Hospitality’s Best

Fall Semester 2009

Annual Alumni—Student Golf Outing

Homecoming Parade
This year the members of Professional Convention Management Association have teamed up with the Lansing Area Parents (LAP) Respite Center in the planning of our first annual fundraising event. The fundraiser is scheduled for this upcoming April and PCMA members are involved in every aspect of the event, including venue selection, event design, and finding sponsorships.

On January 10-13, PCMA will be taking eight students to the Professional Convention Management Association Annual Meeting in Dallas, Texas. By attending this conference, our members will be able to network with industry professionals as well as benefit from the 70+ educational sessions. We are also very fortunate this year to receive a full scholarship from ASMSU towards our trip to Dallas!

The Lodging & Gaming Management Association is off to a great start. We’ve had several opportunity meetings this year all holding up to 50 attendees. Guest speakers at those meetings were Joel Heberlein, GM of The Kellogg Hotel & Conference Center, and Malinda Barr, a networking specialist and owner of Get Up and Grow. We also had a site tour hosted by the Staybridge Suites in Okemos. There we had a chance to talk with their management team and then take part in a tour of the building. We have big plans for next semester including a trip to Las Vegas, hosted by the Las Vegas Sands Corporation. We will be staying at the resort, meeting with department heads, and touring the building.

Contact us for more information. LGMA is and has been creating relationships and building a unique network for our members giving them an edge in our industry. There has never been a better time to get involved with this impressive association.

Michigan State’s Vegas Night is looking forward to another great year. The event continues to grow and thrive, this year upgrading to Spartan Stadium as the new venue. The next semester will begin with the final steps needed to prepare the event. We will be training volunteers and marketing for most of January. Donations will be collected for our bingo game. Vegas Night will be held on January 29, and we hope to see even more guests than last year. Sign-ups begin now for our hundred person poker tournament. Join us for a night of blackjack, roulette, money wheel, craps, and bingo. In February and March we intend to continue with our charity poker fundraiser, and decide on a candidate for Vegas Night’s new book scholarship.
Real Estate Investment Club

The Real Estate Investment Club has had a great start to the school year! In September, we hosted a welcome back barbeque for all of our members. Since then we have brought in speakers and had regular meetings. The Real Estate Investment Club is currently working with the City of East Lansing on a restaurant incubator project where we will help with all aspects of planning to execute the project. Club members are forming study groups to prepare for the Leadership in Energy and Environment Design certification exam; students will study together and then hopefully pass the exam to be LEED certified.

In addition, we are in the process of planning a spring break trip to the Virgin Islands where club members will have the opportunity to stay at the Maho Bay Resort and learn about sustainable development and eco-friendly resorts. In January, we will be sending six students to the Americas Lodging Investment Summit in San Diego where club members will volunteer at the conference, as well as network with leaders in the hospitality real estate industry.

Society for Food Service Management

The Society for Foodservice Management promotes non-commercial foodservice knowledge and contacts through discussion, publications, speakers and meetings. SFM also organizes tours of foodservice facilities throughout Michigan and surrounding states courtesy of various industry partners. With the combined efforts of many students, the organization opens many doors to internship opportunities within the foodservice industry. This year The Hospitality Association Open House was a great opportunity to increase awareness and membership tremendously. This semester a new diverse executive board has been announced.

Les Gourmets 2010

While it may now only seem like a distant glimmer on the far-off horizon, planning for Les Gourmets 2010 has been underway since before the summer even began. Our event this year will take place on Saturday, March 27, 2010 at the Kellogg Hotel & Conference Center and will reflect the sights, sounds, and flavors of the Mediterranean. This region of the world is home to a whole host of wildly differing cultures and culinary traditions. As our title, “Beneath the Mediterranean Sun,” suggests, our executive board is working tirelessly to incorporate elements from the entire gamut of this diverse region. Our menu boasts traditional items from France, Spain, Morocco, Greece and Italy, just to name a few. If you’re interested in getting involved in this exciting event and working with a group of highly motivated, extremely entertaining people, we encourage you to contact us at lesgourmetshr@gmail.com. Additionally, if you are interested in experiencing this one-of-a-kind dining experience from a guest perspective, please send ticket requests to msulesgourmets@gmail.com.
This semester, in order to keep up with the 2009-2010 theme of "marketing yourself," the Hospitality Sales and Marketing Association invited speaker Derek Merhaban of Ingenex Digital Marketing to the first meeting hosted at the Kellogg Hotel & Conference Center. HSMA members learned how to set themselves apart in such a competitive job market along with how to represent themselves properly on the Internet. In November, HSMA participated in elections for the upcoming semesters E-board and planned out several marketing fundraisers involving the Residence Inn, by Marriott, in Ann Arbor that will take place next semester. In December, the members participated in a Ninja-turtles social event and a stocking stuffer fundraiser.

Next semester, HSMA is pairing up with PCMA to create the Lansing Area Parents fundraiser. This will celebrate the 20th year of existence for the Lansing Area Parents Foundation and will be the first annual event for PCMA and HSMA. We are looking forward to our partnership with PCMA and all of the exciting opportunities that the next semester will bring us!

The National Society of Minorities in Hospitality (NSMH) has gotten off to an excellent start this year. During the semester, we participated in the NSMH Midwestern Regional Conference in Columbus, Ohio. It included workshops titled, “The Dance- So You Think You Can Network,” and “Managing Yourself.” While there, we were also able to network with Darden Restaurants, Hyatt, Sodexo, Hilton and OSI Restaurant Partners. In addition, this semester we participated in a tour of the MGM Grand Casino Detroit and had the opportunity to be involved in various community service acts.

Next semester we will be attending the 21st NSMH National Conference in Indianapolis, Indiana. While there, we will not only have the opportunity to network with some of the top names in hospitality, but NSMH will also have the chance to meet with students from across the nation. We will also be continuing our involvement in the community and will be participating in the 1st Annual Etiquette Dinner, which will be hosted by NSMH, Alpha Phi Alpha and the Diversity Career Advisory Board. At the event, we will learn how to interact with future employers over the dinner table. Overall, it is going to be an excellent year for NSMH!

The Hospitality Association / The School of Hospitality Business Alumni Association Annual Auction is themed “Jazz” for this year’s Auction set for February 6, 2010 at the Kellogg Center in the Big Ten rooms. The Auction is a live and silent auction that raises money for two local charities; Junior League of Lansing and Wharton Center for Performing Arts, as well as raising money for The Hospitality Association and The School’s Alumni Association. The Auction is the biggest fundraiser for The School of Hospitality Business.

Since May of 2009 the Jazz Auction team has been working on soliciting to our previous donors and our Alumni to capture donations to auction. Although we are facing a tough economy, we plan on capturing $100,000 in donations and raising at least $50,000.
Global Hospitality Business Organization

This semester the Global Hospitality Business Organization had a resume workshop put on by SIRC for members to work one-on-one with a SIRC representative to better their resumes before Career Expo. In addition, The Office of Study Abroad presented at one of our meetings to inform members about opportunities for Hospitality students looking to study elsewhere for various periods of time. At other meetings we discussed club trip ideas and fundraising opportunities, in addition to presenting to members about international hospitality trends.

GHBO is hoping to take a trip this year for members to learn more about international operations and trends. In addition, we are planning fundraisers and socials so that members can get involved and form bonds with like-minded students in The School. We are hoping to have members research and present on international trends at upcoming meetings to further our member involvement and knowledge.

CAREER EXPO XXXI

CAREER EXPO XXXI was a huge success! The event, which took place on November 3 and 4, included a number of different elements which the Executive Board worked tirelessly to organize. During the day, EXPO’s professional development programs, led by industry executives, helped give students some unique perspectives. Each year, an Industry Partner of the Year is honored for their commitment to The School and its students. This year’s industry partner was the Las Vegas Sands Corp. and its subsidiaries, The Venetian and The Palazzo. The Kellogg Center Auditorium was brimming with interested students attending the keynote address by Vice President of Operations for The Venetian and The Palazzo, Pete Boyd.

55 companies and more than 880 students attended EXPO. Recruiters raved about the excellent program and the wonderful students in The School of Hospitality Business. As recruiters chatted and networked, our students left great impressions at each booth, evidenced by the over 600 interviews conducted the following day at Spartan Stadium!

The EXPO board would like to thank the many members of The School and its partners who helped make the 2009 EXPO run so smoothly. EXPO could not have been successful without all the encouragement and support of our faculty and staff, students and industry partners.

One final note, CAREER EXPO is a wonderful event to participate in. Like all the HA events and clubs it requires a lot of hard work, but that work is extremely rewarding. The Executive Board, who plans and executes the event, became fast friends. This made the event an extremely fun one to be involved in. Please consider joining the E-Board for next year’s CAREER EXPO!

Eta Sigma Delta

Eta Sigma Delta is an international honor society that recognizes scholastic excellence among hospitality and tourism students. Our chapter at Michigan State University in The School is much more active during the Spring semester, than in the Fall. Once the eligible students are identified by GPA and class ranking, invitations for membership will be sent out. An induction ceremony will take place mid-April and a fundraiser will be held to help pay for the costs. Each year we also try to take part in a local charity to keep our presence known to community members. For more information, email us at etasigmadelta.msu@gmail.com.

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Cardboard, staple guns and apples: although seemingly an odd combination, these three items were the foundation of Hospitality Association’s float for homecoming this year! Our executive board, combined with the efforts of other hospitality student volunteers, successfully pulled off a great showing in MSU’s homecoming parade in October. The Parade’s theme, entitled “We’ve Always been Green,” focused on sustainability efforts within the MSU community. The judges encouraged each participant to highlight the eco-friendly initiatives their industry is taking to ensure a ‘green’ future.

The Hospitality students and staff combined their creative energies and developed the theme “From Farm to Fork” which was then displayed on our float. We were able to highlight the importance of supporting local farmers (thanks to donations from East Lansing Farmer’s Market) and how restaurants can save on transportation and shipping costs by buying local. Many students, alumni, and staff walked alongside the float cheering and chanting to energize the crowd and we won over the judges with an eco-friendly gift basket consisting of energy-saving light bulbs, packets of seeds for their own gardens, and a wonderful home-made choco-popcorn (packaged in recycled plastic bags) made by our own Alex Clark. Overall, it was a great success!

Club Managers Association of America

The Club Manager’s Association of America is a group of students enthusiastically studying the practices and operations of the private club industry all over the country. As student members of the organization, many participants aspire to continue their education post graduation by further involvement in the professional sector of CMAA. This fall the organization had the great opportunity to tour Canada Creek Club in Atlanta, Michigan, a privately-member owned hunt club in Northern Michigan. Also, during this club tour the students enjoyed touring the Traverse City Golf and Country Club, alongside General Manager and active Hospitality Business alumnus Jeff Anderson. The most highlighted event for the year for CMAA is the annual World Conference in early February held this year in San Diego, California. This conference gives student members the chance to attend educational seminars, network with students and club managers across the United States and further their employment aspirations with internship and permanent placement interviews. Also, the student member of the Club Manager’s Association of America will give back to the community by volunteering at the MSU Student Food Bank and participate in local fundraising efforts with partner restaurants in East Lansing.
Calendar of Events

January 29, 2010
Vegas Night
- Spartan Stadium -

February 6, 2010
Jazz Auction
- Kellogg Hotel and Conference Center -

March 27, 2010
Les Gourmets
- Kellogg Hotel & Conference Center -