“Turn ordinary into extraordinary.
More people fail from not making decisions
than from not making the right decisions.”

Alumni Association’s
2009 Alumnus of the Year
Dan Burdakin (BA ’81)
President
Park Management Group

IN THIS ISSUE...
From Solid Ground to...
The Sky’s the Limit
Page 1

Annual Gathering of Leaders
Page 2

Spring Graduates
Page 12

Take Your Seat!
Page 14

Faculty News
Page 20
Salt of the Earth, Citizens of the World

Over the past two decades, hospitality business recruiters have consistently told me that Midwesterners are the “salt of the earth.” I believe there is truth in that reference, especially when I observe students coming to Michigan State, working hard, making an effort to learn all they can to succeed in and improve our hospitality industry.

Even coming from all over the world, they spend four years (more or less) in this relatively small Midwestern hamlet, removed from traffic jams, filled at times with the rural scents and sounds of times past coming from the acres and acres of farms on the south side of campus.

They come and learn the value of hard work, honest dealings, and service to community, as well as leadership qualities such as perseverance, dedication, communication, and treating others with respect. And along the way, through internships, alumni contacts, study abroad, and broad course content, they expand their horizons.

When they leave “the banks of the Red Cedar,” our graduates are effective wherever their new careers take them, whether they stay in the Midwest or move to distant shores and around the world.

I hear from our alumni each and every day, some living in the Far East, others in East Lansing, some in Western Europe, some in the major cities in the U.S., and some working at locations in between. But all retain that Midwestern work ethic—and a sense that The School helped launch their careers.

The possibilities are endless for our students, and it all starts here.

Here’s to the Future!

Sincerely,

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

TABLE OF CONTENTS

The Sky’s the Limit .................. 1
Annual Gathering of Leaders .......... 2
Real Estate & Development Advisory Council .................. 6
Spring Graduation ..................... 12
Take Your Seat ........................ 14
State of The School .................. 18
Faculty News .......................... 20
Alumni in the News .................. 25
Donor Thank You ..................... 26
From Solid Ground to the Sky’s the Limit!

With 33% of Michigan State students engaging in study abroad, the globe is the classroom, from China to Peru, from Dubai to the Caribbean, and from Argentina to Western Europe. With placements around the world for their two required internships, School students begin their careers set for success whether they choose rural Indiana or the cities of India. And of the 20 new graduate students enrolled in School programs this Fall semester, 15 are international!

There is certainly a global flavor to the educational experience of students in The School, one that grows stronger as the world grows smaller.

It is almost as if the Midwestern haven of East Lansing—known in the past as “cow college,”—is the perfect portal to far flung destinations and exciting careers. Graduates certainly find that with The School as their solid foundation, they can soar to heights unimagined.

Just ask Ramsey Mankarious (BA ’90), whose first internship took him to tiny Mackinac Island, and who is now founder and CEO of Cedar Capital Partners, Ltd. in London England. Originally from Egypt, Ramsey journeyed to “rural” East Lansing, and left prepared to conquer the world—or at least to do business in over 30 countries and run a company which has acquired hotels across the globe, including the Savoy Hotel in London, the Monte Carlo Grand in Monaco, the Four Seasons Hotel des Bergues in Geneva, and the Mandarin Oriental Carlo Grand in Monaco, the Four Seasons Hotel which has acquired hotels across the globe, prepared to conquer the world—or at least to do a great asset.

As a member of its Real Estate & Development Advisory Council, where his expertise will be on behalf of institutions and high net-worth investors, has acquired hotels with a value in excess of $700 million.

Before founding Cedar, Ramsey was executive vice president of Acquisitions and Development for Kingdom Holding, a major investor in the tourism industry. He was responsible for the company’s European hotel investment activities, and previously was responsible for the firm’s hotel investment and asset management activities within the Middle East, Africa, and Asia. Prior to joining Kingdom, Ramsey was an associate director at HVS International in their London and New York offices, supervising and performing hotel valuations, feasibility studies, and other consulting services in over thirty countries throughout Europe, the US, the Middle East, Africa, and Asia.

A sought-after speaker and author, Ramsey delivers university lectures and conference presentations around the world. He has recently agreed to serve on The School’s Real Estate & Development Advisory Council, where his expertise will be a great asset.

An honors student in high school, Jason Rabidoux (BA ’04) left his home town of Rochester, MI, to study in MSU’s Lyman Briggs School, majoring in pre-med. Growing weary, as he puts it, with chemistry’s “periodic tables,” Jason was drawn to business—hospitality business, specifically—by influential friends and alumni of The School who offered their insight and intimate knowledge of what it had to offer. After much evaluation, extensive conversations, and a determination to bring focus to his business curriculum, Jason changed his major his sophomore year.

He continued to display a similar kind of focus throughout his time at MSU, concentrating on finance while earning his degree in Hospitality Business. As someone with his feet solidly on firm ground, Jason found himself soaring after he graduated, joining HREC Investment Advisors, a division of Hospitality Real Estate Counselors. As both an associate and a senior associate with HREC, Jason led the disposition analysis, valuation, and deal structure modeling for nearly $1 billion in lodging assets.

Intrigued by the ownership, investment, and management of lodging facilities, Jason joined The Hotel Group Holdings, LLC (THG) in 2008, based in Edmonds, WA, near Seattle. A Real Estate Specialist, he is involved in the organization’s four sponsored private-equity opportunity funds, and plays an additional integral role in the asset management, acquisition, and disposition of THG’s owned and managed portfolio of 25 hotels. Jason also serves The School as a member of Its Real Estate & Development Advisory Council.

Jason is to be applauded for soaring just a little higher lately, for entirely personal reasons: he and his wife Rachel recently became proud parents of little Penelope!

With 33% of Michigan State students engaging in study abroad, the globe is the classroom, from China to Peru, from Dubai to the Caribbean, and from Argentina to Western Europe. With placements around the world for their two required internships, School students begin their careers set for success whether they choose rural Indiana or the cities of India. And of the 20 new graduate students enrolled in School programs this Fall semester, 15 are international!

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London, Chicago, Seattle—the sky’s the limit. And the leap from East Lansing to anywhere in the world is what awaits graduates of The School of Hospitality Business at MSU.
ANNUAL GATHERING OF LEADERS

Honoring Leaders in Chicago Advances Student Understanding

The Crystal Ballroom at the historic Blackstone Hotel in Chicago was the setting for The School of Hospitality Business Alumni Association’s Annual Gathering of Leaders on Monday, May 18. The event honored five distinguished individuals in the industry.

Paul A. Dykstra (BA ’89), Jeffrey R. Gillett (BA ’86), and Allegra Johnson, CCM (BA ’91) were honored as Emerging Alumni Leaders of the Year for 2009. Paul is director of operations for The Capital Grille; Jeff is search consultant for Elliot Associates, Inc.; and Allegra served as club manager of Dunwoody Country Club until 2005 and is now an adjunct faculty member at Georgia State University.

Dan Gordon, chief executive officer of Gordon Food Service, Inc., was named the 2009 Honorary Alumnus of the Year. The 2009 Alumnus of the Year was awarded to Dan E. Burdakin (BA ’81), president of Park Management Group.

All honorees have distinguished themselves in their careers, and in their support of The School. Paul Dykstra has been successful in multiple functions within the industry—operations, recruiting, training, and human resources—working with Brinker International, Inc. and The Capital Grille, both when it was part of RARE Hospitality International, Inc. and now as part of Darden Restaurants, Inc. He has also mentored students, hired interns and graduates from The School, hosted alumni groups at The Capital Grille, and provided donations to The School’s Annual Auction. Paul is a member of The School’s Alumni Board, and with his wife Sara is a member of the Director’s Giving Society.

Jeff is a restaurateur, with experience at Bennigan’s, Houston’s Restaurants, and Hillstone Restaurant Group. As a senior recruiter with Houston’s he developed a college internship program, a human resource auditing system, and behavioral-based interview training. With Hillstone he was a key contributor to the development of a recruiting and human capital infrastructure, and with Elliot Associates since 2006, Jeff combines his operational and his human resource expertise to the executive search arena. Named The School’s Recruiter of the Year in 1993, Jeff has returned to campus each year for CAREER EXPO. He serves on its Alumni Association Executive Board of Directors, and with his wife Kathy is a member of the Red Cedar Giving Society.

Allegra was an exceptional student leader, whose success in college was followed by similar success in the industry, where she served as manager of the Dunwoody Country Club, and took on several important roles in the Georgia Chapter of the Club Managers Association of America (CMAA). She served as the chapter’s first female president, and earned the Certified Club Manager designation. Now raising her three children with husband Stephen, Allegra teaches a course on private club management at Georgia State and has teamed with School professors to help write articles for industry trade magazines. Allegra returns to campus each year to help with the Alumni Association’s post-homecoming parade barbeque and has served on its Board of Directors.

Alumni of the Year Dan Burdakin is an enthusiastic, energetic member of The School’s Alumni Association Board of Directors (and newly-elected vice president of that association) and its hard working Development Committee. He is author of the Pinnacle Award-winning book, Suite Talk: A Guide to Business Excellence, and he is president of Park Management Group (PMG), which, under Dan’s leadership since 2004, has grown from 38 hotels to 155. In March 2009, Hotel & Motel Management Magazine ranked PMG #7 in top “third-party management companies.” But in addition, Dan inspires students, faculty, and alumni for his
Exemplary Advice to Students from Extraordinary Leaders

Each honoree was given the opportunity to make comments when accepting his or her award, and their words were particularly directed toward the students present, all of whom were inspired by their wisdom. Below are their remarks:

**Paul Dykstra**

“What an honor this is. My thanks to the Alumni Association Board for bestowing this award to me tonight. I love Michigan State University and I absolutely love the restaurant business. I also want to acknowledge my colleagues at The Capital Grille who have joined me tonight. And my wife Sarah is not only a great supporter for me and our boys, but she is also the best restaurateur in our family, juggling two demanding careers. Without her I would not have had the career success that I’ve enjoyed, nor would I be up here.”

**Jeff Gillett**

“It’s very humbling to be honored this evening and particularly gratifying for me as I get to share the stage with terrific friends and great Spartans. With me tonight is my wife Kathy who is attending her very first MSU Hospitality Business event, and it’s no coincidence that Kathy is wearing green. I share this honor with her. I wouldn’t be where I am personally or professionally if she were not by my side.

As I reflect on the last 20 years, I realize how fortunate I have been along the way. As a college freshman living in Akers Hall, I really wasn’t sure what I wanted to be when I grew up. Then one day, I stumbled across a cooking class with the world famous and diminutive Chef Nelson. I was quite taken with his demand for excellence, as well as his fiery temper…and he won me over. I had finally found my purpose in life. I declared myself a proud Hotel, Restaurant and Institutional Management major.

After graduation, I managed restaurants for several years. I loved it. I loved the energy, I loved the people, and I loved the food. Then one day, someone happened to mention that I should consider Restaurant Management Recruiting as a career. It never dawned on me that was a possibility, but it intrigued me—and the next thing I knew, I was traveling around the country, hiring restaurant managers, and loving every minute of it.

I’ve been fortunate to have other people who cared enough to share their wisdom with me, and in that spirit, I’d like to share a few nuggets of my own ‘self proclaimed’ wisdom with the students here.

First, always surround yourself with smart, successful people whose values, attitudes, and beliefs mirror yours. Throughout your career you will be confronted by those who lack integrity, high standards, and focus. Distance yourself from those people, or, as my former professor Ange Vlahakis used to say, ‘Turn around and run!’

Secondly, have the courage to take risks. In 1989, I took a huge risk in leaving restaurant operations, moving across the country and starting a new career in recruiting—but again, I’m so glad I did. Sometimes your decisions will not turn out the way you had thought … learn from those mistakes and move on. Don’t dwell on them. Regardless of how successful or smart you are, you can’t change yesterday!

Next, never stop learning. Be a student of the industry. If this is your passion, live it in all you do. Don’t rely on any one person or company to develop and train you. That is your responsibility. Stay abreast of industry current events. Read. Attend conferences.

Finally, be a leader who inspires and teaches every day. Someone told me long ago, ‘There is no substitute for energy and enthusiasm. Energy is infectious—especially as a leader and a mentor.’

In my career, I’ve been blessed to have had many great mentors. And it’s no coincidence that many of them are or were also MSU faculty and alumni. One is Don Smith, ‘The Coach,’ who inspired us all to be our best.

I also can point to Doug Nichols—MSU Class of ‘77, who gave me my first break into recruiting. There have also been so many others—many are Alumni in this room tonight whom I have admired: Phil Hickey (BA ‘77), Bill Zehnder (BA ’71), Kevin Brown (BA ‘77), and of course, Ron Cichy (BA ’72, MBA ’77).

These are interesting times—especially for those just entering the job market. Having been involved in college recruiting for 20 years, I have observed similar economic peaks and valleys in the past. Trust me, the job market will improve. However, business as we know it will change, and in many cases, drastically.

(Continued)
All of this means you will need to think differently in regards to your job search. The days of cover letters and blasting out resumes 'To Whom It May Concern' are long gone.

Today, the key trigger to your search will be your ability to leverage your relationships to assist you in providing introductions to the right people within those organizations. It's not what you know; it's who you know.

When you graduate, you become an alumnus of The School, and located right in this room and across the globe are fellow Spartans who are ready to be your advocates during your job search.

Every time I’ve reached out for help, they’ve been there to help me—and we’ll be here for you.

As you face challenging moments in your career—and we all do—don’t lose faith. I’m convinced the only thing that kept me going was that I love what I do. You have to find what you love. If you haven’t found it yet, keep looking. Don’t settle. With a degree from The School, you have everything you need to get started. You have no excuses not to change the world.”

Allegra Johnson

“Thank you to the Alumni Association’s Executive and Appointed Board of Directors for bestowing this award upon me. I feel privileged to be able to be so involved in The School of Hospitality Business—or, as it was called when I was here, The School of HRI.’

I think the reason you stay involved in an organization is not only to give back in appreciation of what you received, but because you also want to make sure that those who follow in your steps reap all the benefits that you did. The School is not just an entity—a place to get a degree. It does not have just an ordinary Alumni Association. It is more like a family: ever growing, ever changing, and always improving. The School changes as the industry changes to make sure that graduates are not only prepared, but because you also want to make sure that those who follow in your steps reap all the benefits that you did. The School is not just an entity—a place to get a degree. It does not have just an ordinary Alumni Association. It is more like a family: ever growing, ever changing, and always improving. The School changes as the industry changes to make sure that graduates are not only prepared, but can excel in any part of the hospitality industry they choose.

Imagine, if you will, the first Les Gourmets… There were no big screen TVs for watching MSU basketball; or the first CAREER EXPO or the first Auction… I was there…we did not have an auctioneer or a satellite location! How about the beginning of the Hospitality Association? All ideas originate somewhere and those who take an idea and follow it through are those who are remembered.

My advice to current student and soon-to-be-graduates? Don’t ever start a sentence with ‘I already know how to…’ Just by having completed your degree at The School you have proven you are ready to get started. You may be excellent, but be eager to learn more. Your employers hired you because of what you have already achieved; now they are offering to take you to the next level. Don’t take that for granted.

Allow me to quote from Kung Fu Panda (when you have three children your movie choices are a little limited…) “Yesterday is history, tomorrow is a mystery, but today is a gift and that’s why it’s called the present.” Build upon what others have done, take the good, change the not so good, ask those around you for help, but know that today you did your best, and tomorrow brings new adventures and opportunities.

Remember what The School meant to you and where you might be if it had not been for the support of the faculty, your classmates, and the alumni. Use that gratitude to help future hospitality leaders.”

Dan Burdakin

“I would like to thank the alumni board and Dr. Cichy for honoring me with this award. For those of you who don’t know it, Dr. Cichy was actually a professor of mine back when I went to school at Michigan State from 1977 to 1981. He was an inspiration to me then, and he still is today with the wonderful way he leads The School of Hospitality Business. I’d also like to thank my wife and fellow Spartan, Cheryl. Her love and support throughout the years have been wonderful, and I couldn’t have done any of this without her.

I’d also like to thank our PMG chairman and a number of our JPR partner friends, and also the vice presidents of PMG for attending today and sharing this honor and award with me. To the students in attendance, I have lots of advice. But I also have several friends here who have reminded me that the only thing separating everyone in this room and the two bars is my speech.

First of all, it is true that I was in a car accident a little over five years ago. My inspiration during the three days in the ICU, 19 days in the hospital, three months in a wheelchair were the words of Vince Lombardi: ‘It isn’t whether you get knocked down, it’s if you get back up.’ During that time, it was very difficult, but I always knew I’d get back up.

The lesson to be learned is that every new day is an extra day. Though I do not wish that kind of pain on anyone, I learned from it. I used to come home at night and think that that was a good day or that that was a bad day… But since the accident, I’ve never had another bad day. I’ve only chosen to have good days.

Students, you have received a wonderful education. Follow these tips for successful careers. Work harder than everyone else and commit to excellence. If placed in charge, take command. Turn ordinary into extraordinary. Be honest 100% of the time. Take charge and always do the right thing. More people fail from not making decisions than from not making the right decisions.”

Dan Gordon

“It’s great to be with you and it’s certainly an honor for me to be up here, I guess as the only non-Spartan, but I do bleed green and white. I really accept this award representing two teams, the first and most important being my home team. I have no idea what my career or life, for that matter, would have looked like without the love and support of my wife and best friend Magee who is here tonight, and I’m so pleased that she could be a part of this. And my other team is the GFS team: 11,000 people across North America, with a good representation in GFS-ers here tonight. Most went to Michigan State—and if they didn’t, I don’t know how they got in!

There has been a great relationship between GFS and The School for many years. Being headquartered in Grand Rapids, we recognized the resource we had just down the road in East Lansing, and we really wanted to develop that relationship because we know it’s important. Many of our folks have been a part of the program and it has worked well.

We really stepped it up five years ago when Ron Cichy recognized the importance of offering an additional course in the curriculum concerned with distribution. And of course, it would not have worked without the right person, and we found the right person in Dave.
Dean Lashbrooke also spoke:

“I was at the AACSB annual meeting in Orlando (the accrediting agency’s annual meeting). One of the key speakers took business schools to task for being responsible for the financial crisis in 2008 and the greed that is highly publicized by corporate executives, particularly in the financial and banking industries. We were accused of teaching future leaders who were only concerned with the short-term bottom line, and not concerned with teaching values. If they could be here tonight, they could see that that’s not true of the Broad School and of The School of Hospitality Business. If you look at the core values of The School, you will see a work ethic, social responsibility, integrity, honesty, and giving to the community. This group of awardees tonight exemplifies these values and makes us proud that we were instrumental in their education and gave them the start for their careers. I also want to congratulate the faculty and staff of The School or instilling these values in the students and in our graduates. They do a great job, and I feel we are justifiably proud of the students, the awardees, and our other graduates around the world. I congratulate you on your achievements, and the future honorees who will join you.”

ANNUAL GATHERING OF LEADERS 2009 SPONSORS

COURTSHIP

GOLD
Dean Foods/Country Fresh/Morning Star
Gordon Food Service
Park Management Group
The School’s Alumni Association
The School’s Director’s Fund
The School’s Hospitality Association (HA)
The School’s Student & Industry Resource Center (SIRC)

SILVER
Lyons Magnus
Wayne Farms, LLC
Wolvine Packing Company

BRONZE
Basic American Foods
The Blackstone, a Renaissance Hotel
The Capital Grille
Cargill
ConAgra Foods, Inc./Lamb Weston
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Sandridge Food Corporation
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Spaulding & Associates, Inc.
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TelPlus Communications, Inc.
Travel Media Group
Unilever Food Solutions
Waver Bros., Inc.
Windsor Foods
World Cinema, Inc.

OTHER
Decorator Industries
Express Printer Supplies
McCain Foods, USA
Puritan Service

INDIVIDUAL

SILVER
Cheryl Burdakin
Richard C. Corelli (MBA ’76)
Lynn Maxim
Ernest Renaud (BA ’57)
Adam Sisselman
Ken Weber (BA ’77)

BRONZE
Dr. Ronald F. (BA ’72, MBA ’77)
& Shelley Cichy
John C. Guy (BA ’80)
Lena & Todd Leffler
Shelly MacMillan & Gary Decker
Tony Maness
Bob Pierce (BA ’33)
Michael Sturges (BA ’66)
Julie (BA ’94, MS ’05) & Tom Tkach
Ken Weber (BA ’77)
Blair Wells (BA ’02)

OTHER
Glenn Isaacs (BA ’57)
Gene H. Martinson (BA ’51)
Emmelyn T. & James L. McKillips
(BA ’75)
Angelo J. (BA ’51) & Betty Vlahakis

The National Restaurant Association Restaurant, Hotel-Motel Show, which brings many alumni to the Windy City for a concentrated amount of time, is a natural time for The School to host an Alumni Board of Directors Meeting and Annual Gathering of Leaders. But for students in The School, the mid-May Show is even more: the NRA Show is an intensive “course” on the hospitality industry—and this, after school is officially done for the year!

Students are eager to go to the Show for a number of reasons. First, the students travel as a group and are accommodated by The Blackstone Hotel, a favorite retreat for movie stars, sports legends, royalty and political leaders—even U.S. Presidents—since 1910. Recently restored, this “Chicago Loop” hotel is conveniently located for students wishing to visit Chicago landmarks such as Grant Park, Soldier Field, Field Museum, and Shedd Aquarium.

However, students who made the trip probably had little time for sight-seeing. Instead, their trip was filled with career-building experiences. Each spent shifts manning The School’s exhibitor booth at the Show itself in McCormick Place. But all students were also required to participate in several professional development activities including:

• Site Tours with Entertainment Cruises, The Capital Grille, and Sheraton Hotel & Tower
• Alumni Question and Answer session
• Hospitality Industry Recruiting Executives “HIRE” reception hosted by Hyatt, Marriott, Red Lobster, and Sodexo
• Young Alumni Gathering and networking session
• Annual Gathering of Leaders Reception

The 25 students were able to go to Chicago for this one-of-a-kind learning experience because of travel scholarships made available from several endowments designated for that purpose.

Students Thrive in Intense Industry Atmosphere

Future hospitality business leaders in Chicago

Advancing Industry Connections • 5
With a long history of connecting students to global industry leaders and expertise, The School hosted its Real estate & Development Advisory Council on campus last spring. Comprised of leading real estate and hospitality asset management experts from around the world, the Advisory Council assists the faculty members and students involved in The School’s Real estate & Development Specialization. The group’s input is critical to providing students with the timeliest information and meaningful internships.

The April 23 – 24 meetings included a report on the status of the Specialization by Associate Professor A.J. Singh, who oversees both the Specialization and the Advisory Council together with Hilton Hotels Professor of Hospitality Business Financial management Ray Schmidgall. He noted that almost 20 students were currently enrolled in the Specialization, all of whom have outstanding academic records and work experience.

Each student met one-on-one with three Advisory Council members to discuss future opportunities in real estate and development.

Student and Industry Resource Center “SIRC” Director Authella Collins-Hawks led a discussion of internship placements and potential placements in the real estate and development field, thanking the members who have supplied internships within their own companies.

Also under discussion was the current curriculum for the Real estate & Development Specialization, whose requirements and particular courses are of keen interest to the Advisory Council members.

Adam McGaughy (BA '90) and Tom Fisher, both of Jones Lang LaSalle Hotels, discussed a one-credit course covering hotel valuation and acquisition decisions. The course will be offered to students Spring Semester 2010.

While the members of the Advisory Council provide much insight and expertise, they are also eager to hear about the latest research, projects, and publications from School professors in the field. With that in mind, Drs. Singh and Schmidgall, along with Advisory Council member Doug Geoga, former president of Global Hyatt Corporations and now president of Geoga Group, LLC, a hospitality investment and advisory firm, presented a conceptual draft of the potential “The Hospitality Business Real Estate Investment and Asset Management Institute,” to be established as “the global resource center for hospitality business real estate and asset management education, research, and service,” creating a “networking platform” to link global educators, MSU students, alumni, and real estate and asset management professionals.

The professors also discussed the relevant, current research being conducted by faculty relating to real estate and development. Dr. A.J. Singh was an editor of a recently published industry textbook on Hotel Asset Management. He is currently working on a research project to identify best practices in sustainable hotel development and operations. Both he and Dr. Ray Schmidgall worked with the Advisory Council and CIBER (the international business center in the Broad College of Business) to release the pilot version of the pioneering new Lodging Market Potential Index (L-MPI©) which identifies and ranks markets based on their long-term potential for hotel investments. The dimensions for the index were developed with extensive feedback from the Advisory Council, and the final version of the L-MPI© was unveiled at the mid-summer Midwest Lodging Investors Summit in Chicago. For more about the L-MPI©, please see page 9.

The Real estate & Development Advisory Council meeting highlighted the many ways that industry and The School are tightly connected, from a mutual sharing of knowledge and expertise, to providing meaningful internships for current students, and from helping to create research data to distilling it for use by the industry. The School deeply appreciates each member of the Advisory Council whose energy, knowledge, and time are so important to its endeavors.
HOSPITALITY BUSINESS REAL ESTATE & DEVELOPMENT ADVISORY COUNCIL MEMBERS:

Frank Agnello (BA ’80)
Controller
The Wyndgate

Jim Anhut (MBA ’85)
Chief Development Officer, the Americas
InterContinental Hotels Group

Peggy Berg (BA ’78)
President
The Highland Group

Jim Burba (BA ’77)
President
Burba Hotel Network

Katherine Button (BA ’03)
Crow Holdings

Richard C. Conti (MBA ’76)
President
The Plasencia Group, Inc.

Mike Damitio (BA ’96)
Vice President of Acquisition & Development
Trans Inns Management, Inc.

Michael Ennes (BA ’01)
Director, Managed Development
Hilton Hotels Corporation
World Headquarters

Tony Farris
Chief Executive Officer & Chairman
Quorum Hotels & Resorts

Thomas C. Fisher
Managing Director
Jones Lang LaSalle Hotels

Doug Geoga
Principal
Geoga Group, LLC

Joel W. Hiser (BA ’73)
Chief Executive Officer
Horwath Hospitality & Leisure, LLC

Phillip W. Hutchins (BA ’93)
Vice President
Armstar Group, LLC

Thomas Ives (BA ’81)
Senior Vice President
CB Richard Ellis Hotels

Steve Johnson (BA ’84)
Vice President
Driftwood Hospitality Management, LLC

David T. Johnstone (BA ’79)
Executive Vice President, Principal
Miller Global Properties, LLC

Michael Kelly (BA ’85)
Executive Vice President of Planning & Development
Linger Longer Communities
President, Reynolds Plantation

Steven Kisielica (BA ’92)
Principal
Lodging Capital Partners, LLC

Courtney A. Kubacki (BA ’06)
Pinnacle Entertainment, Inc.

Ramsey Mankarious (BA ’90)
CEO
Cedar Capital Partners, Ltd.

Timothy A. Marvin (BA ’83)
Senior Vice President – Lodging Development
Marriott International, Inc.

Steven Marx (BA ’87)
President
Hotel Source, Inc.

Amanda R. Mason (BA ’06)
Analyst
RockBridge Capital, LLC

Adam S. McGaughy (BA ’90)
Executive Vice President
Jones Lang LaSalle Hotels

Patrick McMonigle (BA ’91)
Vice President
RockBridge Capital, LLC

Ryan Meliker (MBA ’05)
Morgan Stanley

Richard M. Niedbala (BA ’82)
Senior Vice President – Midwest Region
The Plasencia Group, Inc.

Amar Patel (BA ’06)
Associate – Hospitality Asset Management
TriMont Real Estate Advisors

Jason C. Rabidoux (BA ’04)
Real Estate Specialist
The Hotel Group Holdings, LLC

Stephen Rushmore
President
HVS

Geoffrey Ryskamp (BA ’06)
Business Intelligence
Choice Hotels International

Nate Sahn (BA ’97)
First Vice President, Investment Properties
Cbre Hotels

Joshua M. Smith (BA ’00)
Real Estate Analyst
CB Richard Ellis

Matt Sparks (BA ’84)
Senior Vice President – Global Development
Fairmont Raffles Hotels International

Angelo Stambules
Vice President
Capmark Financial Services

Michael Sturges (BA ’66)
President
Sturges Advisors

Ted Tomaras (BA ’91)
Global Chief Financial Officer & Chief Operating Officer, Americas
Jones Lang LaSalle Hotels

Mark vanHartesvelt (BA ’73)
Principal
Gemstone Hotels & Resorts

Joseph L. Vitale (BA ’02)

Blavin Vivek (BA ’06)
Maya Hotels (Cornell Graduate Student)

Carol Shealey Wagner (MBA ’85)
Senior Vice President – Feasibility
Marriott International, Inc.

John Weeman Jr. (MBA ’79)
President
Partners in Development

Blair Wills (BA ’02)
Vice President
Hotel Asset Value Enhancement, LLC

Jonathon Zink (BA ’04)
Conference Manager
Burba Hotel Network
The second annual Midwest Lodging Investors Summit at the Marriott Downtown Magnificent Mile in Chicago offered over 300 owners, operators, and investors a unique opportunity to exchange ideas and explore opportunities. Sponsored by Lodging Hospitality magazine and Penton’s Real Estate Group, the event had as its academic partner Michigan State’s The School of Hospitality Business.

Highlights of this year’s Summit included:

- Two general session panels on each of the Summit’s two mornings directed to the hotel investment community. On Monday, July 20, the first general session featured a panel of executives from brand companies and from ownership groups discussing their common challenges and possible solutions. The panel was moderated by NYLO Hotels CEO John Russell. The second general session examined how owners and their managers can turn around properties in trouble. The speakers included leaders from management companies, ownership groups, brand companies, and consultants.

- A keynote presentation by Bill Scherr, board member of Chicago 2016, who presented an update of the civic campaign to bring the 2016 Olympics to the Windy City. Introducing Mr. Scherr was special guest and last year’s keynote speaker Laurence Geller, chairman of Strategic Hotels & Resorts.

- Fifteen break-out sessions which followed four content tracks: Hotel Financing, Hotel Development/Construction, Hotel Operations, and Hotel Financial Management. Speakers on the break-out panels represented a cross-section of industry executives with experience in ownership, operations, development, branding, investments, marketing, consulting, and real estate.

- Numerous networking opportunities throughout the Summit.

Five current students studying in The School and earning the Real Estate and Development Specialization traveled to Chicago and served as volunteers for the Summit.

In his welcoming remarks, Director and Professor in The School Dr. Ron Cichy (BA ’72, MBA ’77) acknowledged the efforts of Gary Dietz, publisher of Lodging Hospitality, and Ed Watkins, editor, and thanked Penton’s Real Estate Group for their leadership roles in the second annual Summit. “The School is proud to be part of this important collaboration—important both for its potential to support the economies of the Midwest and for its real-life educational experience for our students.”

Next year’s Midwest Lodging Investors Summit is scheduled for July 11-13, 2010, at the Sheraton Chicago.
**The School hosted an Alumni breakfast during the MLIS on July 21.**

**Attendees:**
- Rich Niedbala (BA '82), senior vice president, Midwest Region, The Plasencia Group, Inc.
- Ted Mandigo, assistant professor, Kendall College
- Grant Sabroff (BA '84), senior vice president of Business Development, AmericInn
- Phil Hutchins (BA '93), vice president, Amstar Group, Ltd.
- Rob Sadoff, Real Estate manager, First Hospitality Group, Inc.
- Steven Marx (BA '87), president, Hotel Source, Inc.
- Jon Kennedy (BA '73), senior vice president, Franchise Sales & Development, AmericInn
- Adam McGaughy (BA '90), executive vice president, Jones Lang LaSalle Hotels
- Professors Schmidgall and Cichy
- Shelley MacMillan, associate director of development, The School

**Real Estate & Development Specialization students:**
- Susan Caviocchioli (BA '10)
- Mike Kitchen (BA '09)
- Mike Kure (MS '10)
- Chad Redd (BA '09)
- Stephanie Stephens (BA '10)

Faculty researchers from The School of Hospitality Business at Michigan State University have presented the initial results of a research project on the development of a lodging investment analysis tool to identify market areas that show long-term potential for hotel investment. The pilot version of the new “Lodging Market Potential Index” (L-MPI®) was presented at one of the general sessions of last August’s Midwest Lodging Investors Summit (MLIS) in Chicago. Sponsored by Lodging Hospitality magazine and Penton’s Real Estate Group, with The School as its academic partner, the second annual MLIS provided global lodging real estate industry professionals with an educational and networking forum to create and explore investment opportunities and maximize existing ones.

The L-MPI®, was developed as a joint project between The School of Hospitality Business, MSU-CIBER, and globalEDGE. MSU-CIBER (the International Business Center in the Broad College of Business) was designated in 1990 as a National Resource Center by the U.S. Department of Education as a center for international business and education. globalEDGE is a knowledge web-portal created by the International Business Center, which connects international business professionals worldwide to information, insights, and learning resources on global business activities.

Those conducting the research to present the L-MPI® were Dr. Tunga Kiyak, managing director of the Academy of International Business and outreach specialist for the MSU-CIBER; Dr. A.J. Singh, associate professor of International Lodging Finance and Real Estate in The School; Dr. Ray Schmidgall, Hilton Hotels professor of Hospitality Financial Management in The School; and Mike Kitchen (BA ’09), a recent graduate of The School with a specialization in Hospitality Business Real Estate and Development.

Panelists at the general session, who helped interpret the L-MPI®, included Adam McGaughy (BA ’90), executive vice president of Jones Lang LaSalle Hotels; Phillip H. Hutchins (BA ’93), vice president of Amstar Group, LLC; Dana Jacobsohn, vice president of Planning and Feasibility for Marriott International; and John Weeman, Jr. (MBA ’79), president and founder of Partners in Development.

The L-MPI® identified 10 economic and market performance indicators and presented a relative ranking of the lodging markets based on their long-term potential for hotel investments. The dimensions for the index were developed with extensive feedback from The School’s 42-member Hospitality Business Real Estate Development Advisory Council, comprised of both alumni leaders and other real estate leaders.

According to Dr. Schmidgall, who presented the L-MPI® at the MLIS, it will be used in the first step of hotel development, investment, and acquisition decisions by identifying market areas that show long-term promise. The purpose of the indexing study is to help hotel developers and investors compare the largest U.S. lodging markets with each other on several dimensions. He explained that the L-MPI® will be published on a regular basis and will identify changes in the ranking of the individual markets.

“This kind of research,” says Dr. Schmidgall, “is emblematic of the goals of a land-grant university. Challenges are accepted, research is conducted, conclusions are drawn, and in the end, practical tools are created that benefit our industry.”

Alumni and hotel developer John Weeman agrees, “The input from hospitality professionals on the dimensions, indicators, and weighting of elements inherent in the L-MPI® reflects the collaborative effort that The School is known for: bringing the industry together with research experts, educators, and students to not only assess what is available in our industry but to go a step beyond and create a new, more effective standard for assessing opportunities for the future.”

In addition, the partnership of The School, MSU-CIBER, and globalEdge that produced the L-MPI® demonstrates the potential for harnessing the intellectual capital available in different units within the College of Business, explains Dr. Singh. “After successfully publishing the L-MPI®, the plan calls for investigating its value at the lodging sub-market level and even a Global L-MPI®.”

For further information about the Lodging Market Potential Index (L-MPI®), contact Dr. Singh at singharj@bus.msu.edu or Dr. Schmidgall at schmidga@bus.msu.edu. They may also be reached at (517) 353-9211.

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Dr. Raymond Schmidgall
• Get the most out of the customer demand you have.
• Shift from long-term to short-term planning. Look at day-to-day sales.
• Stick to the basics. Reinforce uncomplicated parts of your business.
• Manage cash flow better. Cash is king.
• Concentrate on the customer and the small details.
• Phone or contact your customers every day. It builds customer loyalty and will spread the word about your business.
• Pay attention to where each dollar is coming from and where each dollar is going.

Thursday’s dinner was graciously hosted by Song Su Kim (BA ‘98), owner and director of operations for Ai Fusion Sushi & Grill in East Lansing. The all-day Friday meeting featured a wide-ranging discussion of topics to include in the Hospitality Business Entrepreneurship curriculum, some of which included:

- Assessing risk
- Finding money and investors
- Entrepreneurial mentoring
- Business acumen and critical thinking
- Financial planning
- Blending finance, marketing, operations, and human resources
- Real estate
- Franchising
- Accounting and cash management
- Dealing with uncertainty, change, and innovation
- Ethics
- Creative marketing
- Information technology
- Navigating the regulatory environment

Discussion also focused on the economy and its impact on the industry from an entrepreneurial perspective. “Surviving and thriving” was the theme, and the ideas included:

- Phone or contact your customers every day. It builds customer loyalty and will spread the word about your business.
- Pay attention to where each dollar is coming from and where each dollar is going.
- Make communications with your staff members a daily priority.
- Revisit your process and look for opportunities to make things more efficient.
- Do not cut back in the wrong places. Keep investing in your staffing and training.

On March 26-27, 2009, The School of Hospitality Business held its 2nd annual Hospitality Business Entrepreneurship Advisory Council meeting on campus. The meeting invites alumni and industry entrepreneurs who serve on the Council to provide feedback and ideas on the Hospitality Business Entrepreneurship curriculum and the future adoption of a Specialization in the field. Those who attended as well as those who contributed from afar helped to make this year’s council meeting a success.

Dr. Jeffery Elsworth, associate professor of Hospitality Business Entrepreneurship, hosted the meeting, with the expenses for the meeting covered by the Philip J. Hickey Endowment for Entrepreneurship. Phil (BA ’77) is president of Park Row Ventures, Inc., and is one of The School’s leading alumni entrepreneurs.

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The School and CMAA—
Advancing a Long Partnership in Professional Development

The School and the Club Managers Association of America (CMAA) concluded a Business Management Institute III (BMI) course at the Kellogg Hotel and Conference Center on the Michigan State campus last spring.

The Business Management Institute III is a five-day intensive review of the competency areas necessary for a private club's general manager/chief operating officer to be a successful leader. Participants are executives from private clubs around the nation and the world. Enrollment in each session varies, but the typical number is between 35 and 40.

In a close relationship with the CMAA, professors from The School team up to teach subjects including Marketing Principles, Technology, Leadership/Emotional Intelligence, and Cash and Capital Budgets. Completion of BMI III awards Club Management Institute (CMI) education credits applicable to the CMAA professional certification, Certified Club Manager (CCM).

Faculty members from The School who teach each BMI III include BMI Faculty Coordinator Dr. Jack Ninemeier, Dr. Ron Cichy, Dr. Bonnie Knutson, Dr. Michael Kasavana, Dr. Ray Schmidgall, Dean James Rainey, and Visiting Lecturer and MSU University Club General Manager Richard Bruner. Additional BMI instructors come from University of Nevada - Las Vegas, other departments within Michigan State, and the CMAA. Ms. Lena Loeffler serves as The School's BMI III coordinator.

Dr. Ninemeier points out that, while other BMI programs are also only hosted by specific academic institutions, BMI III is the only program in the series that must be successfully completed to prepare candidates to sit for the association's certification exam.

“MSU has presented BMI III for over 20 years, sometimes as many as four times annually,” says Dr. Ninemeier. “That means our students are exposed to leading club executives throughout the year, and The School’s student chapter of CMAA enjoys a close connection to the parent organization.”

Business Management Institute III programs were also offered in September and November 2009 on campus. Visit www.CMAA.org for more information.

From the Banks of the Red Cedar... to the World!

The word is out... and it’s spreading. The School’s public relations efforts are paying off, with news about faculty research, visiting leaders, alumni awards, and special events hitting the media!

As of last August, in the ten months since our public relations team was formed and began working with PRNewswire and MediAtlas service, they had sent out 44 press releases on various topics that range from student events and school programs to faculty research and school development. Of these press releases, 20 had been published. Those 20 releases had generated 70 articles in 40 different media outlets. The School’s press releases have been featured in such publications as Chef Educator Today Online, QSR Magazine Online, The Lansing State Journal, MSU News, Hotel Online, Hotel News Resource, The NY Daily News, and The Washington Times Online.

The most frequently published press releases include faculty research on the Hotel Experience Index, The School’s Distinguished Service Award from Marriott Hospitality High School, faculty research on Emotional Intelligence, and CMAA’s CEO Jim Singerling’s addition to our School as an Honorary Faculty Member.

In addition, The School is now on Twitter. Follow our tweets at http://twitter.com/TheSchoolofHB. You may also access any press releases through The School’s website at www.bus.msu.edu/shb. Check out the News and Events section, or, for archived press releases, click on “About Us,” and then click on “Media Center.”
Despite rain and gray skies, spirits were high and happy on Saturday, May 8, as spring graduates of *The School* and their families enjoyed a celebratory graduation luncheon at the University Club of MSU, hosted by *The School* and its student Hospitality Association.

Word about the annual graduation celebration seems to have spread over the years, so that this spring a record number of graduates and their guests attended. Over 325 filled the main dining room of the University Club, where “hospitality” truly was the theme. And while a worldwide concern about a possible outbreak of “swine flu” prevented any form of human contact at the formal Michigan State University commencement ceremonies, *The School’s* celebrations came complete with handshakes and hugging!

After welcomes from Director of the Student and Industry Resource Center “SiRC” Authella Collins Hawks and Director and Professor Dr. Ron Cichy (BA ’72, MBA ’77), Alumnus Mike Rice (BA ’91) provided the graduation “keynote address.”

Mike has been general manager of the Quality Suites Hotel in Lansing since 2002, where the property has been certified as a Green Lodging Steward by the State of Michigan’s Energy Office and was awarded the 2009 Platinum Award by Choice Hotels International. Only the top 3% of over 5,000 hotels are recognized in this way for their excellence in facilities, service, and hospitality.

Mike’s hotel is ranked number one out of all the Lansing-area hotels (and fifth in the entire state!) by TripAdvisor.com, a consumer-driven website for hotel reviews.

Mike and his staff members are deeply involved in the community, working with the United Way, the Susan G. Komen Race for the Cure, and Elie’s Place for grieving children. He serves on the Board of the Lansing Convention and Visitors Bureau and the Michigan Lodging and Tourism Association. Mike has also been a very active member of *The School’s* Alumni Association Board of Directors for 11 years, and was honored as the Association’s Emerging Alumnus Leader of the Year in 2004.

Mike read from his undergraduate diary, recalling events from his own undergraduate years that are familiar even to the new graduates. He spoke of favorite professors (yes, they are still teaching!), homecoming, and *Les Gourmets.*

Then he discussed his “Bridges of Hospitality County:” what he has learned over the years which might be helpful for them to think about as they enter their careers. His bridges include:

- Making respect is directly proportional to how well you listen, your ability to coach, and how often you get your hands dirty.
- When managing others, touch a heart before you ask for a hand.
- You should never upset the controller and never, ever upset the chef!
- When starting a new job, don’t make a contribution to your employer; make a commitment.
- Ask your manager or owner for a new project, even when your plate is full.
- Make every decision as if you owned the business where you work.
- It is not enough to satisfy your customers; you must delight them.
- If you can’t excel with talent, then you must triumph with preparation and effort.
- People who admit they’re wrong go further than people who try to prove they’re right.
- There are differences between being a “boss” and being a “leader.” A boss drives, but a leader coaches. A boss relies on authority, but a leader will inspire authority. A boss says, “I,” but a leader says, “we.” A boss fixes blame, but a leader fixes problems. A boss knows, but a leader shows. A boss says, “go,” but a leader says, “let us go.”

Mike encouraged the brand-new alumni to stay in touch with their School, and get involved in the Alumni Association.

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Happy Spring 2009 graduates

Family of a proud graduate

Jim Van Lente and Dr. Carl Borchgrevink surrounded by graduates
The School’s setting for each of an intimate farewell in an elegant The graduation luncheon provided photo with School Director Cichy. All members of the Class of ’09.

Today, all graduates had the chance to stand and give their names and hometowns, receive a small gift from the Hospitality Association, and take a photo with School Director Cichy. The graduation luncheon provided an intimate farewell in an elegant setting for each of The School’s newest Alumni.

Outgoing President of the Hospitality Association Tabitha Lesh (BA ’09), herself a new graduate, gave the HA farewell. She outlined what makes up a Spartan:

- **The brain** . . . because Spartans realize that while grades are important, so are the life lessons learned outside the classroom.
- **The ears** . . . because when Spartans hear, “you can’t,” they understand, “we will.”
- **The eyes** . . . because Spartans have to wear sunglasses even at night, “because our futures are so bright.”
- **The back** . . . because while Spartans carry the weight of the world on their backs, they also know how to set work aside and make time for play.
- **The heart** . . . the most important part of a Spartan, because they are true to the core and full of inspiration; selfless and kind to others.

Tabitha was later awarded the female Outstanding Student and Leader Award (OSLA), and outgoing Vice President of Alumni Relations for HA, Reese Jahn (BA ’09) was awarded the male OSLA. Dr. Jeff Elsworth, associate professor of Hospitality Business Entrepreneurship, earned the Outstanding Faculty Member award. All three awards were voted on by members of the Class of ’09.

Finally, all graduates had the chance to stand and give their names and hometowns, receive a small gift from the Hospitality Association, and take a photo with School Director Cichy.

The graduation luncheon provided an intimate farewell in an elegant setting for each of The School’s newest Alumni.

Graduate students in The School of Hospitality Business had the opportunity to present their research at the annual spring Graduate Student Forum hosted by The School on Thursday afternoon, April 16, 2009.

Believing that students should learn effective research and writing skills and be able to present their findings at academic and industry conferences and conventions, the Graduate Programs staff in The School provides this friendly yet discerning setting so that students can hone their skills.

**Eleven graduate students participated, including:**

- **Katie Carter**, pursuing the Michael L. Minor Master of Science in Foodservice Management, presented *The Effects on Quick Service Restaurants and Fast Casual Restaurants during the Economic Downturn*.
- **Katherine Teodosic**, pursuing a Master’s degree in Hospitality Business, presented *Online Social Networking and Hospitality*.
- **Hyun Suk Kim**, pursuing the Michael L. Minor Master of Science in Foodservice Management, presented *An Ideal Restaurant Model by SMART Menu Program*.
- **Amanda Sweeney**, pursuing a Master’s degree in Hospitality Business, presented *International Meetings: Branding Scotland*.
- **Tzu-Fang Huang**, pursuing a Master’s degree in Hospitality Business, presented *Effects of Supervisor’s Feedback on Work Outcome and Transfer of Training Among Taiwanese Hospitality Employees*.
- **Dana Rosenblum**, pursuing a Master’s degree in Hospitality Business, presented *Trends and Types of Catering Packages*.
- **Seungyong Seo**, pursuing a Master’s degree in Hospitality Business, presented *Factors that Predict Young Adults’ Intentions for Cruise Travel*.
- **Galin Lee**, pursuing a Master’s degree in Hospitality Business, presented *Financial Advantages of Co-branding in Lodging Industry between US and South Korea*.
- **Soo Hyun Kim**, pursuing a Master’s degree in Hospitality Business, presented *Emerging Segment in Hospitality Business: Spa*.
- **Chun-Ning Hsu**, pursuing a Master’s degree in Hospitality Business, presented *Service-Oriented Organizational Citizenship Behavior (OCB) in Hospitality*.
- **Jason Gollan**, pursuing the Michael L. Minor Master of Science in Foodservice Management, presented *Slow Money Northern Michigan – Restaurant Finance for Local Economies*.

Graduate Programs Coordinator Kate Runyan was impressed with the research presentations. “The graduate students were well prepared and articulate,” she said. “They handled the question and answer sessions like professionals, which is a good indication that they can think on their feet. They are an impressive group.”

Undergraduate students in HB 380 – Meeting and Event Planning Management were in charge of the logistics for the Graduate Student Forum, arranging for all the details of the afternoon, under the guidance of HB 380 Associate Professor Dr. Jeff Beck.

**A glance at graduate study for Fall 2009:**

- Twenty new students this Fall, for a total of 35 graduate students
- Of these 20, 19 are enrolled in the MS in Hospitality Business Management
- Five of the 20 are from Michigan, eight are from China, five are from Korea, and one is from Taiwan
- One of the 20 is enrolled in the Hospitality Business Specialization as a Ph.D. student
invites you to add your name to our legacy of leaders.

“What’s in a name?”
The poets have asked.
Perhaps for a few
An illustrious past?
Maybe for some
A name leads to glory.
Every name has its own
Meaningful story.

A great learning lab is
A place folks can go
To see demonstrations,
To witness the show
Behind culinary business—
“How-tos” of the art…
We need seats in the house
Of the theater part!

What’s your name’s legacy?
Are you still vexed?
Perhaps your name could
Support those who come next.
Or perhaps there is someone
Who showed you the way
Who gave you a voice
Who heard what you’d say.

You can help us continue
To lead the way.
Here’s your chance to participate…
Get involved, have a say
In naming that spot—that front row chair.
Or maybe the fourth row, right over there.

You have the power
To honor…to show
Young students who follow
You truly do know
About challenge and focus,
Hard work and fun…
That you are behind them
As lessons get done.

Make a difference. Act now!
Don’t miss a beat.
Support future leaders—Won’t you please…

take your seat

See the attached form for participation options.
For more information, phone Shelley MacMillan at 517-884-1586 or email macmili7@msu.edu.
The Culinary Business Learning Lab revitalization project’s fundraising campaign was launched in May of 2008 with a comprehensive goal of $5.8 million and compressed timeline of just two-years. Leadership gifts and pledges now total $1.8 million—a true show of support in this challenging economic environment.

The Volunteer Fundraising Team and Project Leadership Team concentrated their efforts in year one on securing financial support from corporations and foundations. Now, as promised and with less than a year remaining in the campaign, it is time to invite you to be a part of the Culinary Business Learning Lab campaign…our largest fundraising campaign in our School’s history.

We invite you to name the seat location(s) of your choice in the new Culinary Business Learning Lab’s Demonstration Theater. The Theater will have seating for 100 people in cushioned, theater-style chairs on a terraced floor. Choose front and center. Or your favorite corner spot. Why not the whole third row? It’s up to you.

Reserve your seat location(s) now to receive your selection priority number. Selection will be on a first-reserved, first-choice basis. Wording for your dedication plaque and instructions will be forwarded to you once construction begins. Payment plans are available and may be tailored to suit you.

Other Lab naming opportunities still available:
Office of the Professor of Culinary Business—$60K
Walk-In Frig-Freeze—$75K
Warewashing Area—$100K
Teaching and Research Kitchen Workstations—$250K
The School’s Alumni Association Hall of Fame—$400K
Dining Room—$750K
Teaching and Research Kitchen—$1.3M
The Culinary Business Learning Lab—$3M

The School of Hospitality Business Project Leadership Team 2009-2010
Dr. Ronald F. Cichy (BA ’72, MBA ’77)
Director and Professor
H. Michael Rice (BA ’76)
Professor of Practice
Allan L. Sherwin (BA ’64)
Dr. Lewis J. & Mrs. Ruth E. Minor Professor of Culinary Business
Lena L. Loeffler
Assistant to Director and Alumni Relations Coordinator
Shelley MacMillan
Associate Director of Development

Volunteer Fundraising Committee 2009-2010
Co-Chairs:
Philip J. Hickey, Jr. (BA ’77)
Chairman/Chief Executive Officer
Park Row Ventures
Richard D. Farrar (BA ’73)
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 R. Flood (BA ’80)
Senior Vice President of Sales & Marketing
King and Prince Seafood
Dave George (BA ’79)
President
LongHorn Steakhouse Restaurants
John F. Theuer (BA ’82 & MBA ’83)
Chief Financial Officer
Panda Restaurant Group, Inc.

Shelley MacMillan
Associate Director of Development
The School of Hospitality Business received the Distinguished Service Award from the Hospitality High School of Washington, DC (HHS), at its graduation ceremony in DC on June 6, 2009.

Originally founded as Marriott Hospitality Public Charter High School, HHS was the first four-year public charter high school in the nation devoted to preparing students for careers in both the restaurant and hotel industries. HHS has, for eight years, sent over half a dozen of its graduates to MSU to study in The School. Aided by a generous $550,000 scholarship endowment from the J. Willard and Alice S. Marriott Foundation, The School has been able to assist these students financially, as well as with one-on-one mentoring, career services, and outstanding academic advising. The record of success for HHS students who come to The School is extraordinary. In fact, according to Tiffany Goodbout, Executive Director of the Washington Hospitality Foundation which supports and manages HHS, “the current college partnership program is based on the model that MSU and The School began with us many years ago.”

Director of The School’s Student and Industry Resources Center “SIRC” Authella Collins Hawks was present to accept the Award from HHS Board of Directors Chairman Richard Spigler, who noted that Mrs. Hawks and the faculty and staff of The School have “worked tirelessly to assure our students feel that MSU is their home away from home, and to ensure their success.”

Mrs. Hawks acknowledged the long and fruitful partnership between the Marriott Foundation, HHS, and The School, and introduced a graduate of HHS in the audience who is now a very active senior in The School, Alvin Brown (BA ’10). In addition she informed the gathering that the very first HHS student to graduate from The School, Victor Quintanilla (BA ’08), is now working in management in the historic Mayflower Hotel in Washington DC!

Noting that 100 percent of HHS graduating class plans to go on to college, Mrs. Hawks wished them the fortitude to overcome any obstacles they might face and the true wisdom that comes from lifelong learning. She reminded the graduates, too, that while the field of hospitality is a business, it can also “be a way of life; one that encompasses service, sacrifice, caring, and a sense of welcome.”

Alumnus Scott Hershey (BA ’78) and his Okemos restaurant, Hershey’s Steak and Seafood, hosted students and faculty in The School on Monday, April 27, 2009, for its annual Eta Sigma Delta (HE∆) induction ceremony.

Eta Sigma Delta is an international hospitality honor society led by a committed group of individuals through the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), headquartered in Richmond, VA. The MSU chapter is one of 90 around the world at various colleges and universities. The organization recognizes exceptional academic achievement among hospitality and tourism students.

The candidates for induction must have completed 50 percent of the credit hours required for graduation; they must be enrolled in The School; and they must rank in the top 20 percent in their class.

President of the MSU chapter of Eta Sigma Delta Richard Dallett (BA ’09) welcomed those gathered, while Chapter Advisor Dr. Jae Min Cha gave a brief overview of the benefits and responsibilities of membership. Scott Hershey was inducted as an honorary HE∆ member, and shared with the students his four “Ps” of hospitality success:

- Have a **Passion** for what you want to do.
- **Plan** ahead, but be flexible.
- **Have Patience** with guests and younger staff members.
- **Be Productive**, using the tools from your education at MSU.
- **Have Personal Integrity**, avoiding corruption and compromising your values.
- Realize that **Profit** is not just monetary, but intellectual, as well. Share your wealth (knowledge) with others.

After the new members were inducted, Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School, spoke of exercising leadership based on a personal mission, a commitment to excellence, adherence to the highest ethical standards, faith in self and others, trust in the organization, and living a life of service and selflessness.

The 2008-2009 student leaders of Eta Sigma Delta were President Richard Dallett (BA ’09), Vice President of Finance Mike Kitchen (BA ’09), and Vice President of Student Relations Katie Pflau (BA ’09). Officers for the 2009-2010 school year are President Erica Marx (BA ’10), Vice President of Finance Julia Allos (BA ’10), and Vice President of Student Mentoring Young Kim (BA ’10). Dr. Cha is the faculty advisor.
An Investment in the Future

When we combine the talent and energy of our nearly 900 (undergraduate and graduate) students with the experience and knowledge of our 9,500 alumni, the possibilities are endless for our School. The School of Hospitality Business is The First, The Original, and STILL The Leader!

Your generosity each year continues to help us connect with Alumni role models and influential industry leaders; it also helps us maintain close connections with internship and career opportunities for our students. Because of your giving, we are able to complement our classroom education with real-world learning experiences through internships, and involvement in industry shows, conferences, and events.

Our student-run Hospitality Association is very active in the planning and delivery of four major annual events: CAREER EXPO, Vegas Night, Auction, and Les Gourmets. It also leads ten student clubs. With such diverse opportunities available for involvement, students are able to volunteer both their time and leadership skills in their specific fields of interest.

The Hospitality Association, through its joint venture fundraising Auction with The School’s Alumni Association, helped support 60 students traveling to New York City last November where we attended the Celebration of Leadership, the International Hotel/Motel & Restaurant Show, and several professional development workshops sponsored by The Waldorf=Astoria, Starwood, and Darden Restaurants. The Hospitality Association also sponsored 25 students who traveled to Chicago last May where we attended Annual Gathering of Leaders, the National Restaurant Show, and professional development seminars and networking sessions sponsored by The Capital Grille, Entertainment Cruises, Sheraton Hotel & Tower Chicago, Hyatt, Marriott, Red Lobster, and Sodexo.

This year, we ask friends and alumni of The School to please consider an investment in our students by making a donation to one or more areas of greatest need in The School’s. One choice could be our Academic Services fund, for student scholarships, advising, and travel. Another could be our Internship Program which coordinates the students’ two mandatory 400-hour internships.

Your gift will help us help our students. Your investment will build our students’ capabilities. On behalf of all of them, I thank you again for your love of The School, your alma mater. We students directly benefit from your investment. We look forward to the day when we become alumni and can support future students in the exemplary way you continue to support us. Thank you for making a positive difference in our lives.

Go Green! Go White!

Kaitlynn Murphy (BA ’10)
President and Chief Executive Officer
The School of Hospitality Business at MSU

The Hospitality Association officers include:

Kaitlynn Murphy (BA ’10)
President

Christine Krieber (BA ’10)
Chief Operating Officer

John Riddle (BA ’10)
Chief Financial Officer

Maggie Ferrara (BA ’10)
Vice President of Marketing

John Soave (BA ’11)
Vice President of Alumni Relations

Alex Wendland (BA ’11)
Vice President of Student Relations

Morgan Zahul (BA ’11)
Vice President of Student Events

Luke Magnini (BA ’12)
Vice President of Human Resources

In addition, of course, all club officers and event executive boards are in place, and contacts for each club and event can be found under “Students” on The School’s website.

There has been no scientific research, but recruiters have commented repeatedly over the years that the students serving on The School’s various executive boards are among the most sought-after upon graduation, and form the core of the successful alumni who give back again and again to their alma mater. Congratulations, officers, and good luck in 2009-2010.
Despite strict budget constraints, the year 2008-09 was a banner year for The School in many important areas. According to the most recent “State of The School” report, the 2008-09 “key accomplishments are a collective effort of the faculty, students, alumni, and the director.” Some of those accomplishments are included here.

**Improved Research and Publications Productivity**
During the 2008-2009 academic year, the 12.5 tenure system faculty in The School published 5 books, 20 refereed articles (including 6 Tier 1), 5 book chapters, 42 non-refereed industry articles, and 4 proceedings. These same School faculty delivered 16 national and 3 international research-related scholarly presentations.

**Investment Made in School Faculty Research**
$8,500 in research grants were awarded to four different School faculty from external sources during the 2008-09 academic year, including Summer 2008 Semester.

**Teaching Remains a High Priority**
During the 2008-2009 academic year, 12.5 tenure system and 12 adjunct part-time faculty taught 74 undergraduate courses and 9 graduate courses. An additional 10 undergraduate courses and 4 graduate courses were taught during Summer 2008 Semester. A new entrepreneurship undergraduate course was taught during Fall 2008.

**Hospitality Business Students Continue to Excel**
The School’s student-led Hospitality Association consists of 10 clubs and 4 events (Auction, Les Gourmets, Vegas Night, and CAREER EXPO), each requiring outstanding and professional leadership from dedicated, mature students. And despite a weak economy each club was able to provide meaningful industry-related experiences and each event exceeded expectations, both in terms of attendance and in terms of monies generated.

As of the end of Summer 2009, there were 832 total students, 824 undergraduate and 28 graduate. In Spring 2009, the average HB core GPA was 3.46 of the 161 students who were admitted.

School students were awarded a total of $390,659 in scholarships during the academic year, including $210,687 in internal scholarships. In addition, School students successfully competed with other hospitality school students to capture $179,972 in external scholarships, specifically one $20,000 Statler Scholarship and other nationally competitive awards from the American Hotel & Lodging Educational Foundation, The National Restaurant Educational Foundation, Starwood Foundation, Hilton Hotels Corporation, National Automatic Merchandising Association, Gold and Silver Plate Society, Club Managers chapters, and others.

**Executive Education Continues to Develop**
In the 2008-2009 academic year, including Summer 2008 Semester, The School’s 12.5 tenure system faculty delivered 162 hours of Broad Executive Education and 214 hours of other executive education. Hilton Lecture Series XIX was focused on Revenue Management.

**School Faculty Serve the Industry as Volunteers**
In the 2008-2009 academic year, 12.5 School tenure system faculty served the hospitality industry, holding 8 offices and 58 total memberships in industry organizations.

The same faculty made 19 professional appearances and spent 106 days (91 days not paid and 15 days paid) in consulting/advisory roles.

**School Faculty Serve the Hospitality Academy**
In the 2008-2009 academic year, The School’s 12.5 tenure system faculty served hospitality higher education in the following roles: 2 editors, 4 associate editors, 21 editorial review board memberships, and 16 instances of service as ad hoc referees.

**The School Recruited and Selected a Hospitality Business Assistant Professor of Research/Marketing**
Dr. Seung Hyun Kim in his first year in The School has helped raise research methods to a new level, collaborating on several important projects with other faculty members. He also supports The School’s further development of the important marketing segment of the industry.
Alumni Are Committed and Engaged

During 2008-2009, our School’s Alumni Association Executive Board of Directors and Appointed Board of Directors awarded the Faculty-Staff Recognition Endowment award to Lena Loeffler. In addition, The School’s Alumni Association sponsored a number of on-campus activities designed to connect students-faculty-alumni-industry, including: the fundraising Auction (February), Patriarchs Breakfast as part of MSU’s Reunion Days (June), Academic Lifetime Achievement Award at CHRIE (July), Faculty-Alumni Roundtable (October), Spartan Sponsors Student Mentor Program (October), Homecoming Board Meeting (October), Homecoming Parade and Student-Faculty-Alumni Tailgate (October), Homecoming Reception and Game (October).

In addition, The School’s Alumni Association sponsored a number of off-campus activities designed to connect students-faculty-alumni-industry, including: Board Meeting and Annual Gathering of Leaders Reception during the National Restaurant Association Show in Chicago (May), and Briefing Meeting and Celebration of Leadership during the International Hotel/Motel and Restaurant Show in New York City (November).

Our Alumni are very generous with 78% of the 115 members of the Alumni Association Board making financial gifts to The School during the 2009 fiscal year.

Alumni Recognition Is Essential

The School’s Alumni Association recognized the Alumnus of the Year and Emerging Alumni Leaders of the Year during Annual Gathering of Leaders; and the inductees into The Wall of Fame were recognized during Celebration of Leadership. Other alumni recognitions included the Academic Lifetime Achievement award and the Alumnus of the Month awards.

Industry Recognition Is Essential

During CAREER EXPO on campus last Fall Semester, The School awarded its Industry Partner of the Year award. The Honorary Alumnus of the Year was recognized at the Annual Gathering of Leaders event; and the Industry Leader of the Year recognized at the Celebration of Leadership event.

In addition, more than 100 hospitality industry executives were engaged to give classroom presentations during the 2008-2009 academic year.

Continued Raising Funds for the Revitalization of The School’s Culinary Business Learning Lab

These teaching and research facilities were last refreshed in 1989. During the 2008-2009 FY, $300,000 in net new funds were raised for the CBLL, bringing the total raised to date to $1.8 million.

Raised $778,721 in Net New Funds

Even with a weak economy, supporters of The School, alumni and other, made generous donations to endowments and other funds essential to quality hospitality business education.

While it would be tempting to relax and rest on “laurels,” The School has plans to improve and meet new challenges:

- Continue to enhance the academic reputation of The School and obtain funding for The School’s Culinary Business Learning Lab.
- Enhance faculty research and publications productivity.
- Enhance the undergraduate and graduate educational experiences while cutting budgets due to declining State of Michigan allocations.
- Initiate and complete an Academic Program Review Self-Study in the 2009-2010 academic year.
- Build funding sources for graduate students.
- Continue to develop strategies to enhance The School’s Broad College executive development programs for customized company-specific, and association-sponsored executive education. Implement the strategies with a combination of School and industry faculty.
- Continue to enhance School branding, positioning, and public relations activities. Continue the total rehab of all School promotional materials.
- Continue to build relationships with alumni and the industry to generate new endowments and annual giving support. Annual giving is essential to support and build the established academic services endowment, the Alumni Coordinator endowment, and the endowment for faculty research, development, and travel.
- Continue to improve the undergraduate Real Estate & Development Specialization.
Faculty in *The School* are responsible for more than just teaching innovative and informative courses. They are also expected, as are all professors, to advance their respective fields and disciplines with new research and publications. With an industry-based discipline such as hospitality business, there also comes a responsibility to advance and inform the industry, as well as the hospitality academy.

School professors take these responsibilities seriously. Two were honored late last Spring semester in the MSU Libraries annual Faculty Book Collection Reception which recognizes MSU faculty and staff whose books, multimedia works, musical scores, or recordings were published the previous year—in this case, 2008.


During the last academic year (2008-2009), many contributions were also made by School faculty in the form of “refereed” articles in academic journals, and chapters in textbooks. They are the following:

**Drs. Bonnie Knotson, Jeff Beck, Seung Hyun Kim, and Jae Min Cha (MS ’98)** collaborated on and wrote “Identifying the Dimensions of the Guest’s Hotel Experience,” published in the *Cornell Hospitality Quarterly*.


Many, many more discipline-based articles, reports on proceedings of conferences, research-related publications such as bulletins and book reviews, and articles in non-refereed journals were also completed by *The School’s* productive faculty researchers.

**Drs. Jeff Beck, Ron Cichy (BA ’72, MBA ’77), and Jeff Elsworth** authored “Think like an owner: Identifying the characteristics that are important for ownership-like thought in the hospitality industry,” published by the *Florida International University Hospitality Review*.

**Dr. Jeff Beck,** with co-authors C.L. Calvert, L. Martin, and S. Lin, wrote “Identifying Unethical Academic Behaviors of Students Studying Food Service, Hospitality, Tourism and Culinary Arts,” published in the *Journal of Culinary Science and Technology*.

**Drs. Carl Borchgrevink and Mike Sciarini (BA ’81)** wrote “HB @ MSU: When and Why?” in the *Journal of Hospitality and Tourism Education*.

**Drs. Ron Cichy (BA ’72, MBA ’77), Jae Min Cha (MS ’98), and Seung Hyun Kim** wrote “The relationship between organizational commitment and contextual performance among private club leaders” in the *International Journal of Hospitality Management*.

The same authors published “The Contributions of Emotional Intelligence on Social Skills and Stress Management Skills among National Automatic Merchandising Association (NAMA) Vending and Coffee Service Industries Executives” in the *Journal of Human Resources in Hospitality & Tourism*.

**Dr. Jeff Elsworth,** with co-author S. Saengratwatchara, wrote “Antecedents of Intention to Adopt the Web-Based Computer Aided Facility Management System” in the *Family and Consumer Sciences Research Journal*.

A Fond Farewell and a Warm Welcome

Academic Programs Continue to Advance

It was with great sadness that The School had to say goodbye to its very first Graduate Programs Coordinator, Kate Runyan, who in August moved with her family to Nashville, where her husband Dave joined the staff at Belmont College as controller. Kate brought the advising of prospective and enrolled graduate students in The School to a new level, working with Academic Programs Director Dean James Rainey to ensure that graduate students received the very best in academic services.

With this goodbye, however, comes a warm welcome to Melissa Bankroff, who took over the position with a wealth of experience and MSU knowledge! Melissa has been with MSU in a variety of academic and administrative units for over 24 years, working with domestic and international students and in advising positions in the Departments of Anthropology and Food Science and Human Nutrition. She began her career in the Office of Admissions – Graduate Admissions.

Melissa brings a special expertise from having served as assistant program manager in the College of Social Science’s Experiential Programs in Washington, DC and Hawaii. As such, she was responsible for student recruitment and retention, course enrollments, internship applications and placements, and related responsibilities. With the Washington, DC Semester Study Program, she conducted internship workshops, orientation activities, and alumni receptions.

Melissa is also thoroughly familiar with MSU’s policies and procedures, as well as its Student Information System and Degree Navigator.

With a Bachelor’s degree in Anthropology and an Asian Studies Certificate, and a Master’s degree in Anthropology, Melissa has also experienced MSU from a student’s perspective. With her education and her work experience, she will undoubtedly be a great asset to The School’s Academic Programs Team. Welcome, Melissa!

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Associate Professor Named President of Research Chefs Foundation

Associate Professor in The School of Hospitality Business at Michigan State University Dr. Carl P. Borchgrevink has been named president of the Research Chefs Foundation (RCF), which supports the educational endeavors of the Research Chefs Association (RCA). Dr. Borchgrevink will serve in this capacity on the all-volunteer board for two years.

Dr. Borchgrevink earned his Ph.D. at MSU in 1994, and has been with The School since 1989. He has broad experience in restaurant management, culinary foundation leadership, and in hospitality business education. Dr. Borchgrevink has a keen interest in organizational behavior and communication, human resources management in hospitality and tourism, and service management.

A founding member of the RCA in 2002, and previously the RCF vice president, Dr. Borchgrevink explains that “RCF is the primary source of financial funding for Culinology® education and research.” As president, he will seek to further the mission of the RCF, which is to generate resources, award scholarships, and support programming and research for students and professional members of the Research Chefs Association (RCA) who pursue higher learning and continuing education in Culinology®, culinary arts, and food science.

Dr. Borchgrevink also serves as secretary/treasurer of the Michigan chapter of the Council on Hotel, Restaurant and Institutional Education (MICHRIE).

Professor Kasavana Guides Industry through Technological Advances and Requirements

In the August 2009 issue of Resort-Recreation magazine, Dr. Michael Kasavana, the National Automatic Merchandising Association (NAMA) professor of Hospitality Business in The School, reported in an article titled, “Myth Busters: Payment Card Industry (PCI) Data Security is Your Responsibility” that “it is mandatory that any resort property accepting payment card settlement be in full compliance with Payment Card Industry Data Security Standard (PCI DSS) guidelines.” Non-compliance can mean fines and other operational penalties as well as exposure by guests to the possibility of identity theft.

Dr. Kasavana explains “Resort management must be mindful of the special vulnerability associated with wireless transaction processing and the need to safeguard data through complex encryption algorithms.” He goes on to remind readers that “In general, no payment card data should ever be stored, and management must use technical precautions to safeguard data during processing, settlement, and reconciliation procedures.”

The article discusses the newest version of the PCI DSS requirements, and debunks several “myths” surrounding them. For specifics, readers can go to www.pcishecuritystandards.org.
New Opportunities

I won’t sugar coat: the budget situation in our State, at our University, and in our School is dire. Changes at MSU are monumental, requiring each unit, including The School, to rethink each expenditure and devise new, more efficient ways of doing things.

As usual in our School, this situation is not viewed as a hardship. Instead, it is seen as an opportunity. Programs and events will get leaner, individuals will contribute more, and students will learn firsthand about tightening purse strings and doing more with less.

With forward thinking over the years, The School has and continues to fund many of its necessary functions (and even positions) with endowments. And though the principals of these endowments have been reduced with the overall economic downturn, at least they are not affected by decreases in State of Michigan funding at MSU overall.

One way The School will weather the storm is through us, alumni who are partners in its mission. Some of us go into the classroom as guest speakers, gratis. Others of us find time to mentor students one-on-one. Then there are those who serve as members of advisory councils, whether Real Estate & Development or Entrepreneurial. Over 100 of us volunteer our time and talent as members of The School’s Alumni Association Appointed Board and Executive Board of Directors. Alumni provide lodging and restaurant packages, gift items, and sports mementos for The School’s Annual Auction fundraiser. And our cash donations are used in areas of greatest need.

In these times, our help is needed, and it is appreciated. Our students are working harder than ever to prepare for careers in what has become a very uncertain environment. And they are doing this in the face of dramatic changes in programs, activities, and personnel. We may not be able to solve the budget crises, but we can certainly give back where and when we are able. Join me in making a difference.

Collectively, we will continue to do the best that we can, under the circumstances, as Alumni Partners in The School’s mission. In many ways, it is our hope, and we are confident because of this hope, that our School and MSU will emerge from this process better at the other end.

Sincerely,

Ken Weber (BA ’77)
President
The School’s Alumni Association
President
Weber’s Inn & Restaurant
Two Alumni Honored for Advancing Hospitality Education

I-CHRIE’s Howard B. Meek Award, sponsored by Cornell University’s School of Hotel Administration and Center for Hospitality Research, is I-CHRIE’s highest individual honor, given annually to a member in recognition of his or her lifetime contributions and outstanding service to hospitality education. Howard Meek was the first dean of Cornell’s School of Hotel Administration and served as executive vice president of I-CHRIE.

Several outstanding Alumni educators from The School have received this award, including all three of its Lifetime Academic Achievement honorees, Dr. Terry Umbreit, Dr. Michael Olsen, and Professor John Drysdale. Other Alumni include Don Greenaway (BA ’34) and George T. Alley (BA ’60).

The School honored two outstanding academicians as recipients of its 2009 Lifetime Academic Achievement Award at the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Conference in San Francisco on July 30. The Award is given to alumni whose lifetime careers in the academy have had a lasting and significant impact on hospitality education and those who study and teach it. This year’s honorees are Dr. Michael Olsen (BA ’67, MBA ’73) and Professor John Drysdale (BA ’63).

Dr. Michael D. Olsen is an emeritus professor of Strategic Management in the Hospitality Industry in the Department of Hospitality and Tourism Management, Pamplin College of Business at Virginia Polytechnic Institute and State University, and chairman of the Olsen Group, Inc., a firm providing strategic visioning leadership to the global hospitality industry. He earned his Bachelor’s Degree from the School of Hotel, Restaurant and Institutional Management (HRI) and MBA at MSU, and his Ph.D. at Virginia Tech. Dr. Olsen was nostalgic when accepting his award, recalling fond MSU memories, including that he and his wife Sandy were married in East Lansing.

Professor Drysdale, who earned his Bachelor’s Degree from the School of Hotel, Restaurant and Institutional Management (HRI) at MSU and his Master of Science Degree in Administration from Central Michigan University, is a professor emeritus at Johnson County Community College, where he taught in the Hospitality Management Department and he is the chief executive officer of Hospitality Publishing, LLC. “There is no greater honor than to be recognized by my alma mater,” said Professor Drysdale, accepting his award, noting in addition that he and his wife Judy met at MSU.

This year’s honorees reflect the desire of The School’s Alumni Association to recognize the lifetime contributions of an academician from both a four-year, research institution as well as a two-year institution whose emphasis is applied learning. Both professors have distinguished themselves among their students and their peers in education.

The very first recipient of the Lifetime Academic Achievement Award in 2008 was Dr. Terry Umbreit (BA ’63), now the director of the Kemmons Wilson School of Hospitality and Restaurant Management and the InterContinental Hotel Group Endowed Chair at the University of Memphis. All three recipients have also been honored with I-CHRIE’s highest individual recognition, the Howard B. Meek Award, named for Cornell University’s first dean of the School of Hotel Administration.

Individuals chosen for the Lifetime Academic Achievement Award must have a minimum of ten years of teaching and/or administrative experience in a post-secondary program; be MSU graduates (with preference for graduates of The School); be accomplished leaders in industry or academic organizations such as the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE), the American Hotel & Lodging Association’s Educational Institute (AH&LA EI), or the National Restaurant Association’s Educational Foundation (NRA EF); have already received recognition from one of these organizations or their own educational institutions; and must be able to attend The School’s award ceremony at the annual I-CHRIE Conference.

School alumni across the globe, including thousands of leading academicians and industry executives, further the reputation of their alma mater with their own successes and contributions to hospitality education and businesses. The School is proud to recognize their achievements, in part, through awards such as the Lifetime Academic Achievement Award.

We congratulate Dr. Michael Olsen and Professor John Drysdale on their Lifetime Academic Achievements.
The year 1959 was a mighty good year for a number of reasons:

- Alaska was admitted as a state
- Pope John XXIII was proclaimed the 2nd Vatican Council
- Barbie doll debuted
- First Daytona 500 – Lee Petty won
- “Miracle Worker” premiered in New York
- First color photo of Earth was received from outer space

... and The School celebrated that year on June 5, 2009, with a gathering of its graduates from 1959 or before. Hosted by Mrs. Eileen Emerson, June Thomas, and Ange (BA ’51) and Betty Vlahakis, the annual “Patriarchs Breakfast” allowed 50-year (or more!) graduates to reminisce and to hear about The School’s current efforts and future plans.

The School’s own celebration was an elegant breakfast showcasing the extraordinary hard work and talent of the students in HB 345 – Quantity Food Production Systems and their professor of Culinary Business, Chef Allan Sherwin (BA ’64). Using The School’s labs in the Kellogg Hotel and Conference Center, the students planned and prepared an incredible event featuring hors d’oeuvres (at breakfast!), beautifully presented fruit plates, bagels with cream cheese and lox, muffins, individual quiches, lobster Newburg, hand-made cheese blintzes, and crepes-to-order!

Breakfast was served across from the Lab in the Riverside room of the Kellogg Center, where Director and Professor of The School Ron Cichy (BA ’72, MBA ’77) welcomed the group by reading aloud the greetings of those graduates who could not attend the event in person. Special guests included MSU Provost Kim Wilcox and Vice President of Advancement Robert Groves, each of whom provided a brief overview of their current efforts on behalf of Michigan State.

The Patriarchs Breakfast is always an informal event, with guests having the opportunity to introduce themselves and tell stories of their time at MSU. Zoe Slagle (BA ’59, MA ’64) remembered the very first Les Gourmets when she was a freshman. By senior year, she was the event’s director! Former professors were recalled fondly, including Bunny Proulx, The School’s first director, Joe O’Leary, Don Greenaway (BA ’34), Gertrude Blaker, Evelyn Drake, Bill Stafford, and Dr. Lendal Kotschevar.

Take note, Class of 1960 (or earlier)! Next year’s newly-named “Legacy” breakfast will be June 4, 2010. There is no charge for you and a guest, and you may pre-register by contacting Lena Loeffler at loeffler@bus.msu.edu or (517) 884-1580.
Kevin Brown (BA ’77) 2009 Ambassador of Hospitality

Kevin Brown (BA ’77), president and chief executive officer of Lettuce Entertain You Enterprises, Inc., is no stranger to awards and honors. He is at the helm of a company recognized for its creative concepts, innovation, respect for its associates, and tremendous success, particularly in the Chicago area. He is a member of The School’s Alumni Association Wall of Fame Class of Visionaries. And last spring, Kevin was named by the Illinois Hotel & Lodging Association as its 2009 Ambassador of Hospitality.

Congratulations to Kevin on this latest achievement, and thanks to him and LEYE, Inc., for all of the opportunities they have afforded School students and graduates with internships and permanent placements.

Young Alumna Earns Accolades

When six “extraordinary industry professionals” were inducted into the Michigan Meetings and Events magazine’s Hall of Fame in the Summer 2009 issue, recent School graduate Jessica Van Vreede (BA ’06) was named “Best Up-and-Coming Meeting Professional” among the honorees, Jessica is the operations coordinator for VIKTOR Incentives & Meetings and Destination Michigan.

The magazine article announcing her induction reads, “Choosing to ‘focus all of my electives and extracurricular activities on meeting and event planning’ paid off in a big way for Jessica” by preparing “her for the demands of the industry” and introducing her “to key players before she even graduated.”

It goes on, “One of those connections was Kim Corcoran, CMP, who saw such potential in Van Vreede she was hired at VIKTOR Incentives & Meeting and Destination Michigan right after graduation.”

Senior Sales Manager at VIKTOR Debbie Denyer exclaims, “[Van Vreede] has such an interest and passion for the industry and for going above and beyond what is expected of her. We wish we had 20 more of her.”

Jeff Bud, vice president of the Michigan Government Finance Officers Association, is just as effusive. “With Jessica, everything is usually done before you even have to ask for it. She takes the burden off the person planning the event, because you rely on her completely.”

Top Chef!

In the online issue of Restaurants and Institutions magazine, August 17, 2009, Chef Kurt Kwiatkowski (BA ’96, MS ’05) was featured in the “interface Q&A.”

Kurt is a chef at Michigan State, and, as the article states, when he “isn’t inventing new on-campus dining concepts—his expertise was instrumental in the $48 million design of The Gallery at Snyder/Phillips Hall—he’s working on making menu planning more efficient and developing training for staff at all levels. He focuses on unit chefs, who coach others within their venues, to improve overall results and appeal to a generation of workers seeking Food Network-like culinary experiences on the job.”

Kurt addressed questions about the challenges surrounding training, particularly that of student staff members, and about the ways he trains staff for MSU’s wide-ranging dining options. And when asked about future challenges, Kurt responded that tighter budgets will mean even more planning ahead and finding creative ways to “conduct thorough new-employee and ongoing training.” Kurt’s Top Training Tips include:

• Do hands-on training. Show and do, and then have the student do the same. This is important for all kitchen skills, including knife work.

• Teach the culinary lingo. Student employees should know what’s meant when they’re asked for a chiffonade, and au sec, or a julienne.

• Teach them about the kitchen equipment. They should know everything from how to turn it on to how to break it down, clean it, and put it back together.

• Be on the floor with employees and see what they are doing. If something doesn’t look right, say something about it.

• Hold cooking and menu competitions. They teach students to think on their feet and work with what they have. It also gets them thinking about different ways to utilize products.

And News from New York...

Marc Kuder (BA ’08), property operations manager at The Waldorf=Astoria wrote in September:

“We are hosting a top-level event for President Obama this week as part of the United Nations. I have been walking our public spaces with Mark Lauer (Hotel Manager) and heads of U.S. Secret Service all weekend as we detail and prepare the spaces for the summit this week. It is such an honor to be in some way a part of history and to work in a hotel of this caliber. I couldn’t have done it without the education and support of The School. Thank you.”

We are so proud of Marc!
Where are they now?

Theresa Armit (BA ’06) is with Shaw’s Crab House in Chicago.

Jim Anhut (MBA ’85) has been named chief development officer—the Americas for InterContinental Hotels Group, and is now responsible for (as he puts it) “development from the tundras to the rainforests.”

Arthur J. Carrier (BA ’93) is manager of Strategic Development for MASCO Administrative Services, Inc. in Daytona Beach, FL. art.carrier@mascos.com

Ashley Mae Carter (BA ’08) is a front office manager for Radisson Hotel in Nashville, TN. ashleymaecarter@gmail.com

Molly Feighan (BA ’07) is the assistant director of front office operations at the Hilton San Diego Bayfront Hotel in San Diego, CA. mollyfeighan@gmail.com

Larry Halicki, SPHR (BA ’72), Ph.D., is associate professor in the School of Hospitality Leadership College of Commerce, DePaul University in Chicago. mjohans@depaul.edu

Jennifer Jorgensen (BA ’06) was recently promoted to the senior sales manager position at The Waldorf=Astoria Hotel in New York City. jennifer.jorgensen@hilton.com

Michelle Julien (BA ’09) is event coordinator for Frederick Meijer Gardens & Sculpture Park in Grand Rapids, MI. michelle.julien@meijergardens.org

Jason Keffer (BA ’09) is a program analyst with TACOM in Rock Island, IL. TACOM is a part of the Department of Defense.

Karl Kruger (BA ’78) has been named vice president, managing director of Riviera Resort & Spa—a Palm Springs resort owned and operated by Noble House Hotels & Resorts.

Debra Krutz (BA ’85) is president of Elite InSource, a professional business services located in Tempe, AZ. debra@insourceonline.com

Marc Kader (BA ’08) is property operations manager at The Waldorf=Astoria Hotel, on his second rotation within the hotel’s management development program. marc.kader@hilton.com

Mackenzie Mehner (BA ’02) was recognized as the 2008 Manager of the Year for Hyatt Regency SFO and she also was a 2008 nominee (top 12 Caring/Custodian Services Manager of the Year for Hyatt Corporation. mackenzie.mehner@hyatt.com

Caitlin Miller (BA ’07) has joined Harper Associates, Hospitality Placement Specialists, in Farmington Hills, MI.

Scott G. Morgan (BA ’00) is director of national group accounts with Kimpton Hotels & Restaurants in Chicago, IL. scott.morgan@kimptonhotels.com

Erica Perry (BA ’08) is retail foodservice manager and general manager of Marea Fine Dining Restaurant for ARAMARK Higher Education at the University of Alabama. EricaPerry@aramark.com

Michael Ratchford (BA ’78) is executive director of The Hallmark, Brookdale Senior Living in Chicago. mrratchford@brookdale.com

Brian Risch (BA ’95) is the human resources manager with Komatsu America Corporation in Rolling Meadows, IL. brian.risch@komatsu.com

Vikram Shah (BA ’07) is pursuing graduate studies in Real Estate Finance at New York University. shahvikr@gmail.com

Matthew Sharp (BA ’06) is manager of The Cheesecake Factory in Schaumburg, IL. msharp25@gmail.com

Kim Siedlaczek (BA ’08) is the dining room manager at Bald Peak Colony Club and Assistant Manager at Red Tail Camp (restaurant) in Beaver Creek, CO.

Linda Wilson (BA ’85) is president of Key Advisors, Inc., a consulting company in Atlanta, GA. keyadvisors@bellsouth.net

Hannah Wilson (BA ’06) is the events manager for Stonecroft Ministries in Kansas City, MO. hwilson@stonecroft.org

Mike Weber (BA ’08) is with Shaw’s Crab House in Schaumburg, IL.

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Here is our listing of alumni and other dear friends who generously provided financial support to The School between July 2007 and June 2009. Every effort was made to assure its accuracy, but if you see an omission or correction that needs to be made, please notify Shelley MacMillan at macmill7@msu.edu or phone 517-884-1586.
Supporting The Future
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1-5, 2009</td>
<td>CMAA BMI III</td>
</tr>
<tr>
<td>November 3-4, 2009</td>
<td>CAREER EXPO XXXI</td>
</tr>
<tr>
<td>November 7, 2009</td>
<td>International Hotel/Motel &amp; Restaurant Show</td>
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<tr>
<td></td>
<td>• Young Alumni Network Gathering</td>
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<td></td>
<td>• Alumni Association Executive &amp; Appointed Boards of Directors Briefing Meeting</td>
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<td></td>
<td>• Celebration of Leadership</td>
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<tr>
<td>November 19-20, 2009</td>
<td>Hilton Lecture Series</td>
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<tr>
<td>December 12, 2009</td>
<td>Graduation Ceremony</td>
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<td>Graduation Luncheon</td>
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<tr>
<td>January 29, 2010</td>
<td>Vegas Night</td>
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<td>February 6, 2010</td>
<td>Jazz Auction 2010</td>
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<tr>
<td>March 27, 2010</td>
<td>Les Gourmets Mediterranean Cuisine</td>
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<tr>
<td>March 28 - April 1, 2010</td>
<td>CMAA BMI III</td>
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<tr>
<td>April 15, 2010</td>
<td>Graduate Student Forum</td>
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<tr>
<td>May 8, 2010</td>
<td>Graduation Luncheon</td>
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<td></td>
<td>Graduation Ceremony</td>
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<tr>
<td>May 24, 2010</td>
<td>National Restaurant Association Show</td>
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<td>• Annual Gathering of Leaders</td>
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<td>June 4, 2010</td>
<td>50-Year Alumni Reunion Days Legacy Breakfast</td>
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Take Your Seat...  
in the new Demonstration Theater within the Culinary Business Learning Lab.  
See center of this issue.