Provide Value
BE INVOLVED
LISTEN
& HAVE INTEGRITY

KENNETH C. WEBER (BA ’77)
President, Weber’s Inn & Restaurant
The School’s 2010 Alumnus of the Year
It’s All About Relationships...

It is no secret: our revitalized Culinary Business Learning Lab will open in 2011 because of our very generous alumni, faculty, staff, and industry friends. And it is about our relationships with each of them.

I remember three years ago, sitting on the porch of the Cracker Barrel Restaurant, just off the freeway in Okemos, where I had met Phil Hickey (BA ‘77). I needed his advice.

Phil and I go way back, and he has often been a wise counsel for me. It was on that porch that he patiently listened to our planned strategy for funding the very necessary refurbishing of The School’s current teaching kitchens and dining room space. And it was there that he committed to the project himself.

It seems like a lifetime since we sat in those big rocking chairs, but the reality is that in just a short time, we have gone from talking to planning to funding and, soon, to demolishing and building. THANK YOU, Phil, for your advice AND for your generous gifts toward this project.

And I think back to my long friendship with Richard Farrar (BA ’73), whose fine reputation with Marriott International, Inc., as well as his support for our project with The Marriott Foundation, has also helped our Lab project to proceed. Richard’s energy and positive attitude really carried me through on so many occasions. THANK YOU, Richard, for everything you have done.

And to all of you who, throughout last year and certainly through the summer, accepted my phone calls and agreed to help us out, by Taking Your Seat, pledging in-kind donations, or in other ways committing to the Lab, THANK YOU.

MSU itself has been wonderfully supportive of our project and our mission. We thank our friends, President Lou Anna Simon, Provost and Vice President for Academic Affairs Kim Wilcox, Vice President for Finance and Operations Fred Poston, Dean of the Eli Broad College of Business Stefanie Lenway, and Assistant Vice President for Residential and Hospitality Services Vennie Gore. Close to home, eight of The School’s faculty members have “taken their seats” in the CBLL demonstration theater.

And for the gritty, detailed work of logistics and planning, we have called upon the talented people from MSU’s physical plant for nearly three years. They have become trusted experts whose knowledge is most valuable.

My life, personally, has been made much, much easier during our Lab project by the development efforts of Shelley MacMillan, associate director of development for our School; by Mike Rice (BA ‘76), professor of practice in our School and project manager; by Chef Allan Sherwin (BA ’64), professor of culinary business; and by Lena Loeffler, The School’s assistant to the director. Working together hardly feels like working (well, most of the time!).

After 22 years as director of The School, I still have occasion—every single day—to be amazed and inspired by our students, alumni, faculty, and supporters. All of this—all of these relationships—have allowed me to recommend to President Simon that the renovated Lab space be named after The J. Willard and Alice S. Marriott Foundation.

Here’s to the Future!

Sincerely,

Ronald F. Cichy (BA ’72, MBA ’77)
Director and Professor
The School of Hospitality Business
Secretary/Treasurer
The School of Hospitality Business Alumni Association
As part of the programs offered through MSU’s annual "Grandparents University," The School of Hospitality Business conducted two three-hour pizza workshops for 16 grandparents and their 17 grandkids.

In The School’s demonstration kitchens, Professor of Culinary Business Chef Allan Sherwin (BA ’64) and Culinary Coordinator Rick Brown helped the participants make their own perfect pizza dough. While the dough had time to rise, they enjoyed refreshments and a PowerPoint presentation (with lots of kid-friendly, colorful pictures) on pizza.

Then came the “meat” of the session, with the grandparents and kids topping their pizzas and “baking them off.” Everyone ate their creations in The School’s dining room, with beverages—and recipes—provided. Charlotte Schultz and Stephanie Wilcox assisted throughout the session.

“Grandparents University is a very special Spartan event each summer,” says Chef Sherwin. “And our School is a big part of the Spartan family. The participants enjoyed the workshops—and they loved the School aprons and hats we gave them!”

MSU Grandparents University is an opportunity for grandparents and grandchildren ages 8 – 12 to come together for a 3-day educational experience while spending time together on campus. They enjoy living in the dorms, attending classes across campus, and sampling the many highlights of MSU. Grandparents University gives alumni a chance to relive their college days while exploring campus and creating lifelong memories with their grandchildren.

Faculty and instructors volunteer their time and knowledge to Grandparents University. Campus facilities are also donated. The program is self-supporting and relies entirely on the registration fees to cover all expenses.
The School of Hospitality Business honored five hospitality executives on Monday, May 24, at its Annual Gathering of Leaders at the Drake Hotel in Chicago. Over 125 alumni, students, faculty, friends, and family attended the event, which The School hosts annually during the National Restaurant Show.

Annual Gathering of Leaders this year honored Alumnus of the Year Kenneth C. Weber (BA ‘77), president of Weber’s Inn & Restaurant in Ann Arbor, MI, and Honorary Alumnus of the Year James W. Chamberlain, senior vice president & general manager of Institutional Foodservice for Ecolab. Honored as Emerging Alumni Leaders of the Year were Christopher J. Durso (BA ’82), vice president of operations for Rim Hospitality; Gary R. Hernbroth (BA ’79), chief motivating officer for Training for Winners; and Ryan S. Meliker (MBA ’05), vice president – gaming and lodging for Morgan Stanley Equity Research.

The evening reception and award ceremony were particularly meaningful to Ken Weber, whose family has owned and operated Weber’s Inn in Ann Arbor since 1937. The multiple-award-winning property is an icon in “wolverine country,” though Ken is Spartan through and through, serving as president and now chairman of The School’s Alumni Association. In fact, two of his sons are also Spartans, with Mike graduating from The School in 2008 and Brian scheduled to do the same in 2011. Accepting his award, Ken acknowledged The School’s role in his family’s life and urged students to be active alumni. Then he advised them in their careers to “know your weaknesses,” and surround yourself with others who will mitigate them. “Have integrity,” he said, and “be involved and listen. Anticipate problems and fix them before they happen. Provide value.”

Jim Chamberlain is an industry leader with long and strong ties to The School; Ecolab recruits School students each year at CAREER EXPO. In fact, Ecolab was named the 2008 CAREER EXPO Industry Partner of the Year. And in 2009, Jim was instrumental in Ecolab, Inc., and Ecolab Industry Foundation’s generous donation of $300,000 to The School’s revitalization of its Culinary Business Learning Lab. Jim accepted his award “on behalf of the 26,000 men and women who work for Ecolab every day.” He reminded the students that “you’re not done when you find a job. Take initiative and help everyone. Find a work/life balance, and network with everyone.”

Chris Durso has a wide range of experience in over 20 years in the industry, having worked with franchise, management companies, and corporations in multi-unit, multi-brand consulting roles with hotels and resorts across the United States, Canada, Europe, and Australia. At Rim Hospitality, he oversees the financial performance of a portfolio of hotels across multiple brands. He is extremely active in his School’s Alumni Association, serving as chairman of its Marketing and Publicity Committee, working with its Spartan Sponsors Mentor Program, and helping to establish its effective public relations system. He told the students to live by their values; to follow their passions; to continually learn; to avoid procrastinating; to trust that their coursework is relevant and useful; to listen to their customers; to seek to understand more than to be understood, and admit when they are wrong; to rely on their team; to get involved in their local alumni association; to never burn bridges; to know technology; to respect others; and to learn from mistakes.

Gary Hernbroth founded Training for Winners in 1995, after years of leadership in sales, marketing, and management in the hospitality and meetings industries. He assists The School in its Spartan Sponsors Mentor Program, on its Alumni Association Marketing and Publicity Committee, and as a Visiting Leader. He advised the students to never stop learning. “Be enthusiastic—be the one who goes the extra mile,” he said. “Be proud of your MSU roots,” he encouraged them, but “earn” the legacy of being a Spartan.
Ryan Meliker, in his relatively short career, has already shown ability and promise. Even as a graduate student, he stepped in and taught an upper level finance class when a professor was injured. He is vice president with Morgan Stanley Equity Research, advising powerful investors on lodging industry trends and lodging stocks, based on an analysis of company valuations, forward estimates, stock catalysts, and industry catalysts. He plans, and Morgan Stanley generously sponsors, a gathering of School alumni and students each year at the Americas Lodging Investment Summit (ALIS), and in other ways encourages networking among School alumni in his segment of the industry. He told the students that he has found that “everyone loves our School. It sets us apart.” So take the opportunity to get to know alumni, he urged, and “love what you do.”

Interim Dean of the Broad College of Business at MSU Elvin Lashbrooke, Jr., offered closing remarks, telling those gathered that all the honorees reflect the values of The School. “I hear from recruiters and employers that our students are well-educated, have a strong work ethic, are team players, and that they are ready to hit the ground running.”

He introduced the new dean, Stefanie Lenway, who arrived this summer, and thanked the alumni, faculty and staff for the support he enjoyed as interim dean.

Director and Professor of The School Dr. Ron Cichy (BA ’72, MBA ’77), Alumni Association Chairmen Emeriti Richard Farrar (BA ’73) and Marc Gordon (MBA ’73), and Vice President Dan Burdakin (BA ’81) were also on hand to congratulate the honorees and host the elegant reception which followed the award ceremony.

Annual Gathering of Leaders is made possible by generous companies, corporations, and institutions, as well as individuals who are friends and supporters of The School. The nearly 20 students who attend the NRA Show and participate in professional development programs and Annual Gathering of Leaders are able to do so also because of those who have endowed funds and provided sponsorship support for student travel.
Senior Alumni Return to Campus, Share Memories

Bruce McCristal (BA ’54) said it best: “The Annual Legacy Breakfast is an event that I look forward to. It is a compelling mixture of camaraderie, nostalgia, and delightful stories. Your annual review of The School’s achievements makes all of us proud to be Spartans. It is an experience to cherish.”

On Friday, June 4, the Corniche Room at Kellogg Hotel & Conference Center was filled with “Senior Alumni” of The School, those who graduated from The School of Hospitality Business 50 or more—yes FIFTY—years ago at the annual Legacy Breakfast (formerly called Patriarchs Breakfast).

Formally hosted by Alumnus Angelos Vlahakis (BA ’51) and his wife, Betty; Eileen Emerson, wife of the late Alumnus Bob Emerson (BA ’47); and Zoe Slagle (BA ’59, MA ’64) and her husband James Gillespie, the breakfast this year was spiced with lively conversation about a campus fondly remembered.

School Director and Professor Ron Cichy (BA ’72, MBA ’77) welcomed the guests and read messages from alumni who could not be present, but who were there in spirit. While breakfast was served, he invited the alumni to share their memories.

And there was no stopping them! In an easy give-and-take, almost everyone had a special story.

John Jordan (BA ’60) recalled being assigned to make dozens of cookies by Professor Bill Stafford on the first day of his cooking class. “They tasted like meat,” John explained, because earlier, two unnamed students made Swiss steak by dragging each piece of meat through the flour—all of it! So of course, John’s cookies, made with the “flavored” flour, tasted like Swiss steak.

But more importantly, John met his wife, Judy, on campus, where she was studying food and nutrition.

Bruce McCristal (BA ’54), who has written what many consider the definitive history of his alma mater, The Spirit of Michigan State, spoke of President Hannah’s remarkable leadership, and the incredible physical expansion of the campus under his tenure. But there was also the football team which, during Bruce’s years on campus, won 34 of 36 games.

Phil Kline (BA ’59), whose first name is Marion, was invited to walk with 50 sophomore women and serenade President John Hannah in MSU’s traditional “Lantern Night.” Not one to quibble, Phil (of course) obliged!

Ann Chick (BA ’59), who was majoring in the Hotels Division at the time, remembers on the first day of poultry class in the basement of Anthony Hall being given a black rubber apron and a sharp knife. Her assignment? Get a live turkey from a cage—to slaughter it! As Ann put it: “Unbelievable!” It has been decades since School students had to slaughter anything, but they retain the “can do” spirit.
Hans Schuler (BA ‘59) explained that he actually began his college years at Cornell, but “I believed I wasn’t getting as good an education as I could be,” so he transferred to MSU. He enjoyed his time at MSU immensely, but recalls having to live in a dorm and being refused entry into the cafeteria once because he was wearing a corduroy jacket—not dressy enough!

Hans’ father, Win, also figured in the memories of a number of those present. It seems that Win, the legendary restaurateur, actually officiated a football game between MSU and the Army National Guard at Fort Custer near Battle Creek in 1946!

Another alumnus who recalled Professor Bill Stafford, Hans told of his first assignment in cooking class: to make 12 pies. He had never baked before in his life, so Stafford finally took pity on him and helped him locate a rolling pin!

Together the alumni recalled favorite watering holes and gathering spots, including the old Roosevelt Hotel’s Dome Room, the Porter Hotel’s Wheel Room, Jim’s Tiffany Restaurant, Brauer’s 1861 House, Dine’s, Coral Gables, Monty’s, and the band shell which was situated close to what is now Bessey Hall.

But the morning was about more than good memories. Dr. Cichy provided the alumni with a State of The School, noting important 2009-2010 highlights, including 11.5 tenured faculty producing six books, 19 refereed articles, and 55 industry articles; students earning over $231,000 in scholarship funds; nearly 100 industry experts speaking in School classes; and an Academic Programs Review self-study being researched and written at the request of the Provost’s office. This is, of course, in addition to the several annual events honoring alumni leaders, showcasing student achievements, and raising funds for charities and School clubs and programs.

Moreover, Associate Director of Development Shelley MacMillan gave a briefing on the efforts to raise funds and begin work on the revitalization of The School’s Culinary Business Learning Lab.

Shelley also announced that Hans Schuler was the newest School alumnus to join MSU’s Beaumont Tower giving society, and Ron presented him with his donor memento.

In addition, MSU Alumni Association Executive Director Scott Westerman (BA ’78) told the alumni, “Welcome home,” noting that MSU’s/The School’s legacy is the “greatest thing about MSU.” He complimented the thousands of alumni of The School, acknowledging their positive impact on the hospitality industry and on MSU. Scott also explained that “The School was the first to welcome me when I first became the ‘head servant’ in the MSU Alumni Association. I am here to serve.”

Finally, the senior alumni got a chance to offer advice to current students and younger alumni. Ange Vlahakis and Gil Voss (BA ’50) both warned of long hours and sometimes uncertain working conditions—and the necessity of having family members who understand those conditions. Gil added, “Go to the back of the house, too, and monitor where your money is going.”

The front of the house is critical, said Phil Kline, who explained, “How you treat people is so important,” remembering that Win Schuler was, in fact, a perfect example of this. “Win was at the restaurant everyday, talking, walking around, and remembering people’s names.” Legendary football coach Biggie Munn was “like an uncle to me,” said Hans Schuler, “and he used to say, ‘The difference between good and great is a little extra effort.’” That quote is engraved in a beam at Schuler’s Restaurant and Pub in Marshall, MI.

Bruce McCristal and Hans both said that getting lots of experience and using internships to determine your level of interest in the industry are wise ideas.

More advice came from former MSU President Gordon Guyer, who said Ron Cichy was someone who taught him to “make contacts.” As president, Gordon explained, whenever he traveled he called Ron first to see which School alumni might be working in the hotels he would stay in. “And I always had a good time!”

Speaking of School alumni spreading out over the world, filling the hospitality industry with exemplary leaders . . . Zoe Slagle (BA ’59, MA ’64), just returned from a trip to China, said, “I have no fear for the future hospitality industry worldwide. We have wonderful students who will ably take the reins.”
In the article “Real Estate Realities,” Ed Watkins, editor of Lodging Hospitality, reported on the roundtable discussion involving the Real Estate and Development Advisory Council members of The School. The Council works with faculty members to lend advice and expertise regarding The School’s Real Estate and Development Specialization. Members of the Council also interact with and mentor the students enrolled in the Specialization. Those students also participated in the roundtable.

Editor Ed came to campus last March to take part in the two-day meeting of the Council, comprised mainly of alumni leaders in the real estate and development field. According to the article, the roundtable revealed some hard truths about hotel real estate. “No matter what lenders say, most hotel real estate professionals believe there’s very little money currently available for hotel transactions,” reads the very first sentence in the article. But several of the panelists “believe financing is beginning to loosen, particularly in the limited-service arena,” the article continued, explaining that Nate Sahn (BA ’97), first vice president with CB Richard Ellis Hotels, said the Small Business Administration’s 7(a) loan program for packages under $2 million is “especially vibrant.”

The other “reality,” according to the article, is that the roundtable “showed optimism for the near-term future of the hotel industry.” Patrick McGonigle (BA ’91), vice president of the RockBridge Capital asset management and servicing group, said, “We’re seeing business pick up in our properties, which are mostly three- and four-star Hiltons and Marriotts and the like.”

But others weren’t quite as optimistic. Demand may be picking up, but rates are still depressed. In fact, Jason Rabidoux (BA ’04) of The Hotel Group reminded those present that “when the hotel industry recovered from previous down cycles, it had to endure six-month lags between the rise in occupancy and corresponding increases in rates.”

Other topics for the roundtable involved lenders. Many panelists “pondered why more lenders haven’t taken action against borrowers who’ve fallen behind in payments or have violated loan covenants.” Richard Niedbala (BA ’82), senior vice president of the Plasencia Group, said lenders will soon be forced to make decisions. But Steve Johnson (BA ’84), vice president of Driftwood Hospitality, added that lenders would rather sell a note on a distressed property than take title. Ryan Meliker (MBA ’05), vice president of Morgan Stanley, agreed that lenders have little incentive to foreclose or sell on assets with values lower than the notes the lenders hold. “Once the value of assets reaches the value of notes lenders are carrying,” he explained, “they’ll be more willing to foreclose or sell. When that happens, you’re going to see a lot of opportunities for buyers.”

The panelists concluded that there are positive signs, but uncertainty remains. Steve Marx (BA ’87), president of Hotel Source, Inc., said that while more deals will be done in 2010 than were done in 2009, “because of the lead time to market hotels for sale, many deals won’t close until at least 2011.”

The other Lodging Hospitality article featuring the innovative work of The School and its direct connection to the hospitality industry was titled, “Picking Your Spots: L-MPI Helps Target Lodging Market with Most Potential.”

The Lodging Market Potential Index (L-MPI) was first introduced at the Midwest Lodging Investors Summit (MLIS) in 2009, for which The School serves as Academic Partner. According to the article, it helps developers know where to focus, ranking the 25 largest leading markets in the U.S. by long-term potential for hotel investment. “Developers and investors—looking to buy or build—now have a comparative analysis of the markets with the most potential.”

It continues: “The L-MPI as a systematic and formal analysis was developed by The School of Hospitality Business and Michigan State University to identify aggregate market potential and ranking for major lodging markets in the U.S.
Faculty researchers from The School presented the research and development of this project and the pilot version at the MLIS in Chicago last July.”

“This tool has direct impact on the industry,” declares Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School. We are fortunate to have dedicated researchers like Dr. Ray Schmidgall and Dr. A.J. Singh in The School, who worked with MSU faculty from the International Business Center, including Dr. Tunga Kiyak, to develop a way for investors to be more effective in their decision-making. And our students, especially those enrolled in the Real Estate and Development Specialization, are able to watch research in action.”

For the complete L-MPI, in an interactive form allowing for the ranking of the cities by different categories, go to http://globaledge.msu.edu/resourcesdesk/lmpi/.

Hundreds Meet to Exchange and Explore Investment Ideas

For the fourth year in a row, The School will serve as the academic partner for the Midwest Lodging Investor’s Summit in the summer of 2011. This past summer, the 2010 MLIS in Chicago offered hundreds of owners, operators, and investors a unique opportunity to exchange ideas and explore opportunities.

The July 11-13, 2010, summit featured Doug Geoga, President and CEO of Salt Creek Hospitality, LLC, as luncheon speaker. Also making a special guest appearance was Laurence Geller, president, CEO, and founder of Strategic Hotel Capital, LLC. Produced by Lodging Hospitality and Penton’s Commercial Real Estate Network, in association with HVS Hotel Management, the MLIS offered general sessions and panel discussions on a variety of topics, including the latest in hotel financing, segments, operations, and “hot” opportunities. The summit also offered a session moderated by The School’s Dr. Ray Schmidgall on the 2010 L-MPI.

Whack-a-wolverine: The Legacy Continues

They couldn’t help out on the football field, so alumni from The School sent out good karma just before kick off on Saturday, Oct. 9, as the football team prepared to beat the University of Michigan.

For the second year in a row, School Director Ron Cichy sent wolverine golf tees to several golfers who are also members of The School’s Alumni Association, asking them to “Whack-a-wolverine” as the game got underway—from wherever they happened to be at game time. The symbolic gesture seemed to work in 2009—the Spartans won—and the hope was that it would work again this year.

The alumni came through, and one even got his son involved! John Theuer (BA ’83, MBA ’83), Alumni Association vice president, and his son, Joe, dutifully (and forcefully) hit their wolverine tees—right into the canyon near their home in California. Alumni Association President Dan Burdakin (BA ’81) remarked, upon seeing their photo, “I absolutely love the photo . . . we never can get enough of ‘whacking the wolverine!’ Go green!”

Whatever works, we always say. We would like to think this little tradition has helped in some way to spur that OTHER tradition: beating U of M—three years running!

Official 2010 wolverine Whackers:
- Dan Burdakin (BA ’81)
- Rich Conti (MBA ’76)
- Phil Hickey (BA ’77)
- Zoe Slagle (BA ’59, MA ’64)
- John Theuer (BA ’83, MBA, ’83)
- Marc Gordon (MBA ’73)
- Mike Murray (BA ’81)
- John Belden (BA ’85)
- Kevin Kennebeck (BA ’88)
- John O’Donnell (BA ’69)

Go Green!
The School was honored in October to announce an additional gift of $700,000 from The J. Willard and Alice S. Marriott Foundation for the revitalization of the Culinary Business Learning Lab.

When added to the Foundation’s earlier commitment of $1.3 million, the gift will fund half of the $4 million project. Director and Professor in The School Dr. Ron Cichy (BA ’72, MBA ’77) has recommended to the President that the renovated space be named after The J. Willard and Alice S. Marriott Foundation.

“What an honor,” sighed Ron, upon learning of the additional funding. “The Marriott family is an icon in our industry. They stand for integrity, high standards, innovation, and generosity. We will certainly endeavor to live up to their name.”

That the project could be undertaken in the midst of the recession is a testament to the generosity of many other donors, as well. Over $1 million has been received or pledged from individuals and organizations, and over $350,000 of “in-kind” donations have been pledged or are under consideration. With additional investments and grants totaling $765,000, The School will now be able to seek MSU Board of Trustees approval in February 2011, and to break ground and complete the revitalization by the start of Fall 2011 Semester classes.

The refurbishing of The School’s 11,158 square feet of existing Lab space in MSU’s Kellogg Hotel & Conference Center is a critical component in the education of our hospitality business students—tomorrow’s leaders in the global hospitality industry—and in the development of current industry executives.

Mike Rice (BA ’76)
Professor of Practice
Culinary Business Learning Lab Project Manager

“Marriott Delivers the Main Course”

“We are being very judicious, very diligent,” says Professor of Practice Mike Rice (BA ’76), project manager for the Culinary Business Learning Lab. “We absolutely need to construct a space that is appropriate for state-of-the-art teaching, research, executive education, industry demonstrations, and special events. But we also need to demonstrate to our students the proper way to get the job done.”

And “the job” would not be getting done without the enthusiasm and commitment of Anne Gunsteeens, executive director of The Marriott Foundation, and its Trustees, and of alumnus Richard Farrar (BA ’73), senior vice president of owner and franchise services for Marriott International, Inc.

“We thank them,” says The School’s associate development director Shelley MacMillan, “and we thank our CBLL Volunteer Fundraising Committee, whose extraordinary dedication is truly remarkable.”

Outstanding Alumni Support
“Over the years, I have always answered the many calls for donations and financial support when asked by The School and Ron Cichy. The education and life experience I received both at the micro level within The School and at MSU itself have been invaluable “life assets.” I have always felt that it is not what you earn but what you give back that counts. This is a value taught to me by my parents and my mentors. Whatever I can do to support a better educational experience for the students, and to help them be more successful in their chosen careers, brings me tremendous satisfaction.

When The School launched its CBLL campaign, it mattered little that I had given in the past or had a planned gift in place for The School. This campaign was long overdue and critical to The School maintaining its competitive educational edge. I immediately committed to naming a seat in the demo theater. Upon further consideration and recollection, I decided to step up and commit to a higher level of funding for the Office of the Professor of Culinary Business. Why?

Quite simply, when I was a student in the then HRIM School, Dr. Lewis J. Minor was the one person who brought chefs to campus into what was then a very primitive food lab. Dr. Minor felt it was very important for students to understand the importance of chefs in food service. What better way for us students to learn than to hear directly from the experts via lectures and food demos. And it was Dr. Minor who insisted that I attend culinary school, not to be a great chef, but to explore and learn as much as I could from the many talented chefs who were my instructors. I am blessed to be able to increase my funding commitment to honor and further his legacy.”

Houston Striggow Presents Gift in Honor of Dr. Lewis J. Minor

Houston Striggow (BA ’75), Partner/CFO of SusieCakes Management, Inc., headquartered in Los Angeles, CA, has long understood and appreciated the value of the education, practical experiences, and mentoring that he received when attending the School of Hotel, Restaurant and Institutional Management (now called The School of Hospitality Business). They gave him the platform upon which he built his successful and dynamic career in the hospitality industry. The following is his heartfelt explanation for his generous donation to the revitalization of the Culinary Business Learning Lab:

“Your Donation Reserves Your Table…”

“What’s in a name?”
A great bard once posed.
If that name be yours
Then you already know

It stands for all
That you’ve done and will do.
It’s a one word statement
Of all you’ve been through.
You’ve earned the right
To be proud, yet you’re humble.
You remember the trials…
Trip-ups…the tumbles!

Now you recall
How you crafted your luck,
With help from great folks
Who believed in your pluck.
So, now make it your turn
To help carve the way
For “future leaders”…
Our “students of today.”

We need dining room
Tables and chairs—the type…
That enhance ambiance
And culinary delights.
We invite you to help us
By naming a chair…
Or a table… or combo…
It is your bill of fare!

Please refer to the Donation Envelope for details on taking your table or chair. Thank you!

CBLL VOLUNTEER FUNDRAISING COMMITTEE
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
Senior Vice President, QSR franchise, ECOLAB, Inc.

John R. Flood (BA ’80)
Vice President, General Manager, Wayne Farms LLC

David C. George (BA ’79)
President, Longhorn Steakhouse Restaurants

John F. Theuer (BA & MBA ’83)
Chief Financial Officer, Panda Restaurant Group, Inc.

Building a Fantastic Future
Companies that select students from The School are “in the know.” They have figured out that the students are more than just hard workers, able to think on their feet, communicate, and take on responsibility with passion and integrity.

The students are also professionals. That’s because well before they are handed their diplomas, students who graduate from The School complete not one, but two, internships. And the second internship requires that they take on supervisory or management duties or that they rotate through several departments of a company—or both.

Each internship must total a minimum of 400 hours and ten weeks with one company.

Faculty members believe that these real life experiences are a critical component of each student’s education. The School takes the internship requirement seriously, with its Student and Industry Resource Center (SIRC) overseeing placements and completion. Director of SIRC Authella Collins Hawks and her staff provide professional development help to students through resume critiques, interviewing advice, and industry referrals. Moreover, it is through SIRC that most students locate companies that wish to attract students.

SIRC’s partnership with hundreds of companies around the world results in students’ having many options when meeting the internship requirements—and in their getting experience in a variety of locations and segments of the industry.

Many employers seek students who have interned with them. Steve LaHaie (MBA ’77), vice president of Shaw’s Division, Lettuce Entertain You Enterprises (LEYE), explains, “We have welcomed many MSU students as interns at LEYE over many years. This past summer, 15% of our interns were from The School. We like their work ethic and enthusiasm.”

Michael Stott (BA ’89), general manager/chief operating officer of the Baltimore Country Club, agrees. He says, “So many times, the students we bring in as interns from The School are offered permanent positions. And while they are capable of taking managerial responsibilities from the outset, they are still very willing to learn and grow within our system.”

And Alan Tuttle, university relations and talent acquisition manager at Marriott International, Inc., says it succinctly: “There is just a level of professionalism in these students that we don’t see everywhere.”

Just as many students find that their “stock” rises even in companies for which they did not intern. Indeed, William Horgan (BA ’09) explains that while he interned at the Lakeshore Country Club, he took a permanent position after graduation with JPMorgan Chase. “I felt very comfortable with the decision, especially after having supervisory experience during my internship and as a student leader during school. But more than anything, my education showed me how to think, how to solve problems. And my internship showed me how to do those things quickly and efficiently. I can take those skills anywhere.”

The following students have leadership positions in The School—and have completed their Level II internships in the following ways:

**Michael Moriarty (BA ’11)**

is enrolled in The School’s Specialization in Real Estate and Development. His Level II internship was with Jones Lang LaSalle Hotels in Chicago, IL, as a broker/analyst assistant. He analyzed markets and researched demand generators, barriers to entry, competitive sets, and STR Reports. He also worked with the asset management team analyzing legal management agreements, P&L statements and property improvement plans.

“Through the Real Estate Specialization and my internship at Jones Lang LaSalle Hotels, I have expanded my network and have met so many people to mentor students. At Jones Lang LaSalle Hotels, I worked with top brokers and asset managers in the industry. Through my co-workers and daily business, my knowledge of finance and accounting expanded beyond the limits of a classroom because I experienced how and when they are actually used in the world of hotel investments. I have an advantage in my finance and real estate classes because I have witnessed how and where specific aspects of these subjects are applied.”

**John Triblio (BA ’10)**

was assistant restaurant manager at Finz Restaurant in the San Destin Golf and Beach Resort in Sandestin, FL. He also supervised nine bar outlets on property and even helped cook on his days off. This past summer he furthered his professionalism by interning with MSU’s Executive Chef of Culinary Services and Alumnus Kurt Kwiatkowski (BA ’96, MS ’05). Together they tested and developed recipes for the newly-refurbished Brody Complex. John also helped train new staff in other food outlets on campus.

“San Destin was a career changing internship for me. I now know that resorts are where I want to start my career. It was a summer of a lifetime on the Emerald Coast, where I was able to implement strategies and techniques that I learned first hand here at The School of Hospitality Business. I worked hand-in-hand with the resort’s food and beverage manager, restaurant manager, and executive chef during daily operations. I am now confident with my skills as I move into the real world to start my own career.”

**Lucas Magnini (BA ’12)**

was at the Oklahoma City Golf and Country Club. He was assistant pool manager, overseeing all outdoor food and beverage operations, including poolside restaurant, snack bar, and any outdoor special events and parties. He also directly managed the lifeguard staff.

“After completing my internship, I was able to walk away with a complete perspective of what it takes to hold a management position. I learned that with 20 staff members, they may react in 20 different ways. I was able to take with me a better understanding of those I was managing, and more importantly, a better understanding of myself.”

**GaoJie Zhang’s (BA ’11)**

was a front office operation intern at the Shangri-La Hotel in Fuzhou, China, responsible for greeting guests and assisting with their reservations, collecting feedback from guests and from an updated website, and helping to solve any guest problems. To supplement this hospitality experience, GaoJie later worked at the Industrial and Commercial Bank of China in the credit and international department. She was responsible for estimating the value of real estate and assisting with the estimation report.

**John Soave (BA ’12)**

was a food and beverage intern at the Mountain Sky Guest Ranch in Emigrant, MT. He was given the opportunity to work as a supervisor for a team of five, serving three-course meals. He also worked closely with the bar manager in keeping inventory and analyzing financial statements.
“I learned a lot about leadership and teamwork. There were times when things didn’t go as planned, but we learned as a team to work together, get things done, and make our customers happy.”

Morgan Zahul (BA ’11) was a food and beverage corporate intern with Hyatt Regency Monterey Hotel & Spa in Monterey, CA. She rotated through all three food and beverage outlets in the hotel, including a fine dining restaurant, TusCA; a sports bar, Knuckles; and a lounge, The Fireplace Lounge. She learned each position in the outlets, and held a supervisory position throughout her internship. She also spent a week in the kitchen and three weeks in the banquet department.

“I definitely got a great look at what food and beverage in a hotel entails. Hyatt is a great company, and it was an awesome opportunity to spend a summer getting to know the company culture. Since I had never been to the west coast or worked in food and beverage, my internship really forced me out of my comfort zone. This gave me a chance to explore myself as a leader, and has prepared me for a successful future after graduation.”

Laurel Smith (BA ’12) was an event coordinator at PNC in Pittsburgh, PA. Her duties included planning, managing, and orchestrating events ranging from celebratory breakfast gatherings for 20 people to whole company gatherings involving several thousand invitees. She also managed out-of-town events which included travel and accommodations for top executives, full-day schedules, and event logistics.

“I gained the organizational skills necessary to balance multiple events at once, the patience to handle last minute changes, and the composure to keep my cool even when things aren’t going precisely as planned. I also learned how the corporate structure of a business functions and how to act and react to different personality types during the business day.”

Brooke Amelse (BA ’12) was food and beverage rotational intern at the Baltimore Country Club in Baltimore, MD, where alumnius Michael Stott (BA ’89) is general manager/chief operating officer. She rotated between positions including banquet server, à la carte server, and pool café supervisor, providing excellent service and ensuring that members’ expectations were surpassed. In addition, she shadowed the management in the fine dining restaurant. Michael has said, “She has an outstanding ‘can do’ attitude that will open many doors throughout her professional career. We are a better Club because of Brooke’s work and leadership.”

“I learned about all aspects of club management and had the opportunity to enhance my guest service and leadership skills.”

Brian Carroll (BA ’11) interned for InterContinental Hotels Group in Atlanta, GA. He worked at the InterContinental in Buckhead, rotating through front desk, conference services, sales, and food and beverage departments. He also worked at Hotel Indigo in food and beverage. His last position during his internship was at corporate offices, where he rotated through the franchise departments, hotel development team, and food and beverage.

“This was the most amazing hospitality experience I have ever been a part of, and I learned so much during my time there!”

James Rudolph (BA ’11) was a recreation managerial intern with The Hotel Hershey in Hershey, PA. He was responsible for managing the day-to-day activities of the resort’s recreation operations and staff, under the guidance of the recreation director, within the rooms division.

“I had the opportunity to develop both my management and my guest service skills, and I learned a great deal about resort operations.”

Nadia Lanni (BA ’11) was housekeeping supervisor for Starwood Hotels and Resorts at the Westin Arlington Gateway in Arlington, VA. She was responsible for the daily opening and assigning of rooms to room attendants, and she ensured that the room attendants cleaned the guestrooms and public areas. She handled guest complaints and provided guests with excellent customer service to resolve the problems. She also created a renewal project for each hotel room called “perfect room.” Nadia was responsible for every aspect of the project and interacted with the housekeeping department, as well as with the front desk and engineering.

“I learned that managing people is not always as easy as it seems; you have to tailor your style to each person you work with, since everyone is different. I also learned that earning other associates’ respect and trust is a wonderful feeling, something worth working for. And I got a taste of the real world and scenarios I may face in the future.”

According to SIRC Director Authella Collins Hawks, “The growth in our students is wonderful to watch. SIRC’s responsibility is to help them secure the best possible internships, based on their career goals and desire to explore. Their responsibility is to make the most of that experience and emerge from it equipped to enter their careers with confidence and passion. It gives me a deep sense of pride to witness their transformation into young professionals and to know that their internships and academic preparation will continue the School’s legacy of excellence.”
A True Spartan Send-Off

The Spring 2010 graduates of The School of Hospitality Business celebrated in style on Saturday, May 8, enjoying a special time with family and friends before entering the “real” world as alumni of Michigan State. The School’s Hospitality Association and its Student and Industry Resource Center hosted a graduation reception at the University Club that Saturday afternoon, with MSU’s Spartan Hospitality Group Director and Kellogg Hotel & Conference Center General Manager Joel Heberlein as speaker. Over 250 people attended.

Joel’s comments were especially meaningful, because his own son, Mike, who introduced his dad, was among the graduates. Joel is also an adjunct instructor in The School, and teaches HB 237 – Management of Lodging Systems.

Joel encouraged the graduates, acknowledging the tough economic conditions in which they are beginning their careers, and noting that when he himself graduated, “I had no job and no direction...and I never dreamed I would lead a Hospitality Division at a Big Ten University.” He assured them that doors will open for them, and that they will never be alone, because “You will always have us here at State. We will always be here for whatever you need and we would love to hear from each and every one of you whether you need us or not.”

“And if your journey takes you far away from Michigan,” he continued, “and you think we are too far away to assist you, don’t forget the 400,000-plus MSU alumni around the world. You most certainly are not alone.” Joel urged the students to make a difference in the world, and to stay in touch with their Spartan family.

The reception included a tribute to the seniors, and two had been selected by their peers as “Outstanding Seniors” for 2010. The honor went to Stephanie Stephens, the 2010 executive director of CAREER EXPO, and to Alexandra Clark, the 2010 executive director of Les Gourmets. The inspired students and their friends and families proceeded to The Eli Broad College of Business commencement ceremony, where baccalaureate degrees were awarded to its majors at the Breslin Center. The commencement address was presented by Mr. Barry Salzberg, CEO of Deloitte LLP, and student remarks were given by The School’s Outstanding Senior Alexandra Clark. Liked and respected among her peers and her professors, Alex was an exceptional student leader. In addition to being The School’s 2010 Les Gourmets executive director and a volunteer for several other School events, she conducted research at MSU with the Partnership in Food Industry Development – Fruits and Vegetables (PFID-F&V). Alex is now attending graduate school at Massey University in Palmerston North, New Zealand, to continue her studies of value chains in cocoa and chocolate, focusing on fair trade and entrepreneurship through a graduate program in Agri-commerce.

Last spring, Alex also combined her passion for fair trade, chocolate, and entrepreneurship, becoming one of the final four competitors in the Lansing, MI, “Next Bright Idea” competition with a plan to establish the Bright Idea Bonberie, a fair trade and local sourcing chocolate company. Alex’s speech, filled with humorous stories of her sometimes wayward Spartan great-grandfather, grandfather, and father’s antics at MSU, was captivating, drawing not only some tears, but also, for the first time in recent memory, a standing ovation from all the graduates of the Broad College and their families. “We made it,” she said, acknowledging the roles that families and professors had played in getting the graduates to this moment:

“We made it because of our families. We made it here one frozen, ziplock container of homemade minestrone soup at a time. We made it on Valentine’s Day cards with seemingly endless lines of X’s and O’s signed, ‘Love, Mom and Dad.’ We made it on toilet paper rolls that went missing from home when we returned to school and on checks with the words, ‘Tuition Payment.’ We made it because our sisters answered the phone after one of those evenings that ended at Rick’s All-American Café and because our Grandma had an old Schwinn in her garage when we couldn’t afford a new bike.”

“Faculty and staff, from N130 to Norway, from Lansing to Louisiana, from Eppley to Ethiopia, you have advanced our knowledge far beyond the confines of classroom and curriculum. You gave that thoughtful lecture that introduced us to our passions and that entertaining one that made those less interesting topics tolerable. Your advice made 21 credits in one semester possible, and your smile with that bright, ‘Good morning!’ brought joy in the midst of chaos...with your enthusiasm and dedication you have sincerely transformed our lives.”

But fellow graduates played a role, too. Alex explained, noting the times spent with roommates, at Izzone campouts, celebrating consecutive Final Fours, eating brats on crisp Fall Saturday mornings, and taking pictures with Sparty—all of which gave them a Spartan Spirit that “no one can ever take away.”

Inspired by Alex, the Hospitality Business students let out a deafening roar when presented for their degrees by Director and Professor Dr. Ron Cichy (also a School alumnus).

In an aside, it should be noted that the student speaker for The Broad College December graduation this past year (2009) was also a graduate of The School of Hospitality Business, Matt Anderson. Quite a year for The School and its newest alumni!
In what has become an important Spring Semester event, second-year graduate students in the School of Hospitality Business showcased their current research in the 5th Annual Graduate Student Forum on Thursday, April 15.

Faculty, graduate students, staff, and other interested MSU community members gathered to hear presentations from 12 graduate students. The Forum gives the students real-life experience in presenting papers in an academic setting and provides the first-year graduate students with a better understanding of the kinds of opportunities that lie ahead for them.

“It is a stepping stone, of sorts,” says Forum Moderator and Director of Academic Programs, Dean James Rainey. “The research and its delivery are critically evaluated, yes, but at the same time, it is a comfortable teaching environment.”

Graduate Programs Coordinator Melissa Bankroff agrees: “The goal is to ready the students for presenting research results, whether they choose careers in academia or in the hospitality industry. Giving them experience and feedback is part of that preparation.”

First-year graduate student Leslie Jablonski, who worked closely with Melissa Bankroff in organizing the program, gave closing remarks, and a reception followed the presentation.

The topics were wide-ranging, including the following:

- **CRM: A Perspective about How to Measure It**  
  By Enrique Reymundo

- **B-Order: Bluetooth Order System for QSR Restaurants**  
  By Tao Zhang

- **The Impact of Social Media Presence on e-Loyalty in an e-Service Environment**  
  By Yiqi Chen

- **Self-Service Technology**  
  By Hsin-Yi Chiu

- **The Impact of Conflicting Electronic Word-of-Mouth on Brand Attitude Switching**  
  By Chia-Mei Wu

- **Cultural Diversity on Group Performance in the Hospitality Industry**  
  By Jee Hyun So

- **Innovative Brand Image and Its Impact on Brand Equity in the Hotel Industry**  
  By Yuan Wang

- **Exploring the Relationship between Customization, Perceived Value, Customer Satisfaction, and Loyalty**  
  By Jing Yang

- **Exploring the Effect of Conversion from U.S. GAAP to IFRS on Hospitality Business Accounting**  
  By Jayoung Sohn

- **Attitudinal Factors in Environmentally Friendly Hotel Choices**  
  By Sung-Bum Kim

- **An Examination of Beer: A Global Perspective**  
  By Kenneth Scott Robbins and Qifan Wu
The setting was tropical and the atmosphere “collegial” on Thursday morning, July 29, when alumni educators from The School gathered to honor two of their own.

During the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference in San Juan, Puerto Rico, The School’s Alumni Association presented its annual Lifetime Academic Achievement Award to Dr. Frank D. Borsenik (BS ’55, MS ’58, Ph.D. ’64) and Professor William E. Spaulding (BA ’68), both Spartans.

The breakfast ceremony was graciously hosted by Puerto Rico’s pre-eminent hotel developer and owner Hugh Andrews (BA ’71, MBA ’72), president of International Hospitality Enterprises, at one of his most innovative properties, La Concha Resort. Hugh was there, along with nearly 30 School alumni and friends, including Alumni Association Executive Board of Directors member Ana Maria Viscasillas (BA ’88), the president and CEO of the Puerto Rico Convention Bureau.

Ana Maria welcomed the group and later presented the awards to each honoree on behalf of The School’s Alumni Association.

School Director Dr. Ron Cichy (BA ’72, MBA ’77) reflected on the transformative power of teachers and introduced Frank Borsenik and Bill Spaulding saying, “This morning we honor two individuals whose careers have been dedicated first and foremost to their students. Their influence has spread far beyond their own students to the people, industries, companies, and institutions that their students have touched. And the connections continue.”

Frank achieved “legend” status while serving at MSU’s School of Hotel, Restaurant and Institutional Management (HRI as it was then called) from 1957 to 1974, even serving on two occasions as acting director. With a Ph.D. from MSU in Agricultural Engineering, Frank taught a wide variety of courses in the School of HRI, including Hotel and Restaurant Management, Housekeeping, Property and Equipment Management, Foodservice Layout and Design, Modern Service Systems, Work Methods Analysis, Operations Research Techniques, and Engineering Cost Analysis. Alumni from the 1960s and 70s fondly recall “Formula Frank,” known for his “formulas” for efficiently running a hotel, for solving engineering challenges, for cost analysis, and for nearly every other hospitality business skill.

Frank’s books, articles, published proceedings, professional papers, seminars, and rigorous teaching schedule have inspired an entire generation of students, as well as all other hospitality educators. Frank burnished his stellar reputation during his subsequent careers at the University of Nevada, Las Vegas and University of Houston, becoming a noted expert on hospitality maintenance and engineering and on the gaming and casino segments of the industry. Along the way, his name became synonymous with excellence in hospitality education, in both the academy and in executive education programs.

Active in the industry as a consultant to numerous corporations and hotel groups and in the academy as president and chairman of the Board of I-CHRIE, Frank was honored for his many contributions to and lifetime achievements in hospitality education.

Accepting his award, Frank noted the accomplishments of previous honorees Dr. Terry Umbreit (BA ’63), Dr. Michael Olsen (BA ’67, MBA ’73), and Professor John Drysdale (BA ’63), as well as Professor Spaulding. He said, “This award is the greatest public honor I have ever received.” A former student of Frank’s, Terry thanked him on behalf of all of his alumni for his influence in their individual decisions to become hospitality educators.
Professor Bill Spaulding was for many years the department of Hotel, Restaurant & Resort Management at Northwood University, located in Midland, MI, serving as its multi-tasking chairman for a total of nearly 30 years. And though he was chairman of the hospitality and tourism program at Grand Valley State University from 1990 until 1995, Bill built and established the HRRM program at Northwood from 1976 until 2009 when he retired. He did everything, teaching nearly every class—14 different subjects in all—working with faculty, guiding the curriculum, building the alumni base, advising students, traveling on study abroad programs, setting up internships, and mentoring students through decades of annual Stafford dinners. “We could all take a page from your book of dedication and hard work,” said Ron Cichy, as Bill was presented with his award.

In addition, Bill has been active in a number of professional organizations, and helped found the Michigan Chapter of CHRIE (MICHRIE) in 1977. A member of the Michigan and the National Restaurant Associations, he also served as a Board member for the Michigan Lodging & Tourism Association. And in the midst of all this, Bill was able to earn an MBA from Central Michigan University, his Certified Hospitality Educator distinction from the American Hotel & Lodging Association, and several teaching and service awards from Northwood University.

For his part, Bill called his award a “distinct honor,” describing a good teacher as a “great shadow.” Those teachers may not be aware of all the lives they have touched, he said, but certainly his own former teachers, including Frank Borsenik, have “cast a long shadow over my career.”

The Lifetime Academic Achievement Award breakfast was informal and intimate, allowing those gathered to share memories and conversation.

Attendee and The School’s 2006 Emerging Alumnus of the Year Ruben Estrada (BA ’00) summed it up best: “It felt like a gathering of good friends, there to thank and acknowledge two who have had a huge impact on our industry. I was happy to be part of it.”

Where are they now?

> Samir Amin (MS ’99) is a research chef and principal scientist for Two Chefs on a Roll in Carson, CA. samir@twochefsonaroll.com
> Matthew D. Anderson (BA ’09) is the manager at The Capital Grille in Minneapolis, MN. andermtd@gmail.com
> J.D. Bonga (BA ’09) is a front office manager for the Residence Inn by Marriott Philadelphia/Conshohocken in Conshohocken, PA. jdbonga@gmail.com
> Whitney Bosko (BA ’10) is a front of house manager for Bubba Gump Shrimp Company in Madeira Beach, FL. wbosko@bubbagump.com
> Susan Cavicchioli (BA ’10) is a guest services ambassador at the Elsyian Hotel in Chicago, IL. susan.cavicchioli@gmail.com
> Emily K. Childers (BA ’10) is assistant food and beverage manager at the Baltimore Country Club in Baltimore, MD. echilders@bccc1898.com
> Matt Dossey (BA ’07) is assistant general manager at the Patterson Club in Fairfield, CT. mDossey@thepattersonclub.com
> Molly Feighan (BA ’07) has been promoted to director of front office operations at the Hilton Seattle Airport & Conference Center in Seattle, WA. Mollyfeighan@gmail.com
> Kelly Fitzgerald (BA ’08) is a human resources manager for The Hotel Minneapolis, an HEI Hotels and Resorts “Autograph Collection” property in Minneapolis. kelly.fitzgerald@hotelmpls.com
> Daniel Fox (BA ’09) is retail manager for Providence Park Hospital, Sodexo Health Care, in Novi, MI. Daniel.fox@sodexo.com
> Jeff Fuller (BA ’77) is the general manager at the Embassy Suites/DFW North in Grapevine, TX. Jeff fuller@jah.com
> Marcus Gowdy (BA ’08) is assistant manager for J. Alexander’s Restaurant in Troy, MI. mgowdy@msu.edu
> Janelle Hawes (BA ’00) is a senior human resources representative for Robert Bosch LLC in Farmington Hills, MI. jlhawes4@gmail.com
> Nikki Henderson (BA ’95) is the general manager for Crestline Hotels & Resorts at Springhill Suites Virginia Beach Oceanfront in Virginia Beach, VA. nikkin8@hotmail.com
> Raleigh Holmes (BA ’10) is a manager in training at Fairmont Hotels & Resorts in Miami, FL.
> Katie Howlett (BA ’10) is with Finz Beachside Bar and Grill at Sandestin Golf and Beach Resort in San Destin, FL. howlett4@msu.edu
> Julie V. Kennedy (BA ’10) works for Marriott International in Denver, MA. jlv.kennedy@marriott.com
> Ali Kirby (BA ’06) is regional catering sales manager for Panera Bread. ali.kirby@panerabread.com
> Jeffery Lenders (BA ’07) is front office manager with The Venetian/The Palazzo in Las Vegas, NV. Jeff.lenders@venetian.com
> Robert Levine (BA ’07) is working on his MBA at University of Iowa (expected graduation date is spring 2011). robbi.b.levine@gmail.com
> Kate Linske (BA ’05) is catering sales assistant for the Lansing Convention Center in Lansing, MI. kate@elefa.com
> Ramsey Mankarious (BA ’90) is the chief executive officer of Cedar Capital Partners in London, U.K. ramsey@cedarcap.com
> Gene H. Martenson (BA ’51) was honored in August 2010 by AXA Life Insurance Agency for 45 years of service. He was one of the original four who founded Ken Barth Associates, Inc. in Pennsylvania, and is still active in the Greater Philadelphia MSU Alumni Association. ghmartenson@verizon.net
> John S. Marvin (BA ’10) is a manager in training for Kimpton Hotels & Restaurants in Chicago, IL. John.marvin@kimptonhotels.com
> Matthew Moraca (BA ’06) is hotel manager at The Palazzo in Las Vegas, NV. Matthew.moraca@palazzolasvegas.com
> Shawn G. Namou (BA ’08) is president of Merchant Tree Business Solutions, Inc., in Birmingham, MI. snamou@merchanttree.com
> Sherri Perez (BA ’98) is the director of catering and special events at the Detroit Athletic Club in Detroit, MI. sherrip@thedac.com
> Sidney Polk (BA ’07) is assistant manager for J.Alexander’s Restaurant in Toledo, OH. JA08@jalexanders.com
> Rachel Reiman (BA ’09) is the assistant food and beverage outlets manager for Fairmont Turnberry Isle Resort & Club in Aventura, FL. reimanra@msu.edu
> Bruce Rothschild (BA ’98) is the director of sales for the Fillmore Detroit, State Bar & Grill, St. Andrews Hall & Shelter. brucerothschild@ivenation.com
> Dave Roush (BA ’91) is operating partner with Dewey’s Pizza in St. Louis, MO. droush@deweyspizza.com
> Geoff Ryskamp (BA ’06) is an asset manager for Pebblebrook Hotel Trust (NYSE: PEB) in Bethesda, MD. gryskamp@pebblebrookhotels.com.
> Pam Schoen (BA ’96, MS ’98) has been named assistant director of development & alumni relations in the MSU College of Nursing. Pam is the former director of The School’s Student and Industry Resource Center. schoenpa@msu.edu.
> Kate Seniff (BA ’05) is a recruiting manager for MillenWorks in Tustin, CA. kateseniff@gmail.com
> David Switzer (BA ’10) is in training to be a currency options trader with IBG Financial Markets in Zurich, Switzerland. Switze22@msu.edu.
> Mike Taylor (BA ’00) is director of operations for Dockside Jack’s Grill & Tiki Bar in St. Clair Shores, MI and JB’s Wharf Restaurant & Tiki Bar in Wyandotte, MI. mike@jbswharf.com
> Ted Trembath (BA ’89) is general manager of Radisson Hotel Phoenix Airport North and Radisson Phoenix-Chandler. Ted.trembath@radisson.com.
> Brett Werblow (BA ’10) is in room operations in the Management Development Program for Marriott International – Renaissance in Schaumburg, IL. brett.werblow@marriott.com
> Blair Wills (BA ’02) is president of StepStone Hospitality in Providence, RI. bwillss@stepstonehospitality.com.
THANK YOU for your support!

Here is our listing of alumni and other dear friends who generously provided financial support to The School between July 2009 and August 2010. 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.
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Sarah B. and Thomas Villeneuve
John and Jean M. Vincenzi
Betsy L. and Jason H. Vines
Angelos J. and Betty Y. Vlahakis
Vogt & Company, PC
Richard D. and Amy C. Vogt
Gilbert A. and Ruth M. Voss
Todd A. Wabeke
Bonnie S. and David R. Wade
Steven J. Wagenheim
Mary H. Walkowski
Thomas E. Walsh
Stephen R. and Susan Ward
Louis M. Warren
Herman E. and Sonja R. Weber
Kenneth C. and Mary Weber
Weber’s Inn & Restaurant
Lou and Lynda Weckstein
John R. Weeman, Jr.
Weidmayer, Schneider, Rahm & Bennett
Carol C. and Michael L. Weisman
Wells Fargo Ins Svcs
USA, Inc.
Peter J. and Linda C. Werthmann
Christopher C. Whitt
Mary A. Wiley-Hale and Thomas K. Hale
John L. Williams
Karen L. Williams
Anna K. Wills
Blair R. Wills
Robert A. and Mary Jo Wills
Hannah C. Wilson
John K. and Anita B. Wilson
Windsor Capital Group, Inc.
John A. Winga, Jr.
Mac A. and Claire Winker
Catherine L. Witchell
Stuart G. and Elizabeth A. Wolff
Graham G. and Judith L. Wood
Thomas A. Work, D.O.
Stacey L. Wykoski
Eldon Wyly
Y Partnership
Jeffrey A. and Margaret D. Yansura
Patricia Ochman Yeger
Hearley Yee
John R. and Julia M. Zangas
Kirk B. Zell
Michael S. and Maxine R. Zeleski
Jean A. and Robert B. Zemke, Jr.
Rae A. Ziehm
Mark your calendars and plan to visit!

Interested in attending an event listed above? Please email Lena Loeffler at loeffler@bus.msu.edu or phone her at (517) 353-9211.

**December 11, 2010**
- Commencement – Breslin Center
- Newest Alumni Reception – University Club

**February 5, 2011**
- 20th Annual Hollywood Auction – Kellogg Hotel & Conference Center

**February 25, 2011**
- Vegas Night – Skyloft in Spartan Stadium

**April 9, 2011**
- Les Gourmets 2011: The Heart of Europe Celebrating our 60th Year – MSU Union Ballroom

**May 7, 2011**
- Commencement – Breslin Center
- Newest Alumni Reception – University Club

**May 23, 2011**
(during National Restaurant Association Show)
- Annual Gathering of Leaders
- Alumni Association Executive & Appointed Boards of Directors Meeting
- Young Alumni Network Gathering – The Drake

**June 3, 2011**
- Legacy Breakfast (MSU Reunion Days) – Kellogg Hotel & Conference Center

**July 28, 2011**
(during ICHRIE Conference)
- Lifetime Academic Achievement Awards Breakfast – Grand Hyatt Denver, Denver, Colorado

*The School is online @ bus.msu.edu/shb*

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