“Always exercise your brain to make decisions... never fully rely on ‘group think.’”

Alumni Association’s 2007 Industry Leader of the Year
Bill Weidner (BA ’67)
President and Chief Operating Officer
Las Vegas Sands Corporation
Young Octogenarian

You know, I remember being in college and thinking that anyone over 30 was ancient. When we had our first child when I was 40, I thought, “Forty’s not so old; I’m a new Dad?” And now, when I regularly hear about the accomplishments of the 75-year-old who ran in the Boston Marathon or the 80-year-old who joined the Peace Corps, I realize that my mid-50s isn’t old at all.

It seems that “old” gets younger every day. The School is celebrating its 80th year in 2007. From Hotel Training Course in 1927 to School of Hotel, Restaurant and Institutional Management to The School of Hospitality Business, your alma mater has rich traditions and an impressive history of graduating the finest leaders in the hospitality industry.

At the same time, The School has adapted and evolved to meet industry demands, student interests, and economic realities. Leading the way and in the forefront of many much younger hospitality programs, we have recognized the growing demand for graduates with real estate and development knowledge. The undergraduate specialization in hospitality business real estate and development has placed its first interns, with much success, I might add.

The School has named its first professor of hospitality business entrepreneurship, acknowledging the increased interest among the industry and among students who look forward to owning their own businesses, or, to “thinking like an owner” in whatever career option they have chosen.

With the vigor and enthusiasm of youth, our 80-year-old “grand dame” has embraced overseas study, leading within MSU to establish study programs in China, India, and Dubai, and establishing links in Hong Kong and Macao, as well.

So while we celebrate our 80-year history and the hundreds of faculty and thousands of alumni who have created it, we also celebrate the future, knowing that this particular 80-year-old is just getting started!

Here’s to the future!

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

“The School has adapted and evolved to meet industry demands, student interests, and economic realities. We are leading the way for much younger hospitality programs.”

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Over sixty alumni gathered for eight Homecoming events in two-and-a-half days Thursday, September 28 through Saturday, September 30, 2006. In addition to a fundraising golf outing hosted by the Club Managers Association of America student chapter, a faculty-alumni roundtable brought the two groups together for a discussion of challenges facing the industry and research underway by School faculty. Some of the topics covered included:

- meeting the need for more real estate (hotel) professionals
- smaller properties having to manage increased wages
- working in and managing shifting paradigms, technologically savvy customers, and college students looking far beyond the first five years in their careers
- the commoditization of the financial segment of the industry

Professors Kasavana, Beck, Knutson, Singh, Borchgrevink, Elsworth, Schmidgall, Ninemeier, and Cichy reported on their current research projects, revealing groundbreaking concepts in the “cashless” economy; “experience” as a marketing tool; investing in India; management of food allergens in food service operations; entrepreneurship and thinking like an owner; club financials and budgeting and the relationship between club boards and club general managers and chief operating officers; and emotional intelligence and organizational leadership.

Thursday evening, alumni enjoyed meeting students at the annual Spartan Sponsors Mentor Program kick-off meeting, pairing students and alumni with similar career interests for mentoring and networking. There are now at least 90 alumni/student pairs working together!

Friday was devoted to a well-attended and productive meeting of the Alumni Association’s Board of Directors, and of its various committees. Alumni conducted business, but also reminisced about past Homecomings, the void left by alumni who have passed away, and the memories of good times on campus and in The School. The Homecoming Parade again brought students, alumni, faculty, and their families together, walking the parade route with the float carrying a huge paper maché globe, celebrating The School’s position as The First, The Original, and Still The Leader. This year’s Homecoming theme, “Forever Green,” was highlighted by parade Grand Marshall, Kermit the Frog. Alumnus Paul LaBell (BA ’74) was instrumental in bringing Kermit to campus. As described in The State News, calls to Muppets management were, at first, not returned. “Fortunately, MSU alumnus Paul LaBell knew the head of Disney, which owns the Muppets. The deal was set.” Thank you, Paul!

Cold weather chilled the students marching in the parade, but afterwards they were warmed by the delicious food, drawings for prizes, and enjoyable company at the post-parade barbeque, chaired by young alumni Mike Rice (BA ’91) and Chuck Day (BA ’91), with help from Allegra Johnson (BA ’91) and Tim Pugh (BA ’91).

The following day, with the best tailgating food on the entire campus, The School hosted all the alumni at its annual pre-game reception featuring fabulous brunch items, drawings for lots of prizes, and the talents of Chef Allan Sherwin (BA ’64) and his team of students from HB 485 who planned, prepared, managed, and served the morning’s “winning” event.

The whole, eventful weekend served up wonderful memories and renewed alumni commitment to The School and its students. THANK YOU to all who participated!

Mark your calendar for October 11-15, Homecoming 2007! We look forward to seeing you!
Paul Smith (BA '66) would have surveyed the scene and smiled. Only a year earlier, he had stood in the room at The Waldorf=Astoria Hotel which hosted the Celebration of Leadership, accepted his Wall of Fame induction, and encouraged students, alumni, and faculty to stay “connected” to each other.

A year later, on November 11, 2006, School alumni, students, faculty and friends again gathered at The Waldorf—this time for the 2006 Celebration of Leadership honoring the Industry Leader of the Year, the six new members of the Wall of Fame Class of Owners, and a 2006 Emerging Alumni Leader of the Year. Paul is now gone, but in many ways still present, especially when bonds are made and strengthened because of The School.

Opening the evening’s celebration, Director and Professor Ron Cichy (BA ’72, MBA ’77) acknowledged the special relationship between The School and The Waldorf, thanking its executives for their hospitality each year as hosts to the event and to School students. Helping Ron greet and introduce each of the evening’s honorees were Alumni Association Chairman Richard Farrar (BA ’73), vice president, Owner & Franchise Services, Marriott International, Inc.; Alumni Association President Michael Murray (BA ’81), senior vice president, Sage Hospitality Resources; and Alumni Association Vice President Marc Gordon (MBA ’73), president and CEO of the Illinois Hotel & Lodging Association.

Industry Leader of the Year

Bill Weidner (BA ’67, MBA ’68) is president and chief operating officer of Las Vegas Sands Corporation. With vision and global perspective, he has built the largest resort and hotel complex in the world. And now he is leading the effort to create “Asia’s Las Vegas” on the Cotai Strip in Macao, slated to include a master-planned development of resort casino properties. “Many leaders build and innovate, look into the future and help to shape it,” said Ron Cichy, introducing Bill. “But Bill has done more; he has, along the way, earned the respect and admiration of other successful executives and of those who work closely with him... Tonight he joins an impressive group of hospitality industry greats who have been chosen as The School’s Industry Leader of the Year.”

Bill responded, directing his remarks particularly to the graduating students. He encouraged them to “be business wise.” He acknowledged that at times, it is important to do what you’re told without challenge. However, he said, a man named Sheldon Adelson taught him to “mentally challenge everything.” Always exercise your brain to make decisions, never fully relying on “group think.” Bill said that if he were young again, he would without hesitation move to China and learn to speak Mandarin, Cantonese and everything about the Asian culture. And finally, he said, “When a beautiful woman picks you, say ‘Yes,’” referring to his wife, Lynn.
parents establish the school, he helped his father, who, over the years, has led several successful businesses, is one of our graduates.” Jim owns nearly 60 McDonald’s restaurants, and, with his father, has the distinction of creating an American icon: The Big Mac. Ron continued, “Jim and his wife, Lois, established a generous endowment in The School in 2002. We wish he could be here in person to accept our appreciation and his award, but we look forward to his visiting campus.”

The next honoree, **James A. Delligatti** (BA ’64), owner of M&J Management, was the next honoree. Though he could not be present in New York, Ron Cichy said, “We are proud and pleased that this owner, who, over the years, has led several successful businesses, is one of our graduates.”

**Hans R. Schuler** (BA ’59) is another Michigan name which symbolizes “hospitality.” The name “Schuler” also stands for longevity, since Schuler’s Restaurant and Pub is a fourth-generation family business located in Marshall, which was established in 1909 by Hans’ grandfather. It was during Hans’ father, Win’s, 50-year leadership that Schuler’s became a household name, known for fine quality food, imaginative recipes, and warm and gracious service.

Hans has been a tireless advocate for Marshall and Michigan tourism, serving on many civic boards and councils. There is a strong link between The School and Schuler’s, with many alumni having worked with and learned from the Schuler family. Indeed, when Hans accepted his award he told the students they “attend one of the greatest hospitality schools in the nation.” One of the secrets of Schuler’s success, Hans said, is genuine hospitality. “It’s welcoming people, training staff—what we’ve been doing at Schuler’s since day one. We smile, we know the dining room by the guests, not by table numbers. We make every guest experience special.” Hans urged the students to always “evolve, change, know the guest, know the business, reach out, and meet people—know you’re going to knock ‘em dead!”

**The Wall of Fame Class of Owners was inducted, starting with Mark C. Auerbach (BA ’65), president of Auerbach Hotel Associates.** Mark founded his executive search firm for the hospitality industry in 1984. The company now serves an impressive list of clients across North America, conducting searches for positions at both the property and corporate levels and recruiting for franchise and development positions. Mark has served as a Visiting Leader for our School and he and his wife Maxine have established a generous endowment to aid in student travel and other expenses.

Mark accepted his induction saying how honored he was to be in such prestigious company and thanking Maxine for supporting him in his 40 years in the hospitality industry. He admitted that he spent the first years of his career “inside the box,” working in hotels. But he needed adventure, and he took the risk of establishing his own company, knowing that leadership demands such risks and accepts the possibility of failure. Mark then noted that he was accepting this award on the anniversary of his father’s death—a man who taught him to “enjoy what you do.” “I wish you success and fulfillment in every path you take,” Mark told the students present. “Be passionate in whatever you do.”

The next honoree, **Tekein Ertan** (MBA ’65), was raised in Ankara, the capital of Turkey, in his father’s restaurant. While he was still in high school, he helped his parents establish the Hotel Bulvar Palace in 1954, a luxury destination known for quality and service. After he came to the U.S. and earned his MBA in the School of HRIM, he returned to Turkey and ran the hotel until he sold it in 1989. Introducing Tekein, Ron Cichy said, “His second career is one close to my own heart: Tekein became a professor!” Today, he lives with his wife, Gulay, in Ankara, and teaches at Bilkent University. His daughter, Defne (BA ’97), is also a graduate of The School.

Introducing the next honoree, **Judith Zehnder Keller** (BA ’67, MA ’73), president and owner of Frankenmuth Bavarian Inn Lodge, Ron noted that she is part of a family whose name is synonymous with hospitality. Judy has helped run the businesses of the Bavarian Inn Corporation in Frankenmuth, MI, for over 30 years, a company which was originally established by Judy’s grandparents as Zehnder’s Restaurant in 1928. She has been a leader in the company’s growth, having designed and built, and now serving as president of the Frankenmuth Bavarian Inn Lodge. A leader in business and in many civic and charitable organizations, Judy is a wonderful role model for students, including her own daughter, Martha, who graduated from The School in 2003.

In her remarks, Judy acknowledged the influence of her remarkable mother, Dorothy, who was in the audience. At 85 years old, she still manages the kitchens of the Frankenmuth Bavarian Inn Restaurant where she began working as a server 69 years ago. Dorothy and her husband Tiny were named The School’s Honorary Alumni of the Year in 2001. Together, the family is part of a highly successful, four-generation, family-owned business. Judy also pointed with pride to her husband, Don, who leads the company’s marketing efforts, and to her three children in the audience.

Judy related how she feels as though she has “the best job in Frankenmuth,” and how she tells her youngest guests that “I have five pools that I test everyday; I get to put tokens in the game machines; and I eat pizza in my restaurants.” At this point, Judy says, the children are “drooling,” but then she tells them, “To get a job like this, you have to go to MSU!”

Judy encouraged the students in the room to “take advantage of all the opportunities available to you. Your education is always under construction.”

**Hajimu Tsuzuki** (BA ’82), president of Shinshindo Company, Ltd. in Tokyo, Japan. His company was established as a baking company in 1913 by his grandfather, Hitoshi, who, by journeying to Paris in 1924 to “learn authentic French baking,” became known as the first Japanese baker to do so.

The company grew under the leadership of Hajimu’s father. A mass production baking plant was added in 1974, delivering breads to supermarkets and other wholesale outlets. Sales increased substantially. By 1982, when Hajimu graduated from the School of HRIM at MSU, however, competition was growing in Japan. Ultimately, Hajimu was faced with very tough decisions, (Continued on page 4)
2006 Celebration of Leadership

not unlike many owners and leaders of major companies who must adapt to changing market conditions. Hajimu decided in 2001 to sell the mass production baking plant to the largest baking company in Japan. Meanwhile, he restructured and founded Shinshindo Company, Ltd., focusing on high quality retail baking and restaurant operations. With 300 staff members and annual sales of over $16 million, Shinshindo Company has shown what bold leadership and a willingness to evolve can bring about. Hajimu adapted, yet preserved his family traditions and values.

In fact, Hajimu said in his remarks that though the restructuring brought a fundamental change, “production decreased, and the bottom line increased.” It is obvious, he said, that the “name of the game is not uniqueness, not quantity of things as assistant to the president of International Hospitality Enterprises, Inc., who, by the way is Wall of Fame Class of Internationals member Hugh Andrews (BA ’71, MBA ’72)!

Rubén was a hard-working, responsible student, working and immersing himself in the life of The School.

Married to MSU Ph.D. student Rosmari while he was an undergraduate, Rubén and his wife settled in her native Puerto Rico after graduation in 2000, where he was invited to join International Hospitality Enterprises, Inc. Rubén serves as Hugh’s right-hand man, learning from Puerto Rico’s premier hotelier. Rubén’s responsibilities in the company, which has re-developed and re-positioned many of the leading properties on the island, include planning, budgeting, scheduling, documenting, coordinating, and supervising multiple remodeling and reconstruction projects.

Rubén also serves as a wonderful role model for School students who travel to Puerto Rico for an educational spring break. He helps arrange for tours of the company’s properties where Hugh has generously provided overnight accommodations, and sees to many details of the students’ experiences.

Rubén would probably say that his finest “achievement,” however, is his and Rosmari’s little son, Rubén Alejandro! That is undoubtedly true, but the elder Rubén still had some timely remarks on leadership, which he directed to the students in the audience.

First, he said to realize your dreams, don’t just follow them. Second, he said to persevere; once you reach a goal, automatically pursue another. Third, he said a good leader will always be prepared and will always continue to learn. And finally, he said what many insightful leaders also say: “You will sell yourself short if you don’t have passion—a love for what you do.”

Legendary Restaurateur Leaves Legacy in Frankenmuth

When Wall of Fame Class of Alumni Leaders member Bill Zehnder (BA ’71) called Ron Cichy to tell him of the passing of his father, Honorary Alumnus William (Tiny) Zehnder last May, Bill said that Tiny is “now singing the MSU fight song in heaven.”

Tiny and his wife, Dorothy, were named Honorary Alumni of the Year in 2001, an honor that reflected not only their great influence on the hospitality and tourism in Michigan, but also their personal impact upon The School. Their son, Bill is chairman emeritus of the Alumni Association. Daughter Judy (BA ’67, MA ’73) was inducted into The School’s Alumni Association in November. Granddaughters Martha (BA ’03) and Paula (BA ’00) are also graduates of The School. Several other family members are graduates of The School and other MSU colleges and programs.

A four-generation family-owned business, the Bavarian Inn Corporation actually began as Zehnders Hotel in 1928, when Tiny was eight years old. As the business grew and Tiny took the reins, he was faced with tough economic times, especially in the late 1950s. He made the bold decision to transform one of the family properties, the Fischer Hotel, into Frankenmuth Bavarian Inn, complete with German architecture. Its grand opening, with authentic German entertainment, bratwurst, beer, and pretzels continues each year as the Annual Bavarian Festival in June.

Tiny then spent almost 50 years assisting and encouraging other Frankenmuth businesses to build or remodel their stores in the Bavarian style, creating an authentic Bavarian Village which promoted the town’s German-Bavarian heritage and attracted three million visitors annually. He was a great visionary, leader, friend, and family man—the patriarch of a remarkably strong and loving family.

In every sense, Tiny is a Spartan, and we extend our prayers to all the members of the Zehnder family.
Mark and Maxine Auerbach Endow Scholarship to Support Student Travel

Students in The School will soon find it easier to travel to industry-related educational programs and events. An endowment created by Wall of Fame Class of Owners member Mark Auerbach (BA ’65) and his wife Maxine will provide funding to support educational travel and career networking in the U.S.

As founder and president of Auerbach Hotel Associates, an executive search firm serving clients in the hotel and resort industry, Mark has returned many times to The School as an appointed member of the Board of Directors of its Alumni Association and as a Visiting Leader. He tells the students to find their passion and “do the homework when deciding on which career path to take.”

The Auerbach’s endowment, established in 2006, provides funds to support the domestic travel of hospitality students in order to broaden their exposure to the industry and its leaders, as well as for internships and/or other educational experiences.

Mark was inducted in The School’s Association Wall of Fame Class of Owners during the 2006 Celebration of Leadership in New York City. Over 60 students were able to travel to New York for several days of immersion into the industry through the annual International Hotel/Motel & Restaurant Show and to attend The School’s Celebration. Their travel is the result of funding such as Mark and Maxine’s new endowment, which assures that more students will have the opportunity to learn and grow outside the classroom.

“If I can make it there, I’ll make it anywhere.
It’s up to you, New York, New York!”

Students in The School who get the opportunity to travel to the International Hotel/Motel & Restaurant Show in November could certainly sing the words the famous New York anthem, especially given the broad range of educational and professional development events offered during their stay.

Authella Collins Hawks, director of the Student and Industry Resource Center, helps direct the students’ activities while in the Big Apple. The following is a sampling of their itinerary:

**Friday, Nov. 11**
Check in at The Waldorf=Astoria

**Saturday, Nov. 12**
8:00 am – 10:00 am
Briefing and tour of The Waldorf, 10:30 am – 12:00 pm
Briefing and tour of Starwood Hotels corporate office 12:00 pm – 1:00 pm
Briefing and tour of the Sheraton New York, 1:00 pm – 3:00 pm
Lunch and explore New York 3:00 pm – 4:00 pm
Networking session with Young Alumni 5:15 pm – 9:00 pm
Celebration of Leadership at The Waldorf,

**Sunday, Nov. 13**
8:00 am – 5:00 pm
Booth set-up and representation at the IH/M&R Show 10:00 am – 12:00 pm
Tour of Red Lobster Times Square Restaurant, or attend seminars at the IH/M&R Show 6:00 pm – 8:00 pm
Hilton Corporate Meet-n-Greet

**Monday, Nov. 14**
9:00 am – 4:00 pm
Booth representation at the IH/M&R Show 10:00 am – 4:00 pm
Career Fair, or attend seminars at the IH/M&R Show 4:00 pm – 6:00 pm
Booth tear down and shipping

If you’re tired just reading the schedule, you’re not alone. It’s a good thing the students are young! They do make the most of their time in New York and acknowledge that the experience is a defining time in their lives.

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2006 Celebration of Leadership Sponsors

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Jim and Kathleen Swanson
Richard D. Vogt (BA ’85)
Ken Weber (BA ’77)
The music was swing and the bids were high as the 16th Annual Alumni Association/Hospitality Association Auction got underway on Saturday, February 10, 2007, in the Big Ten Rooms at the Kellogg Hotel and Conference Center. The proceeds from this year’s Auction benefit The School’s Alumni Association and its student Hospitality Association, as well the Junior League of Lansing and the MSU Student Food Bank.

With Alumnus Jerry McVety (BA ’67) as the advisory “conductor,” the Swing Auction marked his 16th year as its alumni advisor, troubleshooter, dispute resolver, and cheerleader. The Auction executive board, led by CEO Chad Wozniak (BA ’07), CFO Melissa Oesterle (BA ’07), and COOs Ruoying Hong (BA ’07) and Jennifer Kita (BA ’07), and over one hundred hard-working student volunteers orchestrated a fun-filled, fast-paced, hip-hoppin’ evening. The silent auction began at 5:00 pm, and the live auction at 6:00. Prior to that, Chef-Professor Allan Sherwin (BA ’64) and his HB 485 – Hospitality Food Service Operations students prepared and served a wonderful reception for the members of the Junior League of Lansing.

Ginny Brooks, a member of the Junior League, expressed her appreciation, saying, “The pre-party was very well done: the food, the service, and the professionalism. And many JLL members attended the auction and purchased packages. Ken (my husband) and I bought five packages and had a wonderful time. Congratulations on a successful event.”

Students dressed in a range of “swing” outfits, from lindy hop zoot suits to 1940s big band dresses and hats set the tone for the evening, where bidders enjoyed swing music and delicious food served up by Mike Weber (BA ’08) and team and donated by H. Michael Rice (BA ’76). The Voice of Spartan Hockey Jerry Marshall was master of ceremonies, announcing each Auction package, and Auctioneer Bob Howe, who has directed the live auction since its inception, worked energetically with his staff to produce one of the most profitable events in Auction history.

Bidders for the silent auction enjoyed six different rounds of 15 tables laden with Spartan sports memorabilia, Disney items, vacation packages, restaurant gift certificates, golf outings, adventure cruises, and much more.

The enthusiastic audience at the live auction competed for packages such as a weekend stay at the Ritz-Carlton Chicago, including breakfast for two in the café and $300 gift certificate to the
Capital Grille; golf for four at the Nicklaus-designed Country Club at Muirfield Village, including two nights accommodations, four passes to the Jack Nicklaus Museum, and lunch and dinner on day one and breakfast and lunch on day two; and two packages of four night stays at Lake Yellowstone Hotel in Yellowstone National Park, including a 4-hour guided, fishing, or sightseeing trip for four on Lake Yellowstone. The Yellowstone vacations, arranged by Alumnus Hans Desai (BA ’79), were donated in loving memory of Scott Coté (BA ’88), former executive director of operations for Xanterra Parks & Resorts in Yellowstone.

Several packages were “bundled” this year, with bidders able to buy several different vacation packages for a specific location, say, Orlando, at the same time, speeding up the auction process, and keeping everyone bidding competitively.

Remote bidding was also popular, with pre-registered bidders on the phones with students who acted in their places. This feature of the Auction, directed by student Vikram Shah (BA ’07), allowed alumni and friends from far-away locations to participate, bringing in nearly $6,000 in gross revenue.

A new feature of this year’s Auction captured an additional $2,000: a $5.00 minimum donation was collected from each adult as he or she arrived, helping to offset the costs of the generous amounts of food and drink, as well as other Auction expenses.

The 50/50 raffle itself, run by Mike Rice (BA ’91), Chuck Day (BA ’91) and John Zangas (BA ’91) generated $1,200.

As people checked out at the end of the evening, many with their arms laden with packages, several were heard planning ahead for next year when the 17th Annual Auction takes place on Saturday, February 9, 2008. In fact, Auction regular Sharon Ellis emailed Jerry McVety soon after, saying, “I was the successful bidder on the tickets to Les Gourmets—one again!!!! It took some major bidding strategy and an overbid, but I prevailed!”

Congratulations to the entire student executive board of the Swing Auction, all Alumni and friends who solicited and donated Auction packages, and to the executive board advisors; to Ginny Brooks, representative of the Junior League of Lansing; to Jerry McVety (BA ’67) and Ron Cichy (BA ’72, MBA ’77), Alumni Association advisors; Alumni Marc Gordon (MBA ’73) and Mike Murray (BA ’81), auction impresarios; and H. Michael Rice (BA ’76), auction dining aficionado! ———

**MARK YOUR CALENDAR!**
Next year’s 17th Annual Auction

(_Samba Auction_)
February 9, 2008
Inspiration from a Brazilian Carnival

Auctioneer Bob Howe
Jack P. DeBoer (BA '52) visited campus in April 2006 and spoke to HB 237 – Management of Lodging Systems and HB 882 – Financial Management in the Hospitality Industry. Jack is the pioneer of the all-suite hotel concept. After founding and then selling several hotel corporations including the Candlewood Hotel Company, he founded Value Place, a short-term apartment concept which continues to expand. This very active entrepreneur is currently the chairman of the board of Hix Corporation, the premier manufacturer of printing equipment used worldwide by the imprinted sportswear industry. A humanitarian, an active pilot and collector of World War II aircraft, Jack is also the recipient of many awards and distinctions, including induction into The School’s Wall of Fame Class of Pioneers.

As founder of the Center for Entrepreneurship at Wichita State University, Jack spoke to the students about the “Traits of the Entrepreneur.” “Entrepreneurs,” he said, “communicate, motivate and organize, accept responsibility, are adaptable, make decisions, have drive and energy, are healthy, have good human relations, take initiative, have interest in people, exercise good judgment, are open-minded, have a good planning ability, are persistent, are resourceful, have self-confidence, are self-starters, are willing to listen, and take chances.

Discussing his entrepreneurial experiences in starting his own, innovative companies and continuing to have a vision of what will be successful, Jack explained that initially his all-suite “products” worked by making them inexpensive to construct and simple to operate. In addition, he focused on what is essential to guests, such as cleanliness and consistency.

Another savvy entrepreneur who spoke to students last spring was Ron Cook, currently a professor of Business Ventures and Finance in the Entertainment Business Bachelor of Science program at Full Sail University in Winter Park, FL. Ron is a “Renaissance” man who has worked with Hyatt and Marriott hotels, twice earning recognition as general manager of the year by Marriott Corporation, and later serving as president of Marriott International’s Franchise Owners Association. He has been CEO of the nation’s largest publisher of hotel discount guides and of the Travel Media Group; he has formed Cook Productions, LLC, and has served as executive producer of a recently released album for the Florida band Colourslide; and he also partnered with a North Carolina-based music producer and invested in a recording studio in Raleigh. He is even part of a rock cover band called V Six.

Ron spoke to students in HB 382 – Hospitality Business Real Estate Development. He spoke of what he had learned from Hyatt and Marriott, from being an entrepreneur, from being an investor, from playing in a band, and from simply living life. He addressed the problems of finding the money, the audience, and the investors necessary to follow one’s dreams. And Ron acknowledged to the students that “money can’t buy happiness—but somehow it’s more comfortable to cry in a Ferrari than in a Hyundai!”

When James Hartigan, senior vice president for Customer, Quality, and Performance Support for Hilton Hotels Corporation spoke to students in HB 237 – Management of Food and Beverage Systems, he began by admitting that he was an Ohio State alumnus, but that he still shared with MSU students a love for hospitality and a disdain for Wolverines! With 25 years in the “business,” Jim has been with Ritz-Carlton, Marriott Hotels, and has been a general manager of an Embassy Suites Hotel.

In his current position, Jim is passionate about building business and brands through an unqualified commitment to the customer. In fact, he said, “customer relationship management (CRM) is not just a set of processes used to build customer loyalty. The “R” in CRM should be the driving force for building a relationship with customers that is nothing short of a romantic passionate attachment.” Using a personal metaphor, Jim asked, “Why should courting customers be any different than courting the love of your life?” He went on, “If Team Member Recognition is the heart, Market Research is the mind, Training is the hands, Quality Assurance is the eyes, and Guest Assistance is the ears, then Branding and Positioning is the ‘Love’ in CRM.” You want to create an emotional connection with the customer.
One of the first Visiting Leaders in the Fall 2006 Semester was **Harvey Alpert**, the president and founder of Harvey Alpert & Company, the leading supplier of food and beverages to the airline industry, established in 1977. Over Homecoming weekend, Harvey met with several faculty members; spoke to the students in HB 267 – Management of Food and Beverage Systems; and participated in a student roundtable, an alumni/faculty roundtable, and the Spartan Sponsors Mentor Program kick-off meeting.

Harvey studied in the School of HRi at MSU and then served in the Air National Guard. He began his career in in-flight catering in 1968 by joining Sky Chefs in Boston. He later served with Marriott’s in-flight services and with Sage Enterprises, whose West Coast operations he managed. After two years, he combined his college and work experiences to open Harvey Alpert & Company, planning to provide sales management for food manufacturers doing business with the airline industry. The company became the leader in introducing recognizable, brand name food and beverage labels to airline passengers, and has offices in Los Angeles and Dallas.

In 1994, Harvey developed his Oakfield Farms brand of shelf-stable packaged snacks, now the leading manufacturer of snacks for “Buy-on-Board” programs and for complimentary snack service for major airlines and low-cost carriers. A portion of all sales are donated to charity.

Harvey also outlined the possible careers students could pursue with in-flight caterers, airlines, distributors, and manufacturers. His segment of the industry has its own organization—the International Flight Services Association (IFSA). Harvey and his wife Laura have established a scholarship through the IFSA which was first awarded in the fall to Hospitality Association President Joel Halperin. The scholarship is based upon scholastic merit, financial need, and interest in pursuing a career in onboard services operations or foodservice.

The School’s Alumni Association will award Harvey its Honorary Alumnus of the Year recognition in May 2007 at the Annual Gathering of Leaders in Chicago.

With 41 years of lodging experience, Joe urged students to find their passion and be ready for change in their careers. Citing his own steady climb from working for free at a hotel in Lake Winnipesaukee, NH, to being general manager of several properties and from corporate positions with Howard Johnson’s, LaQuinta, Marriott, and Econolodge to his current position with Days Inns, he said, “Don’t be afraid to make a career change, make a lateral move, or take a better position for less money. Your career path will change; change is the law of life.”

Joe also discussed the AH&LA, noting that 2005 was the most profitable year in the U.S. lodging industry’s history. One goal of the organization, he said, was to lead in customer satisfaction and improve operating results. The AH&LA Educational Institute has relaunched its successful “Spirit of Hospitality” training program, and the latest American Customer Service Index shows an improvement in hotel and lodging of three percent.

Advising the students to find their “inner Ray Kroc,” or “inner Cecil Day,” Joe said it is important to meet simple core objectives in the workplace; to offer a consistent product at value prices, with convenience and great service. Finally, he urged, “Have fun in your career. Raise your family. Act with character and integrity in all you do. Make it worthy of the effort and worthy of your memory.”

Previously honored with *Lodging Hospitality* magazine’s Chain Leadership Award for Best Franchisee and Owner Relations, Joe was named an Honorary Faculty Member in The School of Hospitality Business.

(Continued on page 10)
Doug Geoga, principal with Geoga Group, LLC, a private equity hospitality investor funded by a variety of capital funds and located in Hinsdale, IL, returned to campus to speak to students in HB 382 – Hospitality Business Real Estate Development in November 2006. His background as a real estate attorney with hotel developer clients and as former president of Hyatt Corporation and of Global Hyatt Corporation allowed him to give special insight to students about hotel development and investment careers. Doug spoke to the students about Global Hyatt Corporation, outlining its brands and their segments and the evolution of Hyatt’s corporate strategy. He discussed the advantages of private vs. public equity ownership and of chain management vs. independent management.

Doug also cited recent trends that challenge conventional wisdom about hotel investment, among which are the increased role of mixed-use projects with hotels; condo hotels and other complex ownership structures; international expansion; and the rise of the professional asset manager. In his opinion, professional asset managers can offer the “best of both worlds” in hotel management and investment, noting that in the last 10 years this field has become an increasingly popular career option for graduates.

Doug described how publicly-held companies are valued and how to enhance that value. He also made predictions: no deal is too big for private equity, the business cycle is here to stay, there will be continued consolidation among smaller brands and real estate holdings, and there will be more terror attacks ahead, but business will find a way to deal with them. He closed by commenting that “you are very fortunate to be at this institution; it’s the best place in the country to learn about both the business of hotels and the hotel business.” Lodging is a great career, he emphasized, and its “growth demographics are outstanding.”

The School welcomed Alumnus William P. Weidner (BA ’67, MBA ’68), president and chief operating officer of the Las Vegas Sands Corporation on Tuesday, October 17. Mr. Weidner met with School, Broad College, and University administrators, participated in a student roundtable discussion, and spoke to marketing MBA students, as well as to undergraduate students enrolled in The School’s HB 382 - Hospitality Business Real Estate and Development course, taught by Dr. A.J. Singh.

Students clamored for Bill’s advice and perspective on his developments in Las Vegas, slated to become the world’s largest resort and hotel complex in the world, and on development possibilities throughout Asia, where Mr. Weidner has won the right to master-plan a multi-faceted resort and commercial development in the People’s Republic of China. On the Cotai Strip™ in Macao, plans are underway to create “Asia’s Las Vegas,” which will be the home of The Venetian Macao, the Sands Macao, several internationally branded hotels, enormous exhibition halls, signature restaurants, and entertainment venues. LVS is also negotiating the rights to develop upscale residential communities on nearby Hengqin Island.

Bill discussed the Macao project in terms of the 75 years of innovations that transformed the company’s Las Vegas properties from single-focused casino operations into what he called “convention-based, integrated resorts with shopping and gaming.” The six key innovations he discussed were the addition of shopping malls, restaurants run by well-known chefs such as Wolfgang Puck, permanent entertainment venues, high capacity arenas for sports events and concerts, all-suite rooms, and exhibitions halls. This same winning integrative strategy is being tailored for the China market, with the genius of the Macao development being a focus on the mass market. So far, a $270 million investment is generating a $117 million annual cash flow—a 142% return on invested capital.

A visionary leader, Mr. Weidner inspired the students with the plans his company will execute globally, and with his considerable success in the U.S. He was recognized just three weeks later in New York City as The School’s Alumni Association “Industry Leader of the Year” at the Celebration of Leadership.
The School’s dining room was filled with conversation among alumni, some of whom return each year to share their stories of an MSU from over 50 years ago. Distinguished guests, including President Lou Anna K. Simon, former MSU President Gordon Guyer, Dean Robert Duncan, and Bruce McCristal, author of *The Spirit of Michigan State*, shared in the memories. This year’s Patriarchs Breakfast welcomed the members of the Class of 1956, who joined with those graduating in previous years to enjoy a special breakfast prepared and served by Chef-Professor Allan Sherwin (BA ’64) and his team of students enrolled in HB 485.

Brooks Thomas welcomed the group, noting that when he returns to campus, he feels 60 years younger! He spoke of the good times he and Jan, who live in Florida during the winter, have with Spartan alumni who gather each year with former President Gordon Guyer and Trustee Dee Cook near their home. He proudly recalled meeting first School Director Bunny Proulx upon arriving at MSU as a freshman and being told that someday, “anywhere you travel, you’ll be hosted by an alumnus of the School.” His words have come true.

Mike Getto, a member of the Class of ’56 and Wall of Fame Class of Innovators, agreed that School alumni tend to fan out all over the world, partly because the degree is so flexible. Mike was a mentor to School student Hannah Wilson (BA ’06), who had graduated just a few weeks earlier. He read a note of thanks from her and said, “The interplay with the students is the best part of being an active alumnus.” Mike also spoke of several professors who provoked lively discussion among the group: Malcolm Trout, Professor Bull, Professor Bratzler, Dr. Culpepper, and Miss Blaer.

Tom Cornell remembered the two required years of Reserve Officers’ Training Corps (ROTC) while he was in school. He was later assigned to an aircraft carrier outfitted to test atomic bombs in the South Pacific. Fred Hodge served in the Air Force, and after working as a manager with Westin for four years, served as a United Airlines pilot for 30 years.

Kurt Ely told a funny story about Dale Mavis, his college roommate who had come to MSU to study veterinary medicine. When Dale picked up Kurt from work at the Kellogg Center one evening, he met its legendary director of foodservices, Evelyn Drake, who talked Dale into changing his major to Hotel and Restaurant Management. Dale spent his whole career in the hospitality industry.

Remembering that Kellogg Center had just opened when the Class of ’56 entered MSU, Fred Hodge said he was thrilled to earn 45 cents an hour there as a student. Ted Smith (BA ’54) then recalled getting a call from the Kellogg Center early in his freshman year telling him that he was expected to serve a luncheon that day. Ted tried to explain that he was a “hotel man, not restaurant,” but it was to no avail. He took out his map, walked to Kellogg, and a supervisor pointed out his banquet tables. After the meal was almost over, a guest asked him, “Young man, can we have our salads now?” Ted went on to become coordinator of foodservices for MSU, and is a member of *The School’s Alumni Association Wall of Fame Class of Pioneers*.

Gil Voss (BA ’50) and friend of *The School* Bruce McCristal both spoke of the outstanding reputation of *The School*, noting the number one ranking of the faculty during the past year. Ron Cichy (BA ’72, MBA ’77) then gave a “State of *The School*” update, emphasizing increased enrollments, faculty productivity, and alumni involvement.

When guest of honor President Lou Anna Simon spoke, she also noted the good work of *The School*, and its role in MSU’s “world-grant” mission. She described the vision for MSU in this century. Dean Bob Duncan updated the Patriarchs on the exciting developments in the Broad College.

Each year, the Patriarchs provide us with a wealth of memories which bring to life the culture and history of our great School. We look forward to hearing more about MSU and School history at future Patriarchs Breakfasts—from the people who created that history!

All School graduates of the Class of 1957 and earlier are invited to the Patriarchs Breakfast on Friday, June 8, 2007.
Two Chicagoans received prestigious awards at The School’s Annual Gathering of Leaders last May, both having a broad and positive influence on Chicago hospitality. Marc Gordon (MBA ’73), the president and CEO of the Illinois Hotel & Lodging Association, was named Alumnus of the Year, and Richard Melman, founder and chairman of Lettuce Entertain You Enterprises, Inc., was named Honorary Alumnus of the Year. In addition, two bright stars among our young alumni were honored as Emerging Alumni Leaders: Alejandro Bayo (BA ’98), senior event manager at The Waldorf=Astoria Hotel and Rubén Estrada (BA ’00), assistant to the president of International Hospitality Enterprises, Inc.

The Williford Room in the Hilton Hotel – Chicago was filled with School alumni and industry leaders on the evening of May 22 after a day-long meeting of the Alumni Association Executive and Appointed Board of Directors. School Director Ron Cichy (BA ’72, MBA ’77) welcomed the friends and alumni, saying that by honoring “these four, we honor our alma mater, and we share with our students what we value and respect as individuals and as an organization.” On hand to help introduce the honorees were Alumni Association President Mike Murray (BA ’81), senior vice president of Sage Hospitality Resources, and Chairperson Susan Smith (BA ’59) president of Food Concepts, Inc.

Though Marc Gordon’s career has moved from operations to associations through the years, his heart has always been in education. In fact, when Marc moved from his training position with Holiday Inns in 1981, it was to MSU, to teach full time in the School of HRI. Even when he joined the Educational Institute of the American Hotel & Motel Association in 1984 as marketing director, he continued to teach at MSU. And when he moved back to his native Chicago as the senior director of the National Restaurant Association’s Educational Foundation, education and training were still the hallmark of his career. Since 1997 Marc has been the president and CEO of the Illinois Hotel & Lodging Association. And, as our student Auction leaders have always known, his influence is far and wide. He alone garners over 50 auction packages each year for that event! He is a dedicated member of the Executive Board of the Alumni Association and faithfully returns to East Lansing for School events and classroom engagements. He mentors students and showers hospitality on those lucky Spartans traveling to the Windy City.

Accepting his award, Marc spoke of his long-standing admiration for the evening’s Honorary Alumnus, Rich Melman. He movingly admitted that it was the teaching at MSU and interaction with students that were the most rewarding experiences, mentioning that one of his former students is now the general manager of The Ritz-Carlton, Chicago. He also noted his long ties to his alma mater, including the fact that he met his wife in East Lansing and their oldest child was born there. He acknowledged the faculty and the alumni who have become close friends. But more than anything, he gave encouragement to the students who had traveled to Chicago for the event: “Show that you love your work and truly give service to other people. Thank you for moving forward to keep our School the best in the world.”
When people think of the restaurant industry in Chicago and across the nation, they think of Rich Melman. His Lettuce Entertain You Enterprises, Inc., is Chicago-based, with over 70 restaurants worldwide. In the business essentially all his life, he opened his first restaurant with Jerry Orzoff, a “hip burger joint” called R.J. Grunts. The innovative businessmen continued to open popular restaurants for the next ten years, until Jerry’s death in 1981. Today, Rich has 37 partners, and a “sterling” CEO and president in School Alumnus Kevin Brown (BA ’77), to whom Rich, in accepting his award, gave much of the credit, saying, “He completes my life in many ways; I wind up getting all the credit, and he does all the work. I feel indebted to MSU and I always will.” Noting the students present, Rich told them what he looks for in leaders: common sense, drive, confidence, and passion.

These are very gracious words from a highly respected restaurateur whose company has earned accolades from the industry for its creative concepts, quality food and service, and the value it places on its associates and guests. Its values reflect those of its founder, who, in addition to being a legend in Chicago and across the country is now an Honorary Spartan!

When 2004 Emerging Alumnus of the Year Mike Rice (BA ’91) stood up to introduce the 2006 Emerging Alumni Leaders, to everyone’s surprise, he began to speak in Spanish. This respectful nod to the honorees’ Spanish language roots captivated the audience. Even though Rubén had been called away to a family emergency and could not attend, he was there in spirit and was able to accept his award later in the year at the Celebration of Leadership in New York City, an event held, coincidentally, at The Waldorf=Astoria Hotel, where fellow honoree Alejandro Bayo (BA ’98) is senior event manager. (Be sure to read about the Celebration on page 2.)

Alejandro told the students present how he became a part of the life of The School when he arrived as a freshman. “I was not sure how I would stand out in a school of over 40,000. I found the key was to get involved with hospitality. I took part in as many activities as my schedule would allow and met a myriad of industry leaders, allowing me to get the pick of job offers when I graduated.” It is true that after serving as an auctioneer for the Alumni Association/Hospitality Association Annual Auction, as CMAA student chapter president, as director of trade shows for HA, and as Le Gourmets supervisor and server, Alejandro’s four-year stretch of volunteer leadership positions would help explain his seven job offers. In his current position at The Waldorf, he has been part of the resurgent presence of young alumni at that venerable property, where several graduates have joined him, earning high praise from the senior executives there.

Though he entered eternal life in April 2006, alumnus Paul Smith (BA ’66) lives on in many ways. The lives he influenced, the Alumni Association initiatives he helped direct, the advice he offered—all attest to this enduring legacy in The School. Now his estate has established a $125,000 Paul A. Smith Scholarship Endowment for Domestic and International Student Travel, ensuring that Paul’s memory and influence will continue for years and decades to come.

The endowment will benefit worthy and capable students enrolled in study abroad programs through The School. The scholarship is also available for expenditures related to internships, job placements, or alumni and industry networking, particularly with industry leaders in New York City each fall and in Chicago each spring.

The purpose of the endowment is particularly poignant, since, according to Director and Professor Ron Cichy, “Paul’s top priority as Alumni Association president was connecting students and alumni and faculty. He loved it when he could meet and talk with students who traveled to alumni events, and certainly made the effort to mentor and connect with them.”

As an alumni leader in The School, Paul was the driver behind the new Hospitality Business Faculty and Staff Award, an endowment established by the Alumni Association and the student Hospitality Association. The first award was presented to Aushella Collins Hawks, director of the Student and Industry Resource Center, in 2006. Paul was named The School’s Alumnus of the Year in 2003, and was inducted into the Alumni Association’s Wall of Fame Class of Alumni Leaders. As a third generation hotelier and owner/president of the Hitching Post Inn Resort and Conference Center, Paul led a successful business, a welcoming haven in Cheyenne for the tourists and state legislators in the city.

Perhaps his greatest legacy, however, is the spirit he leaves with us—a “Spartan” spirit of caring for those around him, of “living in the moment,” and of envisioning and helping to ensure a positive future for our School’s students. Rest in peace, Paul.
Les Gourmets 2006
Una Noche en Marbella – An Elegant Spanish Affair

Each spring for the past 55 years, The School and its students have prepared and served Les Gourmets dinners, each one a unique celebration of elegant cuisine, fine wine, and good friends. Somehow, each year, students conceive of creative themes to identify that year’s event. For the 2006 Les Gourmets, envision a Mediterranean village in Spain and the food and wine its inhabitants might serve: Una Noche en Marbella. All of the Big Ten Rooms in the Kellogg Hotel and Conference Center were transformed for Les Gourmets 2006.

Also for 55 years, Les Gourmets has been a platform from which The School pays tribute to students earning scholarships, to visiting chefs, and almost always to a specially identified individual or group. This year, students decided to honor the people who have been guiding lights, wise counselors, and caring mentors: the faculty of The School.

Dr. Ron Cichy (BA ’72, MBA ’77), director and professor, said in opening remarks, “Our faculty members are among the most respected in the world—as teachers, authors, researchers, consultants, and industry board and commission members. . . Numerous academic and industry awards testify to the excellence of The School of Hospitality Business faculty.”

After an elaborate reception coordinated by student Director of Reception Hannah Wilson (BA ’06) and her volunteer staff, guests were treated to a fabulous dinner of six courses, including one featuring sole filled with crab mousseline on cedar planks that were made in-house by our own Chef Allan Sherwin (BA ’64), Dr. Lewis J. and Mrs. Ruth E. Minor Chef-Professor of Culinary Management. Between courses, specially selected faculty members presented remarks.

- Dr. Jeff Beck recognized the leadership of President Lou Anna Simon, Dean Robert Duncan, Dr. Cichy and The School’s faculty and staff, and then read from an essay by Rudyard Kipling which had meant a great deal to him when he was in college and which exhorted the reader to be a leader among men and women.

- Dr. Bonnie Knutson spoke of her senior marketing course, and the students’ “Spartan Spirit” project. In teaching this project, she said, she had learned over the years that School students are incredibly creative, and that Spartan Spirit takes on many forms, reflected in the letters, “S(tudents) P(ride) I(n)tegrity R(e)search I(ndustry) T(eaching) S(partans).”
Dr. A.J. Singh reflected on the transformative drama of the movie “Hoosiers,” where a team, against all odds, comes from nowhere to win the Indiana State basketball championship. From this movie, he brought this message to our students: “Remember the fundamentals of the ‘game,’ whether working in a large hotel, a casino, a huge corporation, or a small independent property; and put effort and concentration into playing to your potential and to be the best you can be.”

Les Gourmets Executive Director Lindsay Sullenger (BA ’06) recognized the efforts of the entire Executive Board, the over 200 student volunteers, and Chef Allan Sherwin, who made the evening and each Les Gourmets possible. A team of Visiting Chefs works with the students, and a wide range of sponsors provide cash and in-kind donations. Taken together, these efforts made for a lovely evening for alumni and friends of The School, celebrating students and faculty, delicious food and elegant service, and an atmosphere of excellence.

Les Gourmets Industry & Corporate Partners

We extend our gratitude to the following individuals and firms who we gladly include as partners in our efforts to orchestrate this magnificent event. It is their continuous support that makes Les Gourmets’ legacy possible.

- After Hours by Tuxedo World
- Breadsmith of Okemos
- Brown Forman
- Butterball Farms, Inc.
- Cameron Mitchell’s Restaurants
- Cosi Restaurant
- Country Fresh, Inc.
- CC Greenery
- David’s Bridal
- Earthy Delights
- Events to Rent
- Fabulous Events
- FedEx Kinkos
- Gordon Food Service
- Great Harvest Bread Company
- H. Michael Rice
- Jim McKillips
- Kellogg Hotel & Conference Center
- Lettuce Entertain You Enterprises
- L.J. Minor’s
- Miller Ice Sculptures
- Mitchell’s Fish Market
- MSU Food Stores
- Paramount Coffee Company
- Puffin’s Bakery
- Red Lobster Seafood Restaurants
- Rodney Strong Vineyards
- Rudd, Theda (and McDonald’s)
- Sahara’s Restaurant
- Stan Setas Produce
- Superior Seafood Company
- Sysco Food Service
- U.S. Foodservice
- Walnut Hills Country Club
The First, The Original Chef-Professor of Culinary Management

Last spring at Les Gourmets 2006, Chef Allan L. Sherwin (BA ’64), M.S., CEC, CCE, FMP, was the Dr. Lewis J. and Mrs. Ruth E. Minor Chef de Cuisine, a title he has held since 2003. To more accurately reflect his role in The School, his title is now the Dr. Lewis J. and Mrs. Ruth E. Minor Chef-Professor of Culinary Management.

Dr. Ron Cichy, director and professor in The School explains, “The Chef-Professor position is The First and The Original, combining theory and hands-on learning in the classroom. Now and in the future, the person bearing this title must be more than an expert in the kitchen and dining room and more than an award-winning culinarian. Above all, the Chef-Professor must be an educator. It is critical that The School has a chef who is capable of serving in these important roles. Chef-Professor Sherwin, with years of industry experience, a master’s degree, and teaching credentials at the college level, is a perfect fit. His new title reflects this.”

Michael Minor, acting on behalf of the Minor family, concurs with the decision to rename the position which was originally funded through their generous parents and School benefactors Dr. Lewis J. and Mrs. Ruth E. Minor.

Top GPA Award
Ann Marguerite Doré (Masters)
Jessica Marie Vanvreede (Senior)
Shannon P. Reilly (Junior)
Christopher Wilfred Dulac (Sophomore)
Ashley Clark Crandall (Freshman)

American Hotel & Lodging Educational Foundation – The Cecil B. Day Memorial Scholarship
Geoffrey Ryskamp

American Hotel & Lodging Educational Foundation – The Lewis J. and Mrs. Ruth E. Minor Scholarship
Dr. Lewis J. and Mrs. Ruth E. Minor Chef de Cuisine, a title he has held since 2003. To more accurately reflect his role in The School, his title is now the Dr. Lewis J. and Mrs. Ruth E. Minor Chef-Professor of Culinary Management.

Richard and Cherrill Cregar Outstanding Hospitality Student Endowed Scholarship
Ann Doré
Kiah Drue
Jessica Ferranti
Joel Halperin
Chelsey Ingersoll
Sae Yeon Kang
Megan Kruzo
Young Ho Lee
Andres Munoz-Honiball
Lauren Roth
Courtney Spencer
Daniel Stuart
Sarah Wilson

Karl E. Eitel-El Pomar Foundation
Hannah Wilson

The Ivon A. and Lois I. English Endowed Scholarship in Hospitality Business
Kiah Drue
Rachel Inglot
Aaron Miller
Yoon Park
Kyle Ray

Greater Lansing Convention and Visitors Bureau Endowed Scholarship in The School of Hospitality Business
Brad Barron
William Joseph Bornheimer
Steven Jon Christianson
Christina Dace
Jennifer Ann Jorgensen
John Thomas Magoulick
Rebecca Neumann
Megan Frances Pius
Joan Ellen Platt
Nicholas Harrison Remes
Yuji Resani
Jessica Marie Vanvreede
Robert James Vanvreede
Leanne West

Fall ’05 and Spring ’06 Scholarships

Top GPA Award
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Shannon P. Reilly (Junior)
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Yuji Resani
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Robert James Weathers
Leanne West

Lester A. Gruber Memorial Scholarship in Hospitality Business
Balthazar Bates
Latoya Hardrick
Malorie Haslett
Elizabeth Krainz
Scott Ninemeier
Stephanie Riedinger
Geoffrey Ryskamp
Ashley Saur
Daniel Stuart
Parimal Thakor
Jessica Vanvreede
Carolyn Vermeulen
Bhavin Vivek
Sarah Wilson

Hospitality Finance and Technology Professionals (HFTP) Endowed Finance and Technology Scholarship
Anna Cooper
James Hong
Philip J. Hickey, Jr. and Reedy D. Hickey Endowment in The School of Hospitality Business
Ross Behrman
Matthew Boegner
Jeffrey Chen
Young Choi
Christopher Dulac
Lucas Grill
Julie Hack
Dylan Holland
Valerie Holmes
Joslyn Lary
Collin McRae
Justin McRae
Shannon Reilly
Candice Smith
Carolyn Vermeulen
Chad Wozniak
Miji Yu

Richard and Cherrill Cregar Outstanding Hospitality Student Endowed Scholarship
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Jessica Vanvreede
Carolyn Vermeulen
Bhavin Vivek
Sarah Wilson

Hospitality Finance and Technology Professionals (HFTP) Endowed Finance and Technology Scholarship
Anna Cooper
James Hong
Philip J. Hickey, Jr. and Reedy D. Hickey Endowment in The School of Hospitality Business
Ross Behrman
Matthew Boegner
Jeffrey Chen
Young Choi
Christopher Dulac
Lucas Grill
Julie Hack
Dylan Holland
Valerie Holmes
Joslyn Lary
Collin McRae
Justin McRae
Shannon Reilly
Candice Smith
Carolyn Vermeulen
Chad Wozniak
Miji Yu

Richard and Cherrill Cregar Outstanding Hospitality Student Endowed Scholarship
Ann Doré
Kiah Drue
Jessica Ferranti
Joel Halperin
Chelsey Ingersoll
Sae Yeon Kang
Megan Kruzo
Young Ho Lee
Andres Munoz-Honiball
Lauren Roth
Courtney Spencer
Daniel Stuart
Sarah Wilson

Karl E. Eitel-El Pomar Foundation
Hannah Wilson

The Ivon A. and Lois I. English Endowed Scholarship in Hospitality Business
Kiah Drue
Rachel Inglot
Aaron Miller
Yoon Park
Kyle Ray

Greater Lansing Convention and Visitors Bureau Endowed Scholarship in The School of Hospitality Business
Brad Barron
William Joseph Bornheimer
Steven Jon Christianson
Christina Dace
Jennifer Ann Jorgensen
John Thomas Magoulick
Rebecca Neumann
Megan Frances Pius
Joan Ellen Platt
Nicholas Harrison Remes
Yuji Resani
Jessica Marie Vanvreede
Robert James Weathers
Leanne West

Lester A. Gruber Memorial Scholarship in Hospitality Business
Balthazar Bates
Latoya Hardrick
Malorie Haslett
Elizabeth Krainz
Scott Ninemeier
Stephanie Riedinger
Geoffrey Ryskamp
Ashley Saur
Daniel Stuart
Parimal Thakor
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Chelsey Inger...
The Scholarship Committee and the Marriott Hospitality High School Alumni Scholars

IFMA International Gold & Silver Plate Society
Carolyn Vermeulen

Illinois Hotel & Lodging Association Jacqueline Collens

The H. William and Elizabeth A. Klare Memorial Scholarship Carolina Abrigo David Allen Theresa Armit Jennifer Blitz Po-Fu Chen Jessica Chiu Mira Choi Ji-Il Chun Steven Christianson Brandon Cocke Jacqueline Collens Anna Cooper Ashley Crandall Kristen Creagh Carrie DeFeuer Emily DePew Kara Dethlefson Andrea Didrichsons Ann Doré Christopher Dulac Emily Ebersbacher Marcus Gowdy Ji Sun Angela Hahn Chelsea Hallman Joel Halperin Jungmin Han LaToya Hardrick


J. Willard and Alice S. Marriott Expendable Hospitality Business Scholarship

Miji Yu

J. Willard and Alice S. Marriott Endowed Hospitality Business Scholarship

Se Kim

Shirley K. Pasant Endowed Scholarship in Hospitality Business Matthew Boegner Christopher Dulac Emily Ebersbacher Hyeyeon Park Michael Weber

Schmidgall Family Endowed Hospitality Business Financial Management Scholarship Ji Sun Angela Hahn Megan Kruco Carolyn Vermeulen Bhavin Vivek

George Schumaker Endowed Scholarship in Hospitality Business

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The School of Hospitality Business at Michigan State University hosted CAREER EXPO XXVIII on Tuesday, November 7, with 700 students and 150 recruiters from over 70 of the nation’s leading companies participating in the largest career fair of its kind.

Keynote speaker and alumnus Dave George (BA ’79), president of LongHorn Steakhouse, a concept of RARE Hospitality International, Inc., accepted The School’s Industry Partner of the Year honors on behalf of RARE Hospitality. RARE owns and operates over 323 restaurants which include, in addition to LongHorn Steakhouse, concepts such as The Capital Grille and Bugaboo Creek Steak House. Both Dave George and Alumnus Phil Hickey (BA ’77), chairman of the board and chief executive officer of RARE, have repeatedly returned to campus as Visiting Leaders. RARE has hired many School students as interns and graduates, and has provided financial support for student travel and sponsorship of School and alumni events. Recognizing its special connection to this highly respected and successful company, The School was proud to honor RARE Hospitality International, Inc. as its Industry Partner of the Year.

Speaking to the over 200 students, faculty, and industry executives gathered for the keynote address, Dave George recalled his first days after graduation in his new career with Gilbert Robinson, Inc. He spoke of rolling up his sleeves and recognizing that success can mean many different things.

Leadership also means different things, including:

- Acting with integrity, doing the right thing, and valuing your reputation. At RARE, he said, the Number 1 core value is to treat each other with dignity, honor, respect, and integrity.
- Thirsting for self-improvement, recognizing the truth, even when it hurts. Leaders are willing to work hard to be the best at whatever position they’re in. They choose mentors, build relationships, and learn from others.
- Achieving measurable results and knowing yourself well enough to have goals and communicate them. Then be ready to track your progress and follow up. Know and use the right metrics.
- Developing Emotional Intelligence, practicing active listening, establishing relationships with staff, guests, vendors, and competitors. Help others achieve their dreams, build diversity of talent, experience, and thought. Make work fun and recognize great performance.
- Overcoming adversity, staying adaptable, flexible, and resilient. Be able to rally the team, stay fired up and able to motivate—rise to the challenge.

With over 25 years of restaurant experience, Dave knows what he’s talking about. He also knows what it means to be a Spartan. In fact, in his biographical sketch, directly under his name, he lists, “Michigan State Spartan, Class of 1979!”

CAREER EXPO’s daytime events included eleven professional development workshops conducted by a variety of recruiters and School graduates with topics ranging from “Sparty’s over: A Look at Life After MSU” to “Cooling Customer Complaints” and from “Casinos? It’s in the Cards!” to “‘Steak’ Your Claim in Real Estate Development and Consulting.”

The evening’s career fair filled all three Big Ten Rooms in the Kellogg Center with exhibits from over 70 companies representing all segments of the hospitality industry. Recruiters met over 700 students who were eager to learn more about their internship and career options. Over 750 formal interviews were conducted throughout the day on November 8.

Student and Industry Resource Center Director and CAREER EXPO Advisor Antheilla Collins Hawks was thrilled with the turnout, as was School Director Ron Gichy (BA ’72, MBA ’77). He commented, “Ms. Hawks and her student staff have taken this event to the next level. It has really taken on a life and reputation of its own. The best hospitality companies seek out our students, and in turn, our students present themselves beautifully. It’s very energizing.” He also congratulated CAREER EXPO XXVIII Executive Director Jackie Collins (BA ’07) and the entire student volunteer board, noting that they plan for an entire year and manage the logistics and details of such an event with great maturity and organizational skills. “These students highlight why so many companies come to MSU to recruit,” he says. “They are awesome!”
Internships Increase Employment Choices

When Greg Jenkins (BA ’07) admits he could have earned more money last summer as a bartender, it’s not a complaint. Instead, Greg, who interned at the front desk at The Homestead Resort in Glen Arbor, MI, says that his internship gave him invaluable experience. In an article on internships in the Traverse City Record Eagle last summer, Greg said, “I’m learning exponentially more. This summer may dictate where my career goes.”

It’s no secret that internships play an important role in determining the areas students seek employment. They also teach important practical skills and priorities. Faculty have long been aware of an internship’s value as a complement to classroom learning: School curriculum requires a Level I and Level II internship before a student may graduate, and The School’s Student and Industry Resource Center helps match students to placements. Authella Collins Hawks, director of SIRC, was also featured in last summer’s newspaper article. “You can’t go out and manage with no experience,” she said. “Employers in the restaurant and hotel industries expect job candidates to have real-world experience when they graduate.”

Greg Jenkins would certainly agree.

If your organization would like to place School interns, please contact Ms. Hawks at (517) 353-9747 or shbsirc@msu.edu or go to the SIRC web site at http://www.bus.msu.edu/shb/students/sirc/.

Alumnus John Weeman Offers First Real Estate and Development Internship

Much has been written about The School’s innovative Real Estate and Development Specialization, available to students in The School and in other majors. One of the requirements for the Specialization is a 400-hour real estate and development internship experience. Alumnus John Weeman (MBA ’79), president of Partners in Development, offered the very first internship to Finance major and Real Estate and Development Specialization candidate Peter Smit, who for eight weeks this summer worked on various projects in Dallas, TX, and in Traverse City, MI.

Peter says “My internship with John Weeman and Partners in Development was an unbelievable experience. Each day I was able to learn valuable first-hand lessons from John. As the summer progressed, I was even encouraged to research future projects for Partners in Development that I had brought to his attention. I could not have asked for a better internship and am thankful that The School has such great alumni, such as John, who give back to future generations of hospitality leaders.”

We could not have said it better! We thank John for creating a fine opportunity for Peter, and for playing such an important, active role in the Real Estate and Development Specialization. When alumni like John believe in School programs and offer their expertise and time, everyone benefits. Thank you, John!

Professors Michael L. Kasavana and Raymond S. Schmidgall Establish New Endowment to Fund Faculty Research

They probably conceived of the idea while running together on campus, as they have done for years. Two friends—two of the most respected scholars, authors and teachers in School history—have together pledged $60,000 to create an endowment to support research leading to publications in hospitality accounting and hospitality technology in The School.

Dr. Michael Kasavana, the National Automatic Merchandising Association Professor in Hospitality Business, has served in The School for 32 years, including as acting director from 1984 to 1988. During this time, Dr. Kasavana has become the leading expert in “V-commerce” and hospitality information systems, writing extensively for academic journals and publishing several textbooks, including Managing Front Office Operations and Managing Technology in the Hospitality Industry. He is a sought-after speaker at industry seminars and executive development programs. Dr. Kasavana is a recipient of the MSU Distinguished Faculty Award.

Dr. Raymond Schmidgall, also serving in The School for over 32 years, is the Hilton Hotels Professor of Hospitality Financial Management. He has authored the highly-acclaimed Hospitality Industry Managerial Accounting and Financial Management for the Hospitality Industry, both used around the world by industry and educators. An active researcher, Dr. Schmidgall has published many articles on finance, accounting, and private club financial issues. He has also helped develop the Hospitality Business Real Estate and Development specialization for undergraduates, and hosts the annual Hilton Lecture Series.

This pair of exemplary educators have set the standard for other members of the faculty, as well as for the students whom they have taught and mentored. “Ray and Mike have done so much to advance the reputation of The School,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School. “Their research and teaching are cited around the world: their students go on to be leaders in the industry and in graduate schools; and by their living example, they demonstrate integrity and talent in the academy. Their very generous endowment is a measure of their dedication and a tangible expression of their desire to help younger faculty meet high research standards in The School.”
East Lansing in Asia?

When people speak of Alumnus and Industry Leader of the Year Bill Weidner’s (BA ’67, MBA ’68) efforts in Macao and China, they often say he’s creating “Asia’s Las Vegas.” Indeed, the Las Vegas Sands President and COO has gone global, with his planned development of resort casino properties in Macao, Singapore and other areas in the People’s Republic.

The handwriting is on the wall: China and other areas in Asia are the future for many facets of the hospitality industry. With that in mind, Director of The School Ron Cichy (BA ’72, MBA ’77) and other MSU administrators made a trip to Macao and southern China in September to assess the possibility of establishing hospitality business education programs there.

In addition, The School will send students to China this summer to study the International Dimensions of Hospitality Business. The purpose of this study abroad program is to provide a learning opportunity for students interested in developing and conducting business in China and with China, specifically with a hospitality business focus. The course will provide students with an understanding and appreciation of the growth and development of various dimensions of hospitality businesses in China. Tourism, Hotels, Casinos, Clubs, Recreation and Foodservice businesses are some of the sectors that will be part of the coursework and field trips included in the program.

The program will run from May 28 through July 2, and students will spend the first week on the MSU East Lansing campus studying and preparing. The rest of their time will be spent at Hong Kong.

If you or someone you know is interested in learning more about the study abroad options through The School, please contact Dr. Singh at (517) 353-9211 or at singharj@msu.edu.

Research Predicts: Cashless Is Coming!

For most of us, using “plastic” instead of cash is becoming routine. Professor Michael Kasavana says the future will be even more plastic, or, as he puts it, “cashless,” at least in the vending segment of the industry. As the National Automatic Merchandising Association Professor of Hospitality Business, Dr. Kasavana traveled in November to Rome to speak at the Worldwide Vending Association Technical Forum. The Forum focused on near future advancements in the vending technology field, and was attended by many of the best and brightest European vending industry leaders, research and development managers, and high-volume operators.

Dr. Kasavana is a leading expert on hospitality information technology, researching current and near future developments of electronic commerce, information technology, and transaction processing methodology relative to the hospitality industry. Dr. Kasavana has authored six books and numerous academic and industry journal articles, as well as online instructional materials and software products. He has coined the phrase “V-Commerce,” and is considered the world’s expert on this concept.

Last summer, Dr. Kasavana and his research were profiled in The State News, in which he spoke of the future of “cashless vending.” “By 2009,” he was quoted, “half of the six million vending machines will be capable of having cashless technology. About half of those will have card readers.” In fact, his research shows that people between the ages of 18 and 24 “prefer to use debit cards, and more than 60% of them carry less than $20.” Some schools are already attempting to meet the demands of students who prefer plastic, and MSU has experimented with it as well. Experimental cashless vending machines have been installed in Philadelphia, and will be formally evaluated in the coming months. Dr. Kasavana says, “If they’re successful, it becomes a reality for Michigan State.”
Faculty in The School are the cornerstone of its ability to fulfill its mission to be the leader in hospitality business education through teaching, research, and service. Most of the faculty members have special interest areas in which they conduct research, publish articles and books, and have an expertise. For your information, as alumni and industry leaders, the following faculty have identified their particular interest areas as follows:

<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Special Interest Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>JEFF BECK</td>
<td>Marketing and Consumer Behavior, Sales and Meeting Management, Human Resource Issues in Revenue Management</td>
</tr>
<tr>
<td>CARL BORCHGREVINK</td>
<td>The Leader-Member Exchange, The Service Exchange, Beverage Evaluation, Food Production, Food Purchasing, Food and Beverage Management, Server Persuasion</td>
</tr>
<tr>
<td>RON CICHY</td>
<td>Personal Leadership Essentials, Emotional Intelligence and Leadership, Managing for Quality, Organizational Leadership</td>
</tr>
<tr>
<td>JEFF ELSWORTH</td>
<td>Food Safety, Media Reporting of Foodservice Inspections, Hospitality Wages, Restaurant Small Business Finance Issues, FoodService Operations, Hospitality Entrepreneurship</td>
</tr>
<tr>
<td>MICHAEL KASAVANA</td>
<td>Hospitality Information Technology, Point of Sale, Property Management Systems, Automatic Merchandising</td>
</tr>
<tr>
<td>BONNIE KNUTSON</td>
<td>Branding, Positioning, Consumer Lifestyle and Buying Trends, Innovative Strategic Marketing, Marketing Research, Service Quality, Consumer Experience</td>
</tr>
<tr>
<td>JACK NINEMEIER</td>
<td>Food and Beverage Operations, Training and Human Resources Management</td>
</tr>
<tr>
<td>RAY SCHMIDGALL</td>
<td>Hospitality Accounting, Financial Management</td>
</tr>
<tr>
<td>MICHAEL SCIARINI</td>
<td>Lodging Management, Human Resources</td>
</tr>
<tr>
<td>ARJUN SINGH</td>
<td>Lodging Management, Finance, Real Estate, International Lodging Development and Management</td>
</tr>
<tr>
<td>JOHN TARRAS</td>
<td>Hospitality Finance, Negotiations, Gaming</td>
</tr>
<tr>
<td>ALLAN SHERWIN</td>
<td>Recipe Development for Specific Applications, Food Production, Staff Training in Flavor Applications for Ethnic Cuisine, Skill Development for Food Production Personnel</td>
</tr>
</tbody>
</table>

Students have access to these skilled educators and researchers, as well as to the many visiting and guest lecturers who add to this talented pool, all with their own areas of expertise and experience, including Club Management; College and University Foodservice and On-Site Foodservice; Hotel Management and Sales; Franchising Management, Hospitality Law, Noncommercial Foodservice; and the Distribution Channel.

In addition, through the Visiting Leaders series, industry leaders come to campus frequently to speak to students and serve on panels. Our students are indeed fortunate for the exposure they have to the “great minds” who combine to teach and guide them.

MSU Calendar Lauds Faculty

Each year MSU produces a beautiful wall calendar featuring the research being conducted on campus. Ian Gray, vice president for Research and Graduate Studies, says, “MSU faculty are a remarkable group. These pages list a few representative honors and awards they’ve received in the past year, but these few items don’t begin to convey all their accomplishments. Faculty win prestigious fellowships. Every year many are elected to “fellow” rank in their professional organizations. Others receive recognition for lifetime research achievements. And they publish their research results widely, in top journals. Many faculty are editors of professional journals or serve on editorial boards of journals. They plan and carry out international conferences and make hundreds of presentations at conferences.” He goes on to laud the collaboration of faculty across disciplines, as well.

The new 2007 calendar, while not comprehensive, is nonetheless a celebration of all that the faculty accomplish. And our very own Bonnie Knutson and Jeff Beck are featured in September 2007, with their work to identify seven components of a consumer’s experience that a business can use to assess its sales and service. The calendar reads, “With their marketing-consultant collaborators, the researchers are developing a tool for businesses to measure benefit, accessibility, convenience, incentives, utility, brand trust, and sales environment—and ultimately improve customers’ buying experience.” Congratulations Bonnie and Jeff!
Graduate Programs
Led by the Best

If you have ever considered enrolling in one of the unique graduate programs of study offered by The School, now might be the time to make your move. The School has named Dr. James F. Rainey, retired associate dean for Academic Affairs in the Eli Broad College of Business, as its Graduate Programs director. His expertise and leadership will be complemented by that of Kate Runyan, recently named as Graduate Programs coordinator. Both individuals have years of experience working with MSU students at the undergraduate and graduate levels.

Led by the Best

A member of the faculty at MSU for over 40 years and in the Eli Broad College of Business for nearly 24, Dean Rainey is a respected and revered figure on campus. Since 1996, he has served as an adjunct professor in The School, teaching Hospitality Business Law. Most recently, he has been responsible for the MBA program in the Broad Business School.

“Clearly, Jim brings a special credibility and knowledge to this new position,” says Dr. Bonnie Knutson, The School’s Graduate Programs Committee Chair. “We expect that he will propel our graduate programs forward and continue to guide and mentor our students as only he can.”

Mrs. Runyan, formerly an academic specialist in the Department of Audiology and Speech Science, served in that capacity for 12 years. In her new position with The School, she will help plan, develop, and implement policies for recruitment, retention, and advising of graduate students in the four graduate programs in The School.

Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School, is effusive about the pair. “We are entrusting our graduate students to very capable and extremely dedicated individuals who will work with the Graduate Programs Committee to improve all of our graduate programs. We have much work to do,” he states.

Anyone seeking information about The School’s various graduate program offerings may consult the website at www.bus.msu.edu/shb, or may contact Mrs. Runyan (runyan@msu.edu) or Dean Rainey at (517) 353-9211.

New Culinary Coordinator J. Rick Brown to Assist Chef-Professor Allan Sherwin

Do you remember your food production courses in The School? Whether you were taught by Evelyn Drake or Don Greenaway in the 50s and 60s, Don Bell in the 70s, or Chef Robert Nelson through the 80s and 90s, you’ll remember courses requiring individualized tutelage and hands-on attention to detail. Currently, those responsibilities fall to Chef-Professor Allan Sherwin. The School is proud to announce that J. Rick Brown has been named its culinary coordinator, providing assistance to Chef Sherwin in those labor-intensive food production courses and with Les Gourmets, the annual black-tie reception and dinner featuring guest chefs and over 200 student volunteers.

A graduate of Lansing Community College’s Hotel/Restaurant program and a former executive chef with the University Club of MSU and with Arbor Hills Country Club in Jackson, MI, Mr. Brown has 25 years of experience in menu planning, purchasing, recipe development, supervision and coordination of staff. His familiarity with MSU is also a benefit: as food supervisor in Mason/Abbot Dining Hall, he trained student staff, worked closely with them to ensure food safety, and helped create diverse food selections and menu items.

Mr. Brown has already teamed with Chef Sherwin, assisting in training programs for supervisors of the 1,585 cooking staff from MSU Housing and Food Services during each of the past two summers. “Rick is a passionate culinary professional,” says Chef Sherwin, “and a welcome addition to The School of Hospitality Business.”

“We are delighted that Rick has accepted our invitation to join The School,” says Dr. Ron Cichy, director and professor in The School. “Our students will be fortunate to be working with someone who has wonderful culinary credentials, as well as plenty of experience mentoring students.”

Associate Professor Carl Borchgrevink Earns ACF Award

At its annual award banquet on February 11, 2007, the American Culinary Federation (ACF) Capital Professional Chefs and Cooks Association (CCPCA) in Lansing, MI, awarded Dr. Carl P. Borchgrevink with the Thomas Jefferson Award for Culinary Excellence. Dr. Borchgrevink, associate professor in The School of Hospitality Business at Michigan State University, was recognized for his many years of teaching, research, and service, as well as his work as a chef and culinarian. The ACF also acknowledged his support of the CCPCA and his 14-year partnership in The School of Hospitality Business with Chef Robert Nelson, who passed away earlier this year. Chef Nelson was The School’s Dr. Lewis J. and Mrs. Ruth E. Minor Chef de Cuisine, who worked tirelessly for the ACF and for the CCPCA which he helped establish.

The Thomas Jefferson Award is named for the nation’s third president, who is generally recognized as the first gourmet president. He is known to have hired French chefs, imported oil from Italy and mustard from France, introduced vanilla and macaroni to America, and to be the nation’s first owner of an ice cream freezer. Jefferson also appreciated good wine and encouraged the cultivation of vineyards and winemaking.

Dr. Borchgrevink is a founding member of the Research Chefs Association (RCA), comprised of 2,000 chefs and scientists working in food manufacturing, chain restaurants, hotels, ingredient supply houses, sales, marketing, distribution, and the media. It has become the premier source of culinary and technical information for the food industry. Dr. Borchgrevink has recently been named vice president of the organization’s Research Chef’s Foundation.
First Assistant Professor of Hospitality Business Entrepreneurship Named

It was announced in February 2007 that Dr. Jeffery D Elsworth has been named assistant professor of Hospitality Business Entrepreneurship in The School. In the new position, Dr. Elsworth will take the lead in developing two new courses in Hospitality Business entrepreneurship; one will be a “survey” course and the other an advanced-level course. He will also lead in the development of a Hospitality Business Entrepreneurship Specialization at both the undergraduate and graduate levels, incorporating courses from within The School and from other disciplines on campus. Dr. Elsworth will conduct scholarly research on entrepreneurship and will publish the results, advancing the knowledge of this timely subject through industry and academic journals. He will also be called upon to conduct executive education programs on the subject.

Dr. Elsworth has been with The School since 2001 as assistant professor, focusing on foodservice operations, food safety, media reporting issues, and hospitality wage determinants. He built his food service expertise by serving as a restaurant general manager and franchise trainer of managers for 20 years before entering academia. His research and publications include a book chapter on casual-service (mid-scale) restaurants, and journal articles on online travel planning, fresh food vending, restaurant management, and financial management for private clubs.

With this emphasis on entrepreneurship, Dr. Elsworth will be joining a growing number of university and industry professionals preparing students to “think like an owner,” and to someday lead their own businesses.

Marjorie E. Patterson Lawton a Pioneer

When Marjorie Patterson (BA ’40) graduated from Michigan State College’s Hotel Training Course, she was the only female enrolled in the program. She took a position with the Stevens Hotel in Chicago, and, after marrying MSC Ph.D. student Kirk Lawton, moved to Detroit and worked at Hotel Statler. With marriage and children, Marjorie became a homemaker, but in the years ahead was involved in the “business” of hospitality in many ways. A member of The School’s Wall of Fame Class of Pioneers, Marjorie and her husband donated funds to establish the Marjorie and Kirkpatrick Lawton Student and Industry Resource Center (SIRC) Endowment Fund. Marjorie passed away on September 20, 2006, in Green Valley, AZ, where she and Kirk retired. Our sympathies are with Kirk and the children and grandchildren as we remember this gracious and giving woman.

Phil Hickey Invests in Entrepreneurial Research and Education in The School

Characteristic of the entrepreneurial savvy that has helped him launch literally hundreds of restaurants, Phil Hickey (BA ’77) recognizes an investment that’s likely to pay off.

The president and chief executive officer of RARE Hospitality International, Inc.—representing concepts such as The Capital Grille, Bugaboo Creek Steak House, LongHorn Steakhouse and specialty restaurants Hemenway’s and Old Grist Mill—has established an endowment to support entrepreneurship programs in The School. His investment in teaching and research across the undergraduate and graduate programs in The School will produce entrepreneurial business owners, managing partners, and franchisees in the hospitality industry.

A veteran of more than 30 years in the industry, Phil has experienced the restaurant business from many perspectives. He has been an entrepreneur and single restaurant owner-operator; has co-founded a restaurant company and taken it public; and has led RARE Hospitality since 1997, leading the growth in its market capitalization ten-fold to over a billion dollars.

“Every restaurant we open is an entrepreneurial enterprise,” Phil says. “We do the best job of picking out a growth site that has economic viability. We try to build a quality building that will last and then we hire a great crew and establish the service and quality habits and expectations that represent the RARE Hospitality brand.”

Phil’s community service and entrepreneurial energy are constantly at work in business, education, and service organizations in Atlanta and beyond. He currently serves as chairperson of The Carter Center Board of Councilors, an advisory group that promotes understanding among opinion leaders and the broad community of The Carter Center and its activities. He is a founding board member of the Atlanta YMCA Community Action Project and an active member of the World Presidents’ Organization.

In 2003, Phil and his wife, Reedy, endowed a fund to support scholarships and professional development activities for restaurant students in The School and in 2004 Phil was inducted into its Alumni Association’s Wall of Fame Class of Givers. He received the MSU Alumni Service Award in 2005 and currently serves on The School’s Alumni Association Executive Board of Directors.

“Phil is one of those special people whose business acumen and success is matched by a remarkable generosity and commitment to our School,” says director and professor Ron Cichy (BA ’72, MBA ’77). “We are honored to be so closely associated with him and Reedy, and we accept his endowment with gratitude.”
2006 Anthony G. Marshall Outstanding Educator Award Goes to The School’s Director Ron Cichy

It was fitting that when Ron Cichy (BA ’72, MBA ’77), School director and professor, stepped to the podium to receive the Anthony G. Marshall Outstanding Educator Award at the annual AH&LA Stars of the Industry Breakfast held in June, Tony Marshall himself was there to shake Ron’s hand.

Tony, after all, began his teaching career at Michigan State before going on to spend 27 years as the Dean of the School of Hospitality and Tourism Management at Florida International University. Tony later became the executive director of AH&LA’s Educational Institute, itself with strong ties to Ron and The School, through its publication and distribution of hospitality textbooks and training materials.

“I am honored,” Ron says, “to be mentioned in the same breath as Tony, a captivating speaker, respected educator, and wonderful person. I treasure the time I had with him, and will always be proud of, yet humbled by, the Award bearing his name.”

Tony Marshall Will Be Missed

To those who knew Tony Marshall, his energy and showmanship were the more visible of his characteristics. However, he was also a widely known scholar, columnist, lecturer, lawyer and hospitality management professional. Prior to his joining FIU and becoming the Dean at its School of Hospitality and Tourism Management, he was a hospitality management consultant in New York City. He earned his bachelor’s degree in Hotel Administration from the University of New Hampshire and a juris doctorate from Syracuse University. His education followed four years in the U.S. Air Force, where he managed officers’ clubs in the U.S. and Europe.

Tony is the author of two entertaining and informative books, Don’t Lose Your Hotel by Accident, and Hotel, Restaurant and Travel Law. His semi-monthly column, “At Your Risk,” published in Hotel & Motel Management magazine was a favorite of hospitality professionals. His frequent seminars and workshops at hospitality conferences and trade shows were always the first to fill.

He became the president and CEO of the Educational Institute in 1998, and then the Central Florida Hotel & Lodging Association Professor in Lodging Management at the University of Central Florida. He died at his home in Orlando on December 6, 2006, after courageously battling brain cancer.

Tony Marshall

Dr. Anthony G. Marshall expresses his elation after being named Honorary Alumnus of the Year by The School’s Alumni Association

Chef Nelson Remembered

Chef Robert Nelson, the first Dr. Lewis J. and Mrs. Ruth E. Minor Chef de Cuisine for The School, passed away on Monday, September 11, 2006. One of the most decorated American culinary artists, he was beloved by many students and alumni, and remembered in glowing terms by those who grieved his loss.

“Chef had a great relationship with the students and is a human landmark for our great school.”

Chef Nelson retired from MSU in 2004 after 22 years of teaching food production courses and managing events such as Les Gourmets and the annual Homecoming reception. The same year, he was honored as The School’s Honorary Alumnus. The Robert Nelson Les Gourmets Scholarship fund annually awards scholarships to outstanding School students who are volunteer leaders for Les Gourmets.

Associate Professor Carl Borghrevink, who worked closely with Chef Nelson, remembers: “Chef and I team-taught food classes for 14 years. He taught me much about dedication, application, and professionalism…he loved his work, his fellow chefs, and his friends, but more than anything he loved his family. He was a great man—a family man, chef, teacher, mentor, and friend.”
Newspaper Gives Glowing Account of The School’s Marketing Classes

The following appeared in the February 11, 2007, issue of The Towne Courier, a community newspaper serving the East Lansing, Okemos, and Haslett communities around MSU:

Student/consultants all work in teams because of the importance of teamwork in the business world.

Noted Professor, Author, and Foodservice Management Expert Lendahl Kotschevar Dies

Those who attended the School of Hotel, Restaurant and Institutional Management at MSU in the years between 1959 and 1968 will surely remember Professor Lendahl Kotschevar, author of 17 books on various topics in foodservice management and highly regarded educator at universities around the world. Dr. Kotschevar passed away on January 28, 2007, in Middleton, WI.

Professor Kotschevar, whom his former student and Alumnus John O’Donnell (BA ’69) calls “an extraordinary man,” put himself through college at the University of Washington by working as a chef with his grandfather. In the Navy during World War II, he became the director of training at the cooks’ and bakers’ schools and the commissary stewards’ school. After earning his master’s degree, he became the civilian director of the Naval Commissary Research and Development Facility and helped to plan the foodservice galley of the first atomic submarine, the Nautilus. Dr. Kotschevar remained in the Naval Reserve and retired as a commander.

Earning his Ph.D. in Organization Management from Columbia University, he embarked on a long and distinguished teaching career—at the University of Montana and at Michigan State, where he traveled extensively and became a consultant to the United Nations, visiting numerous developing countries and studying the problems involved in mass feeding operations. He even had an audience with Pope Paul VI, who was interested in his work on improving nutritional conditions of factory workers.

After retiring from MSU, he remained a consultant to the UN and then took several visiting professorships in the U.S. and in Europe. He last taught at Florida International University, where he retired at the age of 86.

He continued to author and revise his books until the age of 97, the last of which was Managing Beverage Service, co-authored by School Director and Professor Ron Cichy (BA ’72, MBA ’77). Professor Kotschevar earned many, many awards and distinctions, and was named Ambassador of Hospitality by the National Restaurant Association in 1998.

Dr. Kotschevar’s wife, Margaret, died in 1975, and he leaves a loving daughter, her husband and two sons, and other family members. The School and Michigan State University are proud of having been associated with a scholar the caliber of Dr. Kotschevar, and many alumni and faculty remember him as a great man.

Professor and 2006 Wall of Fame Class of Owners member Tekin Ertan (MBA ’65) sent this photo on February 16, representing his Food and Beverage Operations class at Bilkent University in Turkey observing a moment of silence for Dr. Kotschevar.
Hilton Lecture Series XVII
Focuses on Executive Development

Through the years, the Hilton Lecture Series has sought to address a single issue from both the hospitality industry’s and the hospitality academy’s perspectives. Whether the topic was “Globalization,” “Ethics,” “Trends in Franchising,” or “Mergers and Acquisitions,” speakers for the series were industry executives and respected academicians.

For this year’s topic, Hilton Hotels Professor of Hospitality Financial Management and host of the Hilton Lecture Series Dr. Ray Schmidgall chose to focus on Executive Development.

On October 5 and 6, 2006, The School held the Hospitality Executive Development Summit, during which five subgroups of industry and faculty leaders identified the strategic challenges facing the industry and ways that executive education could address these challenges in the following areas:

• Culinary Management
• Human Resources
• Leadership
• Marketing
• Real Estate Management and Development/Technology

The questions the groups discussed ranged from theoretical to practical: What is the ideal executive development program/seminar? What strategic management topics are you targeting to high potential leaders on the rise? How will you create a return on investment (ROI) to add value through talent development?

One of the benefits of the Hilton Lecture series is the expertise the participants bring to campus and to The School’s classes. This year was no exception, with several of the industry leaders taking part not only in the Special Interest groups, but as classroom speakers, as well. Dr. Jeff Beck’s HB 375 – Hospitality Marketing class enjoyed presentations by Billy “bd” Downs (BA ’88), president and CEO of bd’s Mongolian Barbeque Restaurants; Mark Prince, general manager of Marriott Hotel Indianapolis, White Lodging Services; and Jim Phelps, president of Northcrest Corporation. In Dr. Jeff Elsworth’s HB 267 – Management of Food and Beverage Systems, students heard from Michael Minor, director of Culinary Services, Custom Culinary, Inc.; John Theuer (BA ’82, MBA ’83), chief financial officer of Panda Restaurant Group, Inc.; and Toni Alexander, director of merchandising for Chartwells Schools Dining Services.

On October 5, after the first day of discussions, Chef Allan Sherwin (BA ’64) hosted an impressive dinner in The School’s dining rooms, featuring grilled black angus tenderloin au jus, and lots of good hospitality conversation.

Over nearly 20 years, the Hilton Lecture Series, conceived of and ably hosted by Dr. Ray Schmidgall, has been a chance to draw close to industry leaders and academic leaders, ensuring that The School does not become insulated or narrow-minded. But it is also an opportunity to demonstrate to those leaders first hand what The School is doing to help prepare students to lead in the future.
Many of The School’s faculty members go outside the usual classroom walls to frequently conduct executive education workshops and seminars, either at worksites across the nation (and the world) or on campus, when companies bring executives to MSU and its Henry Center for Executive Development or to the Kellogg Hotel & Conference Center. And most of those faculty members admit it’s one of the most enjoyable features of their jobs.

“The executives we teach are generally hand-picked by their companies. They are individuals whose firms are making a huge investment in their growth and development, so the participants tend to be highly-motivated, energetic, and dedicated,” says Ron Cichy (BA ’72, MBA ’77), director and professor.

The School has for many years hosted at least three major groups for week-long (or longer) sessions. The Club Managers Association of America (for which there is also a student chapter) brings club managers/chief operating officers to campus three times a year for its Business Management Institute III. Last fall’s program included sessions on Negotiation Principles, Chief Operating Officer and Technology, Working with Club Boards and Committees, Cash and Capital Budgeting, The Law and Club Operations, Training in Private Clubs, Marketing Principles, and Building and Leading Your Team. BMI III also includes visits to other private clubs in the area, panels on current topics, and case studies.

The National Automatic Merchandising Association also brings a group of executives to campus for similar sessions and a rigorous group project component. Likewise, The School hosts the Air Force Advanced Business Management Program, with managing personnel at Air Force Officers’ Clubs from around the world honing their skills in the University setting. Lisa J. Pajac, Chief of Community Support Flight for the U.S. Air Force wrote of her sessions, “I started working with my managers on specific areas...and did it pay off. We recently had a Unit Compliance inspection and all of the auditors were in awe of the teamwork and sense of unity displayed by my managers. I’ve rarely been so proud; they shone like the sun.”

The culmination for all these groups is a “graduation” ceremony almost as emotional as those The School’s full-time students experience. In fact, Dr. Cichy says, “Many of the executives develop quite a loyalty to MSU, feeling as though they’ve become Spartans over an intensive period of time in which they are immersed in educational programs and immersed in the campus.” Of course, many more executive education programs take place away from campus. If you are interested in a program for your property or organization, please contact Dr. Ron Cichy at (517) 355-3080.

The Students in the News

Andrea McMunigal (BA ’07) received kudos from a gentleman who was impressed with her work ethic and service when he was a guest at the Hampton Inn where she works. He emailed Coordinator of Academic Student Services Sherri Henry to say that Andrea’s welcoming attitude and helpfulness were extraordinary and that her School should be proud. Mr. Clark Howard, who travels enough for his work to spend up to 50 nights a year in a hotel, wrote of Andrea: “While some of her actions are probably required by the Hampton Inn management, no company policy can demand the cheeriness that she openly offers to the clients.” He simply wanted to offer, as he put it, an “attagirl” to a deserving young woman. We’re proud of you, Andrea!

Joseph Yasso (BA ’07) was offered the first internship for PricewaterhouseCoopers Hospitality & Leisure Advisory practice in five years! Joseph worked in the Philadelphia office during last summer, assisting with “high-profile” projects, and according to Katherine Button (BA ’03) at PwC, he “did a great job, showing a strong attention to detail and ability to integrate quickly with our team.” A job offer was extended to Joseph, and he’ll start full-time next fall. Katherine continues, “We look forward to welcoming another Spartan to the ranks. (He’ll be the fifth Spartan to join us full time!)” Congratulations, Joseph!

And who would those other four graduates be? Katherine, of course, as well as Ryan Meliker (MBA ’05), Goeff Ryskamp (BA ’06), and Mandy Mathis (BA ’03). By all accounts, all are doing a fantastic job for PwC. We are proud of them all.
Over this year the Hospitality Association has made great progress. Our student leaders continue to impress our employers, professors, alumni, and the community. Our year has been defined by successes and new opportunities to enrich our experience at The School. The many student leaders within the Hospitality Association have been focused on the future as we continued throughout the year to strengthen the vision of our organizations.

We kicked off this year with the most successful CAREER EXPO in history. We had record participation from students, an outstanding lineup of professional development programs, and outstanding support from companies. Students’ career opportunities grew this year with companies like The Las Vegas Sands Corporation recruiting for positions in Macao, China. The CAREER EXPO student directors returned a record amount back to a Michigan nonprofit and to the students. They are poised for another record year in the 29th CAREER EXPO.

The bar was set high for the other three events and Vegas Night, which, with partnership with Harrah’s, exceeded all expectations. Resurrecting this event from the ground up, the student directors turned the Kellogg Hotel into a Las Vegas Casino. They featured a poker tournament where over 200 people showed up for 100 spots. Students learned from this experience and are aspiring to exceed expectations again next year.

The “Swing” Auction raised the bottom line over 10 percent from last year and the student directors added many new, fresh ideas to this crucial event. Auction’s support ensures another financially stable year for the Hospitality Association in 2006. Les Gourmets was outstanding as well, featuring a theme of “Night of The Golden Dragon.” Students showcased their hard work on a new interactive website designed by the student directors. The over 200 student volunteers learned from talented guest chefs who supported the event. Students prepared for hours on end and created an event that will leave a lasting footprint in the rich history of Les Gourmets at Michigan State University.

The boards of the HA’s ten student-led clubs worked hard all year, and enjoyed some great successes. At the Club Managers Association of American national conference in California, the Michigan State chapter of CMAA received the Chapter of the Year award, along with numerous other awards including the chapter with the largest representation at the national and regional conferences. The National Automatic Merchandising Association partnered with a group of motivated student leaders to help found the first student club in the nation with a vending focus, the NAMA V-Team. The V-Team traveled to Orlando and made presentations in front of over 200 industry executives. Students collaborated throughout the year at bi-weekly meetings of the Hospitality Association and have worked together to create the Hospitality Association Endowment for Self Sufficiency. With over $25,000 raised this year we have created a fund that, after future contributions and interest, will allow the Hospitality Association to achieve self-sufficiency without reliance on the annual funds from Auction.

The Hospitality Association truly provides a unique experience for all of the students in The School. We are so fortunate to have such great support from our employers, professors, alumni, and community. The future of the Hospitality Association looks bright and I am so grateful to say I have had a part in this unique organization. I now look forward to joining one of the most active alumni networks in the United States and being part of a group that is focused on giving.

Joel Halperin (BA ‘07)
Chief Executive Officer and President Hospitality Association 2006-2007

PS. Upon graduation, Joel will be employed with the Hillstone Restaurant Group in the Napa Valley Area.

GRADUATION:
Words of Wisdom from Professor and Alumna

Graduation at a university the size of MSU can sometimes feel a little impersonal, despite best efforts to recognize each graduate. In The School, the anonymity is offset by elegant graduation luncheons for students and their families and friends, allowing for shared memories, words of wisdom from a guest speaker, and a special send off for the new alumni.

Last spring’s graduation luncheon at the University Club hosted 45 students and their loved ones, and featured a speaker who is not only a School faculty member, but the father of one of the 2006 graduates, as well. Dr. Jack Ninemeier spoke from the heart, as an educator and as dad to Scott (BA ’06), who is now a manager at a private club in Boston.

Jack exhorted the parents to celebrate their children’s successes, and to recognize that being accepted into and graduating from MSU and The School are significant accomplishments. He reminded the graduates of the same thing, but warned, “Your MSU education has helped you to obtain your first position; you will need to really earn your second position.” In addition, he told the graduates to always continue to learn, and to always give back: help future students to enter the industry, and “help your alma mater.”

Jack illustrated the transitions in the students’ lives using Scott’s shoes—starting with baby shoes, moving on to high school sneakers, and ending with black leather dress shoes. Finally, he reminded all those present not to become too comfortable. “Always challenge yourself, evaluate yourself, and then challenge yourself again.”

When outgoing HA President Dan Stuart, himself a Spring ’06 graduate, spoke, it was to remind the students how much their class has benefited from The School students who have gone before them. Alumni involvement, he said, helps provide “top-notch faculty, great internships, and excellent facilities.”

In December 2006, the largest group yet attended the graduation luncheon—99 graduates plus their families and friends! Recent graduate Allison Leech Sigler (BA ’03), event manager with Marriott’s Great Lakes Sales Office, spoke eloquently about that special “Spartan Network.” Alli handles the meetings and events at 53 Select Service Marriott Hotels throughout the Midwest Region.

Making her point that in today’s market success in the industry takes both “What You Know and Who You Know,” Alli suggested that the graduates begin now to establish a network of professionals with a common bond—the Spartan bond—which can help them as they advance in their careers.

For those starting out in Chicago, Alli suggested building the network by attending The School’s Annual Gathering of Leaders, and the preceding Young Alumni Event. MSU’s Alumni Club in Chicago is also a group that can help connect students to other MSU professionals.

And for those in the Detroit area, Alli suggested, students should get back to MSU frequently. The Homecoming parade and tailgate are comfortable, fun and informal. And, she said, some companies, if they know you’re a Spartan, will send you back to recruit at CAREER EXPO or will buy a table at Les Gourmets.

For any graduates starting in any area of the country, Alli advised all to be sure to find fellow MSU graduates in your company, to join The School’s Alumni Association, and get business cards from anyone you meet!

Finally, Alli challenged each graduate at the luncheon to begin the networking process that afternoon. “Add at least one person to your Spartan Network today,” she said. “Best of luck, and GO STATE!”
Alumni Mentors

Every time I come to campus, I’m aware that the more things change, the more they stay the same. Sure, 1981, the year I graduated, is a long way down the road. In place of the comfortable Union grill there is a decidedly ’90s phenomenon, the food court. Last time I was on Grand River, I noticed a huge new parking structure out in front of one of the oldest buildings on campus, Morrill Hall. And walking along any street on campus, you’re likely to find 90 percent of the students listening to iPods or talking on cellphones—items which didn’t exist when I was a student.

But when I visit The School, attend an event, and meet with students, something stands out. Something that hasn’t changed and probably never will: they need us. Alumni are so important to these young people. Ron Cichy tells me that Visiting Leaders who come to make presentations regularly receive emails afterwards from students who seek advice and look for information about careers. When I visit, I always meet impressive, curious, goal-driven students, eager for alumni contact and news from the “front lines.”

The annual Spartan Sponsors Mentor Program kick-off event every Homecoming weekend is a great example of The School meeting the needs of students who want to learn outside the classroom and alumni who have much to share. Pairing a student with an alumnus who has similar career interests seems like a no brainer—and it is. Sign up online through The School’s web site (click on the Alumni section), and you’ll be paired with a student who simply needs a little of your email or phone time, and a lot of your wisdom.

Go ahead and get involved—and though at times you’ll wonder at the changed (read “technological”) atmosphere on our beautiful old campus, you’ll find fulfillment and satisfaction in helping to guide a student who needs an industry mentor.

It has been a privilege over the past two years to serve as vice president and president of our School’s Alumni Association. I will continue to work with our Executive Board and Appointed Board to further the mission of The School, and welcome Marc Gordon (MBA ’73) as our new president.

Go State!

Sincerely,

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

Authella Collins Hawks Awarded First Alumni Faculty/Staff Award

When the boards of the Alumni Association and the Hospitality Association in The School voted to establish an annual faculty/staff award, they perhaps knew that there were many deserving recipients. “So many people in The School go ‘above and beyond,’” says president of the Alumni Association Mike Murray (BA ’81). In its inaugural year, Authella Collins Hawks, director of the Student and Industry Resource Center, was chosen as the first recipient of the award recognizing outstanding service among faculty or staff of The School.

Authella was surprised and grateful, writing to the Alumni Association, “Words cannot adequately express how honored I am . . . I feel so blessed to be part of a fantastic team in The School; men and women who are very dedicated and in the forefront of developing hospitality knowledge to share with our students . . . please accept my sincerest thanks.”

Authella, as director of SIRC, wears many hats in “The School, and is often the “face” of The School when prospective students and their parents come to visit. In addition, Authella coordinates all Level I and Level II internships, CAREER EXPO, and all company recruiting visits. She has brought Dramatic Diversity and other initiatives to CAREER EXPO, expanding its focus.

In fact, her office essentially serves as the “concierge,” handling all the logistics when company representatives arrive on campus to meet and interview students. The warm relationships The School enjoys with so many highly regarded hospitality business companies is initially the result of Authella’s professionalism, attention to detail, and enthusiasm.

For many students, Authella is the caring yet exacting (!) personality which gets them ready for the transition from student to professional. She teaches a section of HB 401 – Hospitality Business Professional Development II—and conducts workshops on resume writing, interview strategies, professional dress, and proper conduct in the workplace. In addition, she coordinates The School’s graduation luncheons each semester.

When the International Hotel/Motel & Restaurant Show in New York City and the National Restaurant Association Show in Chicago roll around, it is Authella who, with an army of bright-eyed students, sets up and oversees The School’s exhibit booth, training students to field questions from people stopping by. She also arranges for educational professional development tours and panels for the students from The School who travel to these important events. (Take a look at page 5 for a “sampling” of her New York arrangements for the students).

Authella even attends and participates in all Alumni Association meetings. And all of this she does with a staff of volunteers!

“Authella deserves recognition,” says Richard Farrar (BA ’73), the School’s Alumni Association chairman of the board. “I’m pleased that the students and alumni have honored her in this way.” Congratulations to Authella, and many thanks for the dedication and hard work she delivers each day.
We have a cover model! The February 2007 issue of Chain Leader featured Alumnus Kevin Brown (BA ’77), president and CEO of Lettuce Entertain You Enterprises, Inc., (LEYE) on its cover, and contained an illuminating interview with him about Lettuce Entertain You’s structure, growth, and new concepts. Together with The School’s 2006 Honorary Alumnus of the Year Rich Melman, who is founder and chairman of LEYE, Kevin has helped develop one of the most successful, innovative restaurant companies in the United States.

Quick—what do Nora Barlett (BA ’04), Mike Feigenbaum (BA ’74), Scott Stinebaugh (BA ’86), Kerri Malinovich (BA ’05), Jessica Kopczynski (BA ’04), Erin Roels (BA ’02), and Megan Holland (BA ’05) all have in common? Their graduation dates span the decades, they have varying titles, but they all represent Starwood Hotels and Resorts Worldwide. And they were on campus on February 7 and 8, 2007, to recruit students for positions in their properties. Nora is housekeeping manager for the Sheraton Chicago Hotel & Towers; Mike is general manager of the Westin Michigan Avenue in Chicago; Scott is director of sales and marketing for the Westin Detroit; Kerri is service express manager for the Westin Michigan Avenue; Jessica is guest experience manager for the Westin Detroit Metropolitan Airport; Erin is senior sales manager in the Marketing and Sales Center for the Sheraton Chicago Hotel & Towers; and Megan is human resources director for W Hotel in Chicago.

Dan Burdakin (BA ’81) and his Park Management Group continues to expand. The School received word that Park Management Group will serve as the manager for the Jameson portfolio of 107 limited service hotels in the Southeast and Midwest. Dan notes that Park Management now has responsibility for not only the Jameson properties, but also for many others, including Sun Suites, Crestwood Suites, Lodge America, and many more. Good job, Dan.

Patrick Duthie (BA ’01), project manager for Stone House Development, Inc., and his wife, Sarah Bugg Duthie (BA ’01), have produced a little future alumna, Charlotte Piper (BA ’29). Patrick is a member of The School’s Alumni Association Alumnus Board. He was on campus in February 2007 to help students with Swing Auction.

Bob Fish (BA ’88), CEO and founder of Beaner’s Gourmet Coffee, Inc., has something new to add to his impressive list of accomplishments. Last year he bet a friend he could enter and win a 5K race for Junior Achievement. A strict training schedule led to a win—and a new way of life for the now-athlete who runs several days a week, works with a trainer, drinks lots of water, and eats healthy, small meals several times a day. Bob was featured for this accomplishment in Lansing’s Healthy and Fit magazine, in which he states, “You have to choose to work out and become healthy. I make sure to put it on my daily schedule.” Congratulations, Bob!

Mike Getto (BA ’56), director of Franchise Development for GuestHouse International Inns, Hotels & Suites, has sent word that, in December, Settle Inn, LLC, a 14-year-old regional hospitality company with franchise operations in five states has purchased GuestHouse International, a leading upper-economy brand of more than 70 franchisees with operations in 22 states and China. In a press release, Brendan Watters, president and CEO of Settle Inn, said the purchase would absorb the majority of existing employees of the GuestHouse franchise system. “Both Settle Inn and GuestHouse International have built a history of success and growth through the hard work and expertise of excellent staff and leadership,” he said. “We know that Mike has been part of that excellent team, and wish him all the best in the transition.

It was noted last spring in Nation’s Restaurant News that Fifth Group Restaurants, a seven-unit dining and catering operation, would debut its latest venture, Ecco, in Atlanta. And in the same publication, on December 18, Fifth Group was featured again in an interview with founding partner and MSU Alumnus Robby Kukler. The other two partners in the company are School Alumnus Steve Simon (BA ’91) and Penn State graduate Kris Reinhard. According to the first article, Fifth Group “has emerged as a key player in the competitive Midtown Atlanta dining scene.” Now they plan to “cement their position...by speeding up their growth rate and looking into larger footprints for their concepts.” The article continues, “Even beyond our first decade, we were still opening restaurants at the rate of only one every three and a half years,” says Kukler, who co-founded South City Kitchen with Michigan State peer Simon. “But this past year, the group opened a second South City Kitchen and the new Ecco—both of which are larger than their other operations, but not extravagant.” Kukler says, “Our mission is to be one of the leaders in the Atlanta dining scene, having restaurants we’re proud of and that play roles in their communities.” Congratulations to Robby and Steve.

A New York Times – nytimes.com article on January 13, 2007, discussed new trends in wine tastings, and Alumnus Eric Liedholm (BA ’83) was one expert who was consulted. As director of wine and sommelier at famed Seastar Restaurant and Raw Bar in Bellevue, WA, Eric has helped popularize private wine tastings, where, according to the article, “one has the opportunity to learn more specifics about a wine, its winemaker, and the vintage.” The settings are intimate and the wines are tailored to the invited guests. Eric is a sought-after wine expert, who pours only the “gold standard” of wines at his private tastings. The article states that his goal is to allow his students to learn how really good wines taste so they have something to compare other wines against. He has noticed over recent years that customers are increasingly sophisticated, moving beyond the basics, and asking probing questions. Eric lately has been discussing Washington State’s wine regions and bringing in local winemakers. With a reported 33 percent of Americans now drinking wine, Eric will undoubtedly keep busy! Congratulations on the great press!

And Kevin Brown is not The School’s only cover model. Jeff Lobdell (BA ’88) made it on the front cover of Michigan Restaurant in February 2007 as incoming president of the Michigan Restaurant Association. Jeff, president of Restaurant Partners, Inc., in Grand Rapids, joins other School alumni on the board of this important association.

The MSU News-Bulletin featured H. Michael Rice (BA ’76) in its regular “MSU Profile” column on February 8, 2007, noting that while many students claim to be Spartans for life, Mike is one who actually became a Spartan for life. He took the position of night manager in McDonell Hall when he was still a senior in the School of HRI. Thirty-one years later, he oversees all 20 Sparty’s cafes and convenience stores as MSU’s director of auxiliary services. He also manages the concessions at Spartan Stadium. And to current students, he is “Professor” Rice, who teaches the elective On-Site Foodservice Management in The School.

Ron Smith (BA ’62) began his career at MSU while still a student, as one of the first assigned to live in the “not-quite-finished” Owen Graduate Center. According to an article in Serving State, a publication for and about MSU staff, Ron has been a fixture in Owen ever since. Ron, who earned a bachelor’s degree from Babson College in Massachusetts, came to MSU simply to earn his degree from what was then called HRI. He had every intention of returning out east, but after completing his education at MSU—and then serving in the Army Reserves—Smith returned to campus as a temporary Food Service Supervisor. MSU Division of Housing & Food Services then “became Smith’s home away from home for the next 43 years.”

As Hall Manager of Owen/Van Hoosen Halls for 25 years, Ron is only the fourth manager since Owen opened in 1960. He retired in December, earning accolades from those who worked with him. University Housing Director Angela Brown said, “I could always count on Ron to provide alternative viewpoints to issues, but always in a professional manner that generated important discussions. I miss his wry sense of humor and common-sense approach.” As former director of the Student and Industry Resource Center, Alumnus Angelos Vlahakis (BA ’81) touched many lives and mentored many who are successful in the hospitality industry today. Last spring, he found himself surrounded by several of those former students (fans?) at the wedding of Steve Marx (BA ’87) to Rachel Russ in Chicago. Among the guests were Correne Akarakcian (BA ’85),...
Where are they now?

Richard Ogden Barbour (BA ’81) is the department head for The Hospitality Program for the Norwalk (CT) public school system, teaching in a brand-new classroom and culinary facility at Brien McMahon High School in Norwalk. Healeyman3000m3@yahoo.com

Jennifer Blitz (BA ’06) is a manager in training at Max and Erma’s in Birmingham, MI. mzu_blitz@yahoo.com

Robert Blymer (MBA ’72) is director of the Dedman School of Hospitality at Florida State University. rbymer@cceb.fsu.edu

Christina Dace (BA ’06) is a restaurant manager at The Waldorf-Astoria in New York. christina_dace@hilton.com

Robert Dallaire, Jr. (BA ’99) is the catering sales manager of the Courtyard by Marriott in Fort Wayne, IN. Jason.keenan@whitelodging.com

Jennifer Holt (BA ’99) is the catering sales manager for the Sheraton Lake Buena Vista, FL. Jennifer.holt@westin.com

Jeff Fuller (BA ’77) is general manager at Mansion on Forsyth Park in Savannah, GA. Jeff.fuller@mansiononforsythpark.com

Bradley Goldstein (BA ’90) is director of business services in School District U-46 in Elgin, IL. bradleygoldstein@u-46.org

Michael Guza III (BA ’99) is a golf professional at the Scenic Golf & Country Club in Pigeon, MI.

Michael J. Horvath (BA ’86) is a financial analyst for CBRE Hotels, based in Chicago, IL. michael.horvath@cbre.com

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

Jennifer Holt (BA ’99) is the catering sales manager at The Westin Peachtree in Atlanta, GA. Jennifer.holt@westin.com

Jason Keenan (BA ’03) is the general manager of the Courtyard by Marriott in Fort Wayne, IN. Jason.keenan@whotelodging.com

Paul LaBell (BA ’74) is the vice president of sales for Camerican International in Paramus, NJ. plabell@camerican.com

Pam Lauroff (BA ’93) is an account manager at Elian Nutrition, Inc., in Grand Rapids, MI. plauroff@elannutrition.com

Curtis Lease (BA ’91) is the district manager of business services for ARAMARK in The Woodlands, TX. Lease-curtis@aramark.com

Krystal Lewis (BA ’05) is the assistant Maitre ‘D for Norwegian Cruise Lines America in Honolulu, HI. krise147@aol.com

Jessica Lynch (BA ’05) is the manager of The Capital Grille in Chicago, IL.

C. Luke Mathot (BA ’03) is the assistant manager of food and beverage for The Peninsula in Chicago, IL. lmathot@thepeninsula.com

Ellis D. Norman (BA ’62) is an assistant professor and internship coordinator for University of Nevada Las Vegas. He is also president and CEO of Hospitality Experts Consortium, LLC. Norman@globalhospitalityexperts.com

Rick Rowe (BA ’88, MBA ’96) is director of Americas Automotive Audit Services with Ford Motor Company. rrowe3@ford.com

Steve Mihalic (BA ’96) is manager of international reservation sales at Marriott International in Washington DC. steve.mihalic@marriott.com

Joy Nagy (BA ’96) is an event planner at LaSalle Bank in Troy, MI. joy.nagy@yahoo.com

Susan Rudd (BA ’91) is a supply chain manager at Compass Group Foodbuy in Scottsdale, AZ. sudd@foodbuy.com

Wendi Safstrom (BA ’92) is vice president of management development for the National Restaurant Association’s Educational Foundation in Chicago, IL. wsafstrom@nraef.org

Neil Smith, CCM (BA ’88) is the general manager of the Owentsia Club in Lake Forest, IL. nsmith@owentsioclub.org

Dianne Subhier (BA ’72) is the school nutrition specialist at the Virginia Department of Education in Marion, VA. dianne.subhier@doe.virginia.gov

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Associated Luxury Hotels International Holdings, LLC
Auction - The School of Hospitality Business
Auerbach Hotel Associates, Inc.
Mark C. & Maxine Auerbach
Dwight C. Austin & Elizabeth A. Cherin
Automatic Products International
Kelley J. Ayrey & Gregory A. Kanclerz
Aztech Inspection Services, LLC
Gregory P. Babineau
Steven E. Bader
Loren W. Balazs
William L. & Bette L. Baldwin
Joshua R. Barber
John D. Barkham
Neil F. & Patricia Barnhart
Philip J. & Rebecca H. Baron
Stuart J. Barrett
Charles D. & Mary A. Bauer Foundation
Bavarian Inn Motor Lodge
Alejandro & Ilma N. Bayo
Beaver Run Resort
Gregory J. & Therese A. Beconne
Mary J. Becker
George D. & Louise T. Bedell
Jennifer S. Bedford
Jane D. Belanger
John A. & Libby M. Belden
Peter R. & Kathryn W. Benington
Kenneth A. & Diane Benjamin
John Berinci
Lee D. & Catherine P. Bergen
Brenda K. Betts
Betty Maclean Travel, Inc.
Jill L. Bidwell
Ruth A. Bigelow
Lori J. & Michael J. Biondo
The Birchen Vitale Group
Eric A. & Shelly S. Bishop
Ronald J. Siwer
C. David & Deanna L. Black
Kalnicck
Scott J. Blomquist
James M. Blomstrom
Richard C. & Kathryn H. Boehning
Richard J. Bombyk
Patricia & Bruce C. Bommarito
Barbara A. Bondy
Ross E. & Deborah S. Bowker
Robert T. Bowman
Boykin Hotel Properties
Douglas K. Boyle
Carol S. Bracken
Jack E. & Andrea Bradley
Brady Industries, Inc.
Mr. & Mrs. Paul D. Bredow
Robert J. Brennan
Robert A. Britt
John C. & Mary L. Brogan
Christopher H. Brown
Kevin J. & Kristi R. Brown
Reed E. & Judith A. Brown
Robert J. & Susan L. Brown
Wendy A. & Paul D. Brueckner
Richard A. & Sharon A. Bruner
Pauline W. & James D. Buchanan
Robert D. & Susi Buchanan
Buddha Entertainment, LLC
James E. Burba
Dan E. & Cheryl D. Burdakin
Dawn M. Burgess & Bryan K. Soave
Thomas J. & Charlotte J. Butters
Kathleen B. Buzby
Bradley T. Calkins
Barbara A. Callis
Bradley N. & Mary Beth Cance

Career Expo - The School of Hospitality Business
Ross E. & Diane M. Carter
Roy M. Castell
Vera A. Caulum
Frank C. Cecile
& Carol L. Frazier
Amada C. Cederberg
Century Steel, Inc.
John V. & Melissa S. Cerieale
Kathryn L. Chafin
Wayne W. Chang
Kimberly J. Charles
Robert N. & Shirley P. Cheal
Scott A. & Lynn M. Chouinard
Stephanhia & Iain T. Christie
Ronald F. & Sheila G. Cichy
John M. Cico
Citigroup, Inc.
Jill N. Claypool
The Club Foundation
Laura Cyma-Gilbert & Joel L. Gilbert
Luanna A. & Carl W. Coffee, Sr.
John C. Collette
Marianne A. & Jack C. Conner, III
William A. & Linda J. Conner
Jon J. & Randy H. Conrad
Richard C. & Sandra L. Conti
Charles W. Cooper
Coral Gables of East Lansing
Barbara A. Costner
Kenneth E. & Carol J. Crawford
Steven J. Crichton
Terry L. Crickshank & R. Keith Bader
David H. Cron
Culinary Design and Fixtures, Inc.
Jay Dee Cutting
Derek A. Daniels
Raymond A. & Joyce J. Dault
Anthony C. Day
Charles H. & Joyce H. Day
Anthony J. & Constance B. Del Visco
Mary S. & William DeLuca
Sean R. & Elizabeth Des Noyer
DeSimone Consulting Engineers, P.L.L.C.
William H. & Bernadette A. Devine
John R. & Margaret M. Devoe
Richard F. & Kathy Dietiker
James A. Divis
Timothy M. & Sharon L. Donley

John J. Donovan
Ann M. Dore & Joseph Lamia
Gordon R. & Carole A. Doyle
Kerry A. & Lori Drusch
David A. DuBois
Tamara Duszynska
Sara A. Rowe
& Paul A. Dykstra
E & J Gallo Winery
ECCI Users Group, Inc.
Ecolab Inc.
Edward Don & Company
Yohe Eaghast
El Pomar Foundation
El San Juan Hotel & Casino
Christopher A. Elias
Eileen L. Emerson
Donald L. & Mary A. Eppelheimer
Equipment Dynamics, Inc.
Robert F. & Charlotte E. Ernst
William J. & Karen J. Everal
Anne L. Ewing
& Kraig A. Magann
Kandi D. Ethey
Robert L. Fabian
Michele A. Fairman
Stacy L. & John T. Fallucia, Jr.
Andrew P. Falter
Thomas A. Farzak
Richard D. & Nancy A. Farrar
Thomas C. Fay
Fidelity Investments
Daniel C. Fidelman
Darrell F. & Ruth L. Fleenup
George P. & Robin K. Fischer
Loraine M. & Edward C. Fisler
Foundation of the National Automatic Merchandising Association
Roland A. Fountain
Jerry L. & Joanne M. Fournier
Frankenmuth Bavarian Inn
Franklin Consultants, Inc
Melissa K. Frechen
Amos P. Freeman
Gary J. Frost
Harold A. Frutiger
Barbara E. Funke
G & G Systems
Glenn G. & Alta R. Galbraith
Burton J. & Dorothy L. Gardiner
Weldon S. Garrison
Georgiana J. Gauthier
Robert L. & Jan Geiger
David C. & Lori S. George
David J. Gerlach
Michael H. Getto
Robert E. & C.D Gilbersten
John S. Gitten
Barbara S. & Stephen J. Gold, Sr.
Courtney L. Goodfellow
Marc J. & Darlene C. Gordon
Dorothy B. & James F. Goovar
Greater Lansing Convention & Visitors Bureau
Marla S. Green
Guy & Liana M. Greco
Karen F. Grrynn
David J. Grissen
Grotta, Glassman & Hoffman, P.C.
William G. & Roxanne M. Guereich
Claire M. Hauty
Haider Development Corporation
Deborah H. & James M. Halasz
Anne L. Hall
Kevin F. & Marilaine Hamilton
Hans Schuler Restaurant
Janice P. & David Haqc
Harper Associates, Inc.
Jeffrey C. & Colleen T. Harrison
Susan R. Harwood
Lori A. & James F. Haughery
Jay S. Havestock
Sarah J. & Frederick J. Hawley
Scott R. & Brenda R. Hazelton
Rachel L. Heeren
Lisa K. Heffernan
Thomas A. Herrell
Scott D. & Kathy A. Hershey
Philip J. & Reedy D. Hickey, Jr.
Richard J. Hiemenez
The Highland Group
Kenneth D. & Patricia A. Hill
Hillstone Restaurant Group
Donald E. & Glenna A. Hippensteel
Joel W. & Maridane A. Hiser
Bridgett M. Hisson
Philip M. Hoag
Michael D. Hoedeman
Robert C. & Nancy M. Holland
The Honorable Order of the Golden Toque
Kelly A. Horaney
Hospitality Financial and Technical Professionals
Hotel Motel Association of Illinois
Bryan J. & Debra S. Howay
Michael J. Hryczuk
HSBC Bank USA
Dawson T. & Robyn K. Hubert
John L. & Joy L. Huckestein
John R. Hudak
Jonathan F. Bem & Mary Patricia Hurley Bem
Bruce C. & Mary K. Huron
Aaron D. Iide
Jane G. Iide
John C. Inman
Intercontinental Hotels Group
International Gold & Silver Plate Society
Glenn F. Isaacs
Jason W. Jackson
Mary C. Jacob
Craig S. Jacobsen
John L. Jacobson
Ritesh M. Jariwala
Nancy L. Jensen
JMB Insurance Agency
Bradford V. & Grace D. Johnson
Michael L. Johnson
Stephan R. Johnson
Steven M. Johnson
Erik F. Johnston
David T. & Phyllis Johnstone
Charles S. Jones
David L. Jones
John A. & Judith A. Jordan
John L. Jordan
Paul E. Joseph
& Tomas P. Lunger
Richard M. & Sandra L. Judd, Jr.
Rein S. Kansman
Tamara A. Karamitros
Michael L. & Holly L. Kasavana
Jerome G. & Lois A. Kaspar
Gary W. Keirce
Michael V. & Carol J. Kellingos
Terry D. & Judy A. Keller
James M. Kelly
Michael J. & Stephanie Kelly
Kevin S. & Julie A. Kennebeck
Jon D. Kennedy

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NRA SHOW, May 19-22, 2007

Monday, May 21, 2007
• Alumni Association Appointed & Executive Boards of Directors Meeting
  8:30 a.m. to 3 p.m.
  Hilton Hotel, Chicago, Illinois
  Willford Room A, 3rd floor

• Annual Gathering of Leaders Reception
  6 p.m. to 9 p.m.
  Hilton Hotel, Chicago, Illinois
  Waldorf Room, 3rd floor

Friday, June 8, 2007
• Patriarchs Breakfast (MSU 50-year Alumni Reunion Days)
  8 a.m. to 10 a.m.
  The Kellogg Hotel & Conference Center, East Lansing, Michigan
  The School’s Dining Room, Garden Level

MSU HOMECOMING WEEKEND
October 11-13, 2007

Thursday, October 11, 2007
• The School Golf Outing
  Afternoon Tee Time
  Forest Akers Golf Course, East Lansing, Michigan

Thursday, October 11, 2007
• Alumni-Faculty Roundtable Discussion
  5 p.m. to 6:30 p.m.
  Kellogg Hotel & Conference Center, East Lansing, Michigan
  Corniche Room

Thursday, October 11, 2007
• Spartan Sponsors Mentor Program
  7 p.m. to 9 p.m.
  Kellogg Hotel & Conference Center, East Lansing, Michigan
  Lincoln Room

Friday, October 12, 2007
• Alumni Association Appointed & Executive Boards of Directors Meeting
  8:30 a.m. to 3 p.m.
  Kellogg Hotel & Conference Center, East Lansing, Michigan
  Lincoln Room

MSU HOMECOMING WEEKEND (CONTINUED)
Friday, October 12 - Saturday, October 13, 2007
Check our website at bus.msu.edu/shb for Homecoming event times and locations!
• Homecoming Parade
• Homecoming After-Parade Reception
• Homecoming Pre-Game Reception

Tuesday, November 6-7, 2007
• CAREER EXPO XXIX
  Kellogg Hotel & Conference Center, East Lansing, Michigan
  Big Ten Rooms

IH/M&R SHOW, Nov. 10-13

Saturday, November 10, 2007
• Young Alumni Gathering
  2:30 p.m. to 4 p.m.
  The Waldorf=Astoria Hotel, New York City, New York
  Gramercy Suite, 18th floor

Saturday, November 10, 2007
• Alumni Association Appointed & Executive Boards of Directors Briefing Meeting
  4:15 p.m. to 5:15 p.m.
  The Waldorf=Astoria Hotel, New York City, New York
  Sutton Suite, 18th floor

Saturday, November 10, 2007
• Celebration of Leadership
  6 p.m. to 9 p.m.
  The Waldorf=Astoria Hotel, New York City, New York
  Empire Room, lobby level

Saturday, February 9, 2008
• Samba Auction
  5 p.m. Silent auction begins
  6 p.m. Live auction begins
  Kellogg Hotel & Conference Center, East Lansing, Michigan
  Big Ten Rooms

Mark Your Calendars! Come Visit Us!
Interested in attending an event listed above? Please email Lena Loeffler at loeffler@bus.msu.edu or phone her at 517-353-9211.
The School’s longstanding philosophy of relationship building and connectivity means our students, alumni and faculty are all part of an ongoing, influential network that has mentored, empowered, assisted, and influenced generations who have chosen the path of hospitality.

- Our students actively engage in dynamic coursework, run student clubs, spearhead special events, and learn hands-on through internships that take them all over the world.

- The School’s alumni greats return to campus each year to share their stories and insights with students.

- Our nationally recognized faculty puts students first, sharing knowledge, research, and a passion for the business every day.

The School’s leadership position is highlighted by the success of our alumni, who stand out among the industry leaders shaping the business of hospitality for eight decades, and who have—by building their own reputations—built The School’s reputation as The Leader.