met his wife at MSU and spent 50 years in foodservice operations. Bob returned to MSU after graduating, and had a successful 37-year career in the Division of Housing and Food Service, helping to rebuild the Kellogg Center, and in 1988 supporting the School’s new Food Production and Management Education Facility.

Other alumni who graduated even earlier were also present, sharing their memories of college and the industry. Henry Fisher (BA ’48) came to campus in 1941, when he met his wife, Mary Jane, who was present at the breakfast as well. He was injured in the war, and upon returning to MSU changed his major to hotel administration. He was close to many exceptional alumni who, like him, were from Indiana: Stan Brauer (BA ’49), Ray Dault (BA ’50), Nolan Allen (BA ’40), and Bob Kershaw (BA ’42).

Gil Voss graduated in 1950, and is still going strong, looking forward to volunteering in his 50th annual Northwest Michigan MSU Alumni Barbeque in Traverse City in 2010! As a founder of the event in 1960, he cooks 1,000 pounds of beans for baked beans each year, and 1.5 tons of potatoes. Once in hospitality, always in hospitality!

Trustee The Honorable Don Nugent welcomed those gathered at the Patriarchs Breakfast. Other special guests included Dean Jim Rainey, who serves The School selflessly as its director of Academic Programs. Bruce McCristal was also present with his wife, Sheryl, and from The School, Shelley MacMillan, director of development; Lena Loeffler, assistant to the director; Ron Cichy, director and professor; and Shelley Cichy, writer/editor. From the Broad College, Senior Director of Development Cathy Hicks was present to welcome the Patriarchs.

Partners over the Years
For several years after it was built, the Kellogg Center was tied directly to the School of HRI, with Les Scott (BA ’35) and Don Greenaway (BA ’34) serving as director of the academic program as well as general manager of the hotel. The relationship between The School and Kellogg Hotel and Conference Center has evolved over the years, so that now there are no administrative ties between the two. However, Kellogg Center and its helpful staff are crucial to the smooth running of Les Gourmets and other School events. The School’s Food Production and Management Education Facility is located in the Kellogg Hotel Center’s garden level, and a $5.8 million rehabilitation is slated for that space, creating a revitalized Culinary Business Learning Lab.
Terry Umbreit Receives the First Lifetime Academic Achievement Award

Dr. Terry Umbreit (BA ’63) is the inaugural recipient of the Lifetime Academic Achievement Award from The School of Hospitality Business Alumni Association. After a total of 33 years at Washington State University and serving as the director and Taco Bell Distinguished Professor in its School of Hospitality Business Management, Terry became the director of the Kemmons Wilson School of Hospitality and Restaurant Management and the InterContinental Hotel Group Endowed Chair at the University of Memphis in August 2008.

Terry was honored at a breakfast ceremony with School educator and industry Alumni during the Council on Hotel, Restaurant and Institutional Education (CHRIE) Conference in Atlanta, GA, on July 31, 2008. The award is presented to graduates of Michigan State University who throughout their lives have demonstrated outstanding academic achievement in a variety of ways.

Terry has received numerous other awards, including the Howard B. Meek Award from CHRIE, which recognizes a lifetime of contributions and outstanding service to hospitality education. He has also received CHRIE’s Achievement Award, acknowledging outstanding contributions to innovative ideas, methods, and programs that have advanced teaching, learning, and practice in the field of hospitality education.

The International Journal of Hospitality Management and the Journal of Hospitality & Tourism Research have published Terry’s recent co-authored research, which focuses on human resources and hospitality education issues. His studies include emotional labor, teaching effectiveness, career services excellence, and the changing role of multi-unit restaurant managers.

Accepting his award from Dan Burdakin (BA ’81), president of Park Management Group and a member of The School’s Alumni Association’s Executive Board of Directors, Terry noted that MSU has produced many fine hospitality educators. There are several reasons for this, he said, including the outstanding faculty who have taught and researched there over many decades, including the 1960s when he was there earning his degree.

“Michigan State had the best collection of faculty ever assembled in the hospitality field,” said Dr. Umbreit. Some of their names are very familiar to anyone in the hospitality business, and include Frank Borsenik, Henry Ogden Barbour, Lewis Minor, Evelyn Drake, Robert McIntosh, Edward Kazarian, and Lendal Kotschevar. These individuals greatly influenced Terry’s life, steering him in the direction of hospitality education with their passion for their subjects and their dedication to individual students.

Dr. Raymond S. Schmidgall, the Hilton Hotels Professor of Hospitality Business Financial Management, a faculty member in The School for over 30 years, said, “Terry is uniquely qualified to receive this inaugural award because of his immense contributions to hospitality higher education, including his scholarly work; his giving back to the academy through CHRIE and other organizations; and, most importantly, his role in the development of future industry leaders at Washington State for more than 30 years.”

Terry admitted that though he has received other awards, this one is “truly meaningful to me personally.” He explained, “Even though I work for other institutions, I will never forget my roots. Thank you, MSU for having a profound influence on my life, career, and accomplishments.” The School’s Alumni Association thanks and affirms Terry Umbreit for his lifetime academic achievement.

Three School Students Named Culinary Scholars

Three outstanding undergraduate students from The School were recognized as Culinary Scholars in the Monthly Tyson Food Service 2008 Scholar Award program. Last August, the following students were given recognition by the foodservice company and profiled in scholarship program partner Restaurant Startup & Growth magazine.

Colin McRae (BA ’09)

Colin is an outstanding student leader in The School. He has earned a fine academic record, completed two rigorous internships, and serves as president of the student Society for Foodservice Management, among other leadership responsibilities.

Jeffrey Packard (BA ’09)

Jeff has earned an associate’s degree at the Culinary Institute of America, has earned several scholarships and honors at while at MSU and at the CIA, and is passionate about learning the business fundamentals of his chosen career: restaurants and foodservice.

Kelsy Norman (BA ’09)

Kelsy is exemplary. As a scholar, she has earned academic honors and awards. An outstanding leader, she has served as an executive board member for the premier annual School event, Les Gourmets, and served as The School’s representative at the International Hotel Investment Forum in Berlin, Germany.
Les Gourmets 2008 – Flavors of South America provided an exceptional display of student talent, culinary skills, business acumen, and hard work. This year’s event was the culmination of ten months of planning and organizing by the dedicated Executive Board, led by Kelsy Norman (BA ’08). Les Gourmets was founded in 1951 and its first dinner was presented in 1955.

The Kellogg Hotel & Conference Center’s Big Ten rooms were filled with bright colors and rich fabrics on April 5, 2008, and the opening champagne reception featured miniature empanadas of tequila marinated coconut shrimp; lobster, crab, and shrimp quesadillas; oyster shooters and tequila and salsa; and other South American-inspired favorites.

Over 250 community members, industry and alumni leaders, and MSU and School friends enjoyed the black-tie, six-course dinner featuring South American cuisine: steamed Chilean sea bass with crab topping wrapped in a banana leaf; papaya sorbet; and roulade of marinated flank steak filled with roasted peppers, spinach and chorizo sauce mole, and smoked chicken tamale in corn husk duchesse potato duo.

In addition to the sumptuous cuisine and between-courses entertainment, guests also enjoyed hearing about the many scholarships students earn in The School. Dr. Ron Cichy (BA ’72, MBA ’77), director and professor, expressed his gratitude that in the 2007-2008 academic year, over $371,000 were awarded to deserving students. He thanked the Scholarship Committee in The School, and acknowledged that many generous alumni and friends are the reason the funds can be awarded.

In fact, five of the six recipients of funds from the Richard and Cherrill Cregar Outstanding Hospitality Student Endowed Scholarship were Les Gourmets Executive Board members! Announcing this fact at the dinner, Executive Director Kelsy Norman invited Dick Cregar (BA ’58) to say a few words. A “founding father” of Les Gourmets in the mid 1950s, Dick acknowledged and congratulated the scholarship winners, and said, “Hopefully some of the past and present recipients will also someday endow a scholarship for those who follow them.” He also noted that through 57 years, Les Gourmets is “always remembered for its attention to excellence in planning, execution, and follow-up—a shining event well recognized by MSU’s Board of Trustees, officers and faculty of the University, and every guest who attends.”

All other scholarship awardees for the academic year were listed in the elegant Les Gourmets program.

Others who were recognized included the many generous sponsors who provided products and donations which contributed to the success of the evening. MSU’s new vice president of Housing & Food Service, Vennie Gore, and his dedicated staff were acknowledged, as were the selfless guest chefs and faculty advisors who made powerful contributions of their time and expertise. Thanks also went to the always-helpful Kellogg Hotel & Conference Center staff, including General Manager Joel Heberlein. Over 150 student volunteers from The School were applauded for their time and efforts to advance the Les Gourmets tradition.

Please plan to attend the 2009 Les Gourmets featuring American Regional Cuisine—in honor of the fall 2008 election!
Les Gourmets 2008
Student Executive Board

EXECUTIVE DIRECTOR
Kelly Norman (BA ’08)

DIRECTORS
Chelsey Ingeroll (BA ’09) & Mark Johnson (BA ’10)

FRONT OF HOUSE DIRECTORS
Jennifer Kita (BA ’09) & Paul Brown (BA ’09)

HEART OF HOUSE DIRECTORS
Ryan Wagner (BA ’08) & Jeff Packard (BA ’09)

RECEPTION DIRECTORS
Lisa Dauno (BA ’09) & Lena Han (BA ’09)

HUMAN RESOURCE DIRECTORS
Jenna Bart (BA ’09) & Moriah Hathaway-Casey (BA ’09)

ARTS & ENTERTAINMENT DIRECTORS
Jessica Herbas (BA ’08), Min Ji Kim (BA ’08) & Alexandria Berkman (BA ’09)

DONATIONS DIRECTORS
Dana Gerich (BA ’08), Megan Langwitz (BA ’09) & Alyson Parson (BA ’09)

MARKETING DIRECTORS
Rachel DeLisi (BA ’09) & Kristen Ray (BA ’09)

HOUSE SOMMELIER DIRECTOR
Yoon-Kyung Cho (BA ’09)

Les Gourmets 2008 Celebrity Chefs

Chef Michael Bernard
CEO, Personal Chef

Chef Michael Clyne
Executive Chef
Kellogg Hotel & Conference Center

Chef Mark Emery
Regional Representative & Chef
Rational USA Michigan

Chef Theresa Fortino
Pastry Chef
Michigan State University

Dr. Scott Keith
Guest Chef

Chef Mike Manista, CEC
Corporate Chef, Nestlé
Honorary Faculty Member

Chef Cynthia L. Manning
Dining Services Assistant Manager
Michigan State University

Jim McKillips
Project Event Coordinator
Michigan State University

Chef Tanya McKinzie
Personal Chef

Chef Scott Miller
Ice Carver, Miller Ice Carving
Miller Ice Sculpture

Chef Rajeev Patgaonkar
Executive Sous Chef
Kellogg Hotel & Conference Center

Chef Muhammad Siddiqui, CEC
Executive Chef

Chef Doug St. Souver
CEO, Culinary Carvings
Winner of Food Network Challenge

Chef Thomas Stavischeck
Sous Chef
Kellogg Hotel & Conference Center

Chef Gerhard Steiner
Executive Sous Chef
Kellogg Hotel & Conference Center

Chef Bob Zehnder, CSC
Zehnder’s of Frankenmuth

Culinary Business Leadership
The School in Partnership with Industry: Midwest Lodging Investors Summit

Several Michigan State students earned scholarship funds for registration and expenses to the Midwest Lodging Investors Summit, including:

Sarah Welch (BA ’09) – Sarah is a senior in The School with a “global” background. Born in the U.S. and raised as a youngster in Jamaica at a family-owned resort, she attended public school in Ann Arbor and worked at the family-owned real estate company. Her interest in culinary arts and restaurants led her to The School and its emphasis on the business of hospitality. She is simultaneously enrolled in the Culinary Arts Program at Washtenaw Community College in Ann Arbor. She hopes to move to the south of France to study the culinary arts in more depth and satisfy her passion for art, food, traveling, and learning.

Danielle Lewandowski (BA ’09) – A senior hailing from Oxford, Michigan, Danielle grew up traveling and exploring hotels. With a mother who is a travel agent and also a real estate agent, Danielle was exposed to both of those service industries from a young age, and found through them a related passion for the hospitality industry. She chose The School and its versatile degree in Hospitality Business. She is curious about a number of segments in the industry, including real estate and development, and is eager to pursue opportunities to expand her knowledge.

Sean Patrick Wagner (BA ’08) – Sean is a senior in The School from Grosse Pointe, MI. Attending the National Restaurant Show last spring in Chicago, he became interested in the real estate and development segment of the industry, realizing its potential for growth and flexibility. He is exhilarated by the fast pace and pressures of the development aspect of the field, and by the idea of travel and the pursuit of projects in various market segments and communities. He uses his remaining time in The School to learn more about real estate and development, starting with the Midwest Lodging Investors Summit.

Joshua Plewes (BA ’08) – A native of small-town Zeeland, MI, Joshua chose MSU’s School of Hospitality Business after deciding that a pre-med major would not allow him to channel his passion for people, service, and entrepreneurship. He works part-time at the Kellogg Hotel & Conference Center on campus in both the front office and accounting departments. He expects to graduate early, in December of 2008, after 3 ½ years of study at MSU. His work for a construction company and its project manager in Holland, MI, led to his interest in real estate and development. His study abroad experience in India, Thailand, and Dubai has reinforced that interest from a global perspective.

Mike Kitchen (BA ’09) – After having spent 14 months in internships with Disney, a Relais and Chateaux resort in the British Virgin Islands, and at Four Corners Advisors in Chicago, Mike is poised and ready to finish his final year in The School. From the town of Hancock in Michigan’s Upper Peninsula, Mike is also pursuing the Specialization in Hospitality Business Real Estate and Development. He enjoys all aspects of the hospitality industry, but would someday like to develop a mixed-use property of his own. Mike is industrious and hard-working, knowing that long hours and diligence mean better preparation for his career.

Nick Hilla (BA ’09) – Nick is a senior Finance major who is pursuing the Specialization in Hospitality Business Real Estate and Development. He is from Howell, MI, situated between Ann Arbor and East Lansing, and not too far from Detroit. Over the years he has watched it go from a sleepy little town to a city with an increasing population and burgeoning real estate needs. He has been intrigued since then with the investment in and development of urban buildings and infrastructure. His passion for real estate is also fueled by the variety of opportunities and locations a career in that field offers.

Next year’s Midwest Lodging Investors Summit will take place July 19-21, 2009, at the Chicago Marriott Downtown Magnificent Mile.
Advancing Academic Programs

With nearly 900 undergraduate and graduate students enrolled in The School this Fall Semester—up from about 300 only six years ago—the role of academic advising and program planning takes on an added significance. While students are adept at registering online, automation and technology do not replace the personal guidance and support provided by The School’s outstanding team in Academic Programs.

To ensure that advising and other academic services advance optimally into the 21st century, The School called upon the leadership of a man many of you relied upon as undergraduates as long ago as the 1970s! Dean James F. Rainey, who has served as the director of Graduate Programs in The School, has become the director of Academic Programs, overseeing both Undergraduate and Graduate Programs. Prior to that, Dean Rainey taught Hospitality Business Law for many years in The School and served as the Broad College’s Associate Dean of Academic Student Services for nearly 30 years.

Kate Runyan remains as coordinator of Graduate Programs in The School. The new coordinator of Undergraduate Programs is Ed Batayeh, who previously served in the Broad College Undergraduate Student Academic Services. Sherri Henry, who served ably as The School’s coordinator of Academic Student Services, left her position to join the Broad College office of Academic Student Services in October.

Dean Rainey is highly regarded at MSU as a leader who established and directed the Broad College Undergraduate Advising Center at a time when increasing enrollments required creative ways to give each student individualized and caring guidance.

**The First, The Original...The Professor of Practice**

Mike Rice (BA ’76) has been practicing a special brand of hospitality for over three decades right on the MSU campus. Rising through various positions in the University Housing Division, Mike became the director of Auxiliary Services, responsible for the major facilities and food centers on campus. His responsibilities also included food procurement and warehousing, contract management, and vending.

But Mike has practiced hospitality in The School over the years, as well. Whenever he was needed for special projects or alumni events, he volunteered his expertise. When it was decided that students needed a course on On-Site Foodservice Management, Mike not only developed the materials, but delivered the course as an adjunct professor—to rave reviews. And when The School’s Study Abroad program expanded to China, Mike was there again, traveling with the students and other faculty members, teaching and mentoring.

With all this “practice” in hospitality, it should come as no surprise that Mike, upon his retirement from University Housing last spring, has been named The School’s first and original “professor of practice,” a title which, when used in academia, refers to the bearer’s many years of experience and expertise built from a distinguished career in the field. He will continue to teach in the Study Abroad program and in the classroom.

Advancing to this new position is a natural progression, says Mike, who is eager to work even more closely with students and faculty, and, incidentally, as the project manager on The School’s Culinary Business Learning Lab revitalization effort. They say practice makes perfect, and in Mike’s case, they’re right!
Toward the Future with Advice from Alumni: Spring Graduation 2008

On a sunny, breezy afternoon on May 3, 2008, the newest alumni of The School of Hospitality Business gathered at the University Club of MSU to reminisce and celebrate with faculty, staff, fellow alumni, and family their impending graduation at the Breslin Center later that afternoon.

The School’s graduation luncheon featured the reflections of Alumnus Ken Weber (BA ’77), president of Weber’s Inn & Restaurant, and father to Mike Weber (BA ’08), a newly-minted spring graduate, and Brian, who will graduate from The School in 2011! Ken is a member and vice president of The School’s Alumni Association and a member of The School’s Hospitality Business Entrepreneurial Advisory Board.

The Commencement ceremony for the Broad College of Business at 4:00 p.m. featured Alumnus and Wall of Fame Class of Givers member Phil Hickey, Jr. (BA ’77), chairman/CEO of Park Row Ventures. Both Ken and Phil are involved, active alumni, and both are outstanding examples of leadership in the industry.

With Provost Kim Wilcox present at Commencement, Phil Hickey, a classmate of Provost Wilcox while at MSU, was introduced for his address to the graduates. Formerly the chairman and CEO of RARE Hospitality International, Phil was responsible for the Atlanta-based restaurant company whose concepts included the award-winning Capital Grille and Longhorn Steakhouses. He is now the chairman/CEO of Park Row Ventures, which provides restaurant investment in, and consulting services for, the hospitality industry.

Phil is also a selfless alumnus of The School and MSU, and has received MSU’s Alumni Service Award. In The School, Phil was inducted in 2004 to the Wall of Fame Class of Givers, and he and his wife, Reedy, have established an endowed scholarship to support students, especially those interested in a career in the restaurant industry. In addition, Phil has established an endowment for entrepreneurship, and has generously supported The School’s most ambitious project in recent history: the revitalization of its Culinary Business Learning Lab.

Most importantly, Phil has personally mentored individual students in The School, has served on The School’s Alumni Association’s Executive Board of Directors, and has consistently given wise and encouraging counsel.

His words to the students, therefore, carried much weight. He offered the “Hickey Ten,” a set of ten characteristics to strive for in life: high standards, integrity, curiosity, adaptability, goals, connectivity, respect, passion, faith, and perseverance. “Who was it,” he asked them, “who lit your spark—who ignited your passion?” He asked them to reflect on that particular inspiration, and then asked them, “In whose life will you BE the spark?”

Graduates of The School at both the graduation luncheon and the Broad College Commencement Ceremony celebrated their accomplishments and received inspiring send off messages from Ken and Phil. The School congratulates all the new alumni and looks forward to advancing into a new and rewarding relationship with each one of them.
Our academic leaders: The School faculty, Fall 2008

There’s a new team in town—
The School’s ADVEMENT TEAM

Who among us doesn’t love the Spartans? We’re loyal to the green and white, whether it is football, hockey, basketball, volleyball, gymnastics or any one of the other Spartans teams. Well, there’s a new team in town... The School’s Advancement Team! Team members are responsible for launching and measuring the results of our alumni relations and development programs and activities. Team members are:

- Shelley MacMillan, who joined The School in May as its first designated development professional. Shelley’s immediate focus is supporting the five-person Volunteer Fundraising Committee (see the Committee list on page 6) in securing funds for our high-priority Culinary Business Learning Lab revitalization project.

- Lena Loeffler, who has been a vital part of the life of The School for ten years as assistant to the director and as the “go-to” person for alumni. Lena continues in her role and remains the “producer” of alumni events such as Homecoming, Celebration of Leadership, and Annual Gathering of Leaders.

- Pam Chambers, who joined our Advancement Team in September as its first secretary, comes to us with years of experience as an administrative assistant in fast-paced work environments. She is also committed to superb customer service—a fabulous match for our School!

You can be part of our Advancement Team. Here’s how:

- Let us know how you’d like to help advance The School in 2009 by giving your advice, council, expertise, energy, and/or time. “There are so many ways alumni can be a part of The School’s advancement efforts. It’s up to each individual to determine what works best for him or her,” Lena explains. “We are so fortunate and grateful to have active alumni participation throughout the year.”

- Make a contribution by using the form provided in this issue and returning it in the self-addressed postage-paid envelope. You may also email or phone a team member. “We are all bombarded with requests for financial support at this time of year and, in particular, during a difficult economic climate,” says Shelley. “I hope our alumni and friends remember the huge impact their gifts, of any size, have upon the success of our students, our faculty, our School. I know that those who give us their time, talent, and/or money are also giving us their trust—trust in our mission and in our ability to advance it. We treasure these investments.”

As the busy holiday season draws near, many alumni and friends thoughtfully plan their year end contributions and carefully construct their New Year’s resolutions. Our Advancement Team is ready to help you include The School in both!

Lena — leoffler@bus.msu.edu
Shelley — macmll7@msu.edu
Pam — chambers@bus.msu.edu
All — (517) 884-1573

Be a part of another winning Spartan team! Go Green!

Where are they now?

Nora Bartlett (BA ’04) is banquet manager with Sheraton.
MJ Becker (BA ’84) is senior financial analyst with CRSRA, a retirement community management company based in Memphis, TN.
Kendra (Wasilewski) Bissig (BA ’06) is the director of sales at Greenworks Florists in the Washington, DC area.
Kendra.bissig@gmail.com
Dan Briks (BA ’04) is assistant director of Projects with The Waldorf Astoria.
Chris Cook (BA ’05) is provisioning and merchandising sales manager with TUI Marine in Clearwater, FL.
ccook@tuimarine.com
Brian DeMester (BA ’98) is assistant General Manager with the Melville Marriott in Melville, NY. brian.demester@columniasussex.com
Ali Faraj (BA ’04) is event billing specialist with the San Diego Marriott Hotel and Marina in San Diego, CA.
Robert Kisabeth (BA ’91) is general manager of the Walnut Creek Marriott in Walnut Creek, CA. robert.kisabeth@marriott.com
Dr. Seoki Lee (MS ’04) is assistant professor in the National Laboratory for Tourism & e-Commerce, School of Tourism & Hospitality Management at Temple University in Philadelphia, PA. He is also a new father! seokilr@temple.edu
Daniel Ma (BA ’91) is the financial controller in systems and analysis for the Mandarin Oriental Hotel Group in Causeway Bay, Hong Kong. danielma@gmail.com
Josh Mayo (BA ’92) is the general manager of Panzano restaurant in Denver, CO.
Kevin Maul, CHRM (BA ’96) is director of Revenue Management with the Marriott Sawgrass Golf & Spa Resort in Ponte Vedra Beach, FL. Kevin.maul@hssh.com
Elizabeth Molinsky (BA ’04) is the general manager and owner of Snap Fitness, Inc. located in East Lansing, MI. emolinsky@hotmail.com
Matt Moose (BA ’08) is director of Student Outreach at St. John Student Parish in East Lansing. matt@stjohnmsu.org
Mike Murray (BA ’81) is chief operations officer with Hersha Hospitality Management in Philadelphia, PA. mwmurray@lve.com
Matthew O’Brien (BA ’00) is donor relations manager with the Detroit Institute of Arts. mobrien@dia.org
Alexandria Dena Piecuch (BA ’03) is a police officer for Charleston City Police Department in Charleston, SC. duhany@aol.com
Richard Porco (BA ’99) is general manager for Residence Inn by Marriott in Lansing, Lansing. lansing@haroldson.com
Bruce Rothschild (BA ’98) was recently promoted to the director of sales position at the Park Hyatt Hotel in Chicago. Bruce.rothschild@hotmail.com
Daniel R. Smith (MBA ’92) is a retired commander, United States Navy. The.drmsmith@yahoo.com
Lynn Smith (BA ’05) is the business travel manager, Indianapolis Marriott Downtown Hotel. Lynn.smith@indymarriott.com
Gail Sparks-Riegel (BA ’95) is a consultant for GSR Meeting and Event Management located in Waldorf, MD. gail@gsrc.com
Michael Stott (BA ’89) is general manager of the Baltimore Country Club in Baltimore, MD.
Jennifer (Pavao) Thorn (BA ’96) is director of Sales & Marketing at Stowe Mountain Lodge in Stowe, VT.
Jeff Trent (BA ’76) is director of operations with Jocks & Jills in Smyrna, GA.
Hui-Wen Tseng (MS ’04) is dining room supervisor at AI Fusion in East Lansing, MI.
Defne Ertan Tuysuzoglu (BA ’96) is the assistant general manager of Groupo Restaurants in Istanbul, Turkey. defne@grupo.com.tr
Calender of Events...

The stage is set for the
BROADWAY AUCTION
Saturday, February 7, 2009!
- Big Ten Rooms, Kellogg Hotel & Conference Center
- Silent/Live Auctions
- Auctioneer Bob Howe
- Charities benefit Junior League of Lansing and MSU Federal Credit Union Institute for Arts & Creativity at the Wharton Center
- Interested in offsite bidding? Email: broadway2009auction@gmail.com

Consider giving a donation or bidding online at www.msubroadwayauction.com.
Print several donor forms and give to your friends!

Saturday, December 6, 2008
Graduation Ceremony
10:00 a.m. Breslin Center, East Lansing, Michigan
Graduation Luncheon
12:30 p.m., University Club of MSU

Friday, January 30, 2009
Vegas Night
5:00 p.m.
Breslin Student Events Center

Saturday, February 7, 2009
Broadway Auction
- Silent Auction begins at 6:30 p.m.
- Live Auction begins at 7:30 p.m.
Kellogg Hotel & Conference Center (Big Ten Rooms)
East Lansing, Michigan

Saturday, April 4, 2009
Les Gourmets
- Reception begins at 5:30 p.m.
- Dinner begins at 7:00 p.m.
Kellogg Hotel & Conference Center (Big Ten Rooms)
East Lansing, Michigan

Thursday, April 16, 2009
Graduate Student Forum
3:00 p.m. to 6:00 p.m.
MSU College of Law Building (Castle Board Room)
East Lansing, Michigan

Monday, May 18, 2009
Annual Gathering of Leaders, Blackstone Hotel,
Chicago, Illinois
- Alumni Association Executive & Appointed Board of Directors Meeting
8:30 a.m. – 3:00 p.m.
- Young Alumni Gathering
3:30 p.m. – 5:30 p.m.
- Group Photograph
5:30 p.m.
- Annual Gathering of Leaders Reception Photograph
- Awards & Recognition, 6 p.m.
- Reception, 6:30 p.m. – 9 p.m.

Come Visit Us!

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

bus.msu.edu/shb
The School of Hospitality Business Students, Faculty, Staff, and Alumni extend a warm and heartfelt THANK YOU for your gifts of time, energy, talent and money provided to us throughout the year.

You are wonderful and we are grateful.

Donor/Gift Information

Name: ______________________________________ Grad Year: ______

Home Mailing Address: ____________________________________________

City, State, Zip Code: ____________________________________________

Phone Number (home): ____________________________________________

Email Address: __________________________________________________

Title: __________________________________________________________

Company: ______________________________________________________

Phone Number (work): ____________________________________________

Signature: ______________________________________________________

Fall 2008 Giving Priorities:

☐ Unrestricted to address the greatest needs of The School of Hospitality Business

☐ James F. Rainey Endowment supporting academic programs, advising, scholarships, and student travel

☐ The School of Hospitality Business Internship Program coordinating industry work experiences required for all undergraduates

☐ Other: ______________________________________________________

My total gift will be paid as indicated:

☐ CHECK payable to Michigan State University

☐ CREDIT CARD charge to:
  ☐ MasterCard ☐ Visa ☐ Discover ☐ American Express
  Card number: ___________________________ Expiration date: ____________
  Name on card: ___________________________

☐ My employer or my spouse’s employer will match the gift (enclosed is the matching gift form).

  Employer: ______________________________________

☐ I wish to remain anonymous.

I would like information on the following:

☐ The Culinary Business Learning Lab and its Naming Opportunities

☐ Including The School of Hospitality Business in my Will or Estate Plans

☐ Gift donation using stock transfer

IMPORTANT GIFTING DEADLINES:

The IRS has determined that gifts of cash, checks, and/or stock certificates mailed using the USPS must be postmarked before or on 12/31/2008. Gifts made using a credit card must be received by MSU no later than 12/15/2008. Electronic transfers of stock must be received by MSU by 5PM on 12/31/2008. Gifts sent via courier services other than the USPS (including Federal Express, DHL, UPS, etc.) must be received by MSU and signed for by Friday, 12/26/2008.
2008 Year-end Gift

As the end of 2008 draws near and you are making final decisions as to which charities you will support with an end-of-year gift, we ask you to include The School of Hospitality Business. We promise your gift, at any level, makes a significant difference in the quality of education and services we can provide for our 900 students.

We have provided a gift form and self-addressed, postage-paid envelope for your convenience. We’ve also suggested three top funding priorities for you to consider supporting. Do note the mailing deadlines stated on the gift form to be certain your contribution is credited to 2008.

Please contact us directly if you have questions. We always look forward to hearing from you! May you have an exciting, memorable and safe holiday season, and may 2009 be one of your best years ever!

Cheers!

Shelley MacMillan
Email: macmill7@msu.edu
Phone: (517) 884-1586

Pam Chambers
Email: chambers@bus.msu.edu
Phone: (517) 884-1573