“The possibility for change is in our business. Be prepared to take tough jobs that others shy away from.”

Alumni Association’s
2007 Alumnus of the Year
Richard Farrar (BA ’73)

Vice President
Owner and Franchise Services
Marriott International, Inc.

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Treasured Relationships

This has been quite a year for The School. All of our annual events have been great successes, we have had a stellar group of student leaders, our faculty productivity remained at the very top, and our alumni again have proven to be outstanding leaders in the industry as well as generous benefactors and wise mentors to their alma mater.

But this year has been especially remarkable for another reason: after months of planning meeting with designers, architects, alumni, and university experts; after examining precise needs of students and the future industry—not to mention determining the financial implications—we have embarked on a revitalization project which will launch The School into the forefront of the culinary business segment of the hospitality industry, vastly improving the current facilities in The School’s kitchens, demonstration theater, dining room, and even our Wall of Fame display.

The article on page 16 describes the exciting new Culinary Business Learning Lab, a project that we are all eager to see completed. Our new Associate Director of Development in The School, Shelley MacMillan, has joined us because she shares our vision and will be devoted to raising the funds necessary to complete this important (and costly) project.

We at The School are thankful for wonderful, generous alumni such as Phil Hickey (BA ‘77), who has already provided much of the funding for Shelley’s position, and generous industry partners such as the J. Willard Marriott Foundation, which has pledged $1.3 million for the project.

Relationships such as these are the lifeblood of our School. In fact, we value and appreciate the relationships we enjoy with all of our alumni and industry friends, including those who simply “donate” a well-timed word of advice, constructive criticism, note of encouragement, or pat on the back.

The relationships we build and enjoy in The School take another form at most of our graduation celebrations. Over the past several years, our graduation luncheon speakers have been alumni parents of graduating seniors. A special bond is reinforced at these moving events, both between the brand new alumnus/a and our School, and between the parents and the all-grown-up child.

There is another relationship we celebrate: our Alumni Association Executive and Appointed Boards of Directors have always been strong partners for The School. These industry leaders who selflessly give their time and knowledge to our School, and to our mission, prove over and over again that their common goal is the good of The School and the preparation of the future leaders of the industry, our students. But over the years that I have been The School’s director—twenty!—most of the Board members have also become good friends of mine. We enjoy a genuine bond born of common dedication to our alma mater, yes, but also born of many long conversations, shared experiences, and common values. These alumni are treasured friends and trusted advisors.

I sound a little nostalgic. Perhaps that is because I recall my first major project as the director of our School. It was the creation of the dining room, amphitheater, and kitchens that we dedicated on April 15, 1989. As we launch the revitalization of that space, I feel compelled to look at the relationships that have been so vital in these projects and in countless others.

I admit, however, that my nostalgia stems in part from the fact that our oldest child will embark on a new project in the fall. She will become a college freshman, reminding me in a poignant way of the “circle of life.” Though she has chosen to go to that “other” university down the road, I will always say (and so will she!)

“GO STATE!”

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

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

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bus.msu.edu/shb

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Back in 1956, the legendary President of Michigan State, John Hannah, offered his definition of “Education.” We reprint it here from the archives of Wall of Fame Class of Founders member Ernie Renaud (BA ’57) for its timeless applicability, especially to the mission we live in The School. Please keep in mind that the male references are not meant to be exclusionary. In this case, “he” should be read “he or she” and “man” should be read “man or woman.”

Times have certainly changed since 1956.

In the final analysis, we believe that an educated man in a democracy is one who is trained and conditioned to be an effective citizen. He need not necessarily be a man who has attained great wealth, or professional distinction, or high public office. He may not be known far beyond the borders of his own community.

But he will have been educated to contribute ECONOMICALLY to the limits of his creative and productive skills.

He will have been educated to contribute SOCIALLY by his understanding of the world around him and his tolerance for the rights and opinions of others.

He will have been educated to contribute MORALLY by his acceptance and observance of fundamental values and his dedication to quality.

And he will have been educated to contribute POLITICALLY by his reasoned, thinking approach to political issues, his rejection of demagogic appeals, and his willingness and ability to lead or to follow with equal intelligence.

We do not think so much of graduating restaurant managers or teachers or stewards or greeters as of graduating educated men and women, trained to be effective citizens of our democracy—men and women ready and willing to assume the duties of leadership in a nation crying for intelligent direction and guidance in a world full of confusion and insecurity and doubt and second raters and just get-by-ers.

As the demand for well-educated, well-rounded individuals to work in all realms of the hospitality industry grows, so does The School. Even as the standards for entrance into The School at junior standing get more selective, the enrollments have risen to just about 900 undergraduates by the end of Spring Semester ’08. In the graduate programs housed within The School, numbers are rising as well, with nearly 25 graduate students enrolled.

With higher enrollments, of course, come increased demands on the faculty and staff, greater numbers of students on School Study Abroad programs, more students searching and getting scholarship awards, and more than ever a need for alumni and friends of The School to offer their expertise in our classrooms and as guest speakers for student clubs; to mentor students through the Spartan Sponsors Mentor program; to participate in School events; to hire interns and graduates; and of course, to consider a financial contribution.

The School will continue to accommodate the large numbers of students while maintaining a “small School feel,” giving students personal attention and every chance possible to learn in a supportive environment, to take opportunities for leadership roles, and to meet and interview with as many recruiters and companies as possible. We continue to require a balanced curriculum, offer creative electives, use the knowledge and experience of industry leaders, and with research and industry partnerships create the knowledge that others are eager to learn. This is our legacy of an MSU School education.
Again last fall, Homecoming weekend, beginning Thursday, October 11, 2007, brought a flurry of activities encouraging alumni to connect with students, with faculty, and of course, with each other.

Certainly those people drawn to the hospitality industry seem to know how to have a good time, and The School is perhaps the only unit on campus which plans seven (count ‘em!) events which draw alumni to East Lansing every Homecoming weekend. On Thursday morning, alumni and students teed up in the second annual golf outing at Forest Akers, where cool temperatures failed to dampen spirits.

Later in the afternoon, the faculty/alumni roundtable addressed the topic of green and sustainability from both a developer’s and operator’s perspectives. Participants included alumni, faculty, and graduate students.

And in the evening, a kick-off event for the Spartan Sponsors Mentor Program paired each alumna/um with a student who shares his/her career interest. The two continue to stay in touch throughout the year (and beyond, if they so desire). For one young alumna, this was the most memorable event of the weekend. “I still can’t believe I’m the one who is the mentor, and not the student,” she was overheard saying. “I remember relying on alumni when I was first starting out, so it’s an honor to be on the giving end this time.”

Friday’s event, an all-day Alumni Association Board of Directors meeting, was really more fun than it sounds! More than 50 alumni gathered at the Kellogg Hotel and Conference Center to report on their committee work, to hear about current School projects and priorities, to vote on alumni awards to be given at this year’s Annual Gathering of Leaders and Celebration of Leadership, and to socialize!

Rich Conti (MBA ’76), chairman of the Alumni Association development committee for the Board, said afterward that the meeting, with so many fellow graduates, was what an Alumni Association was all about. “I feel as though we get a lot accomplished, but in a way that allows us to reconnect and reminisce. We get so much energy from each other.”

Friday evening brought the Homecoming parade, during which alumni traditionally march with the students the entire parade route through East Lansing. This year, over 50 alumni, students, and faculty participated, despite chilly weather. Gathering in the lobby of Eppley Center afterward for the traditional alumni/student barbeque, graciously coordinated by Mike Rice (BA ’91), and served by Chuck Day (BA ’91), Allegra Flinkt (BA ’90), and Tim Pugh (BA ’91)—with many thanks to other alumni who rolled up their sleeves to serve and clean up—the students enjoyed informal socializing and great (free!) food, and the alumni got to feel young again!
Mark your calendar for Spartan Homecoming 2008…

OCTOBER 2-4

Following are the list of events, and more information is on the website at www.bus.msu.edu/shb

10/2/08: Alumni-Faculty Roundtable Discussion
The School of Hospitality Business faculty members and various alumni meet to discuss topics of interest. Reservations are required, please contact Lena Loeffler at loeffler@bus.msu.edu

10/2/08: Spartan Sponsors Mentor Program
Alumni meet with students to provide mentoring opportunities, networking, and more! RSVP is required; please contact Mrs. Hawks in the SIRC office at (517) 353-9747.

10/3/08: Alumni Association Executive & Appointed Board of Directors Meeting
The next meeting of The School’s Alumni Association Executive Board and Appointed Board of Directors is scheduled for October 3, 2008, from 8:30 a.m. to 3:00 p.m. at the Kellogg Hotel & Conference Center (Big Ten C Room) in East Lansing. Reservations are required; contact Lena Loeffler at loeffler@bus.msu.edu

10/3/08: Homecoming Parade

10/3/08: Homecoming After-Parade Tailgate
Join us behind the Broad College and Eppley Center Building for an “after-Homecoming-Parade” celebration. Please RSVP to Lena Loeffler at loeffler@bus.msu.edu

10/4/08: Homecoming Pre-Game Reception
Join us in The School’s Dining Room (lower level at the Kellogg Hotel & Conference Center) for a pre-game reception prepared by our Chef Sherwin and his students. Cost is $25 per person and RSVP is required. Please contact Lena at loeffler@bus.msu.edu

10/4/08: Homecoming Football Game
MSU vs. Iowa
For tickets, please contact Lena Loeffler at loeffler@bus.msu.edu

We look forward to seeing you!

The highlight of Homecoming weekend for many School alumni is the annual Homecoming breakfast/reception before the game. The early reception provided time before this year’s evening kick-off for alumni to revisit old campus haunts, visit with old friends from other departments, and show family members what we mean by “the spirit” of MSU. The reception is a tremendous event, with the best food of any Homecoming tailgate on campus, thanks to Chef-Professor Allan Sherwin (BA ’64), Culinary Coordinator Rick Brown, and energetic HB 485 students volunteering to prepare and serve. And guests enjoy the traditional drawing of School-related items ranging from pens to aprons to picnic baskets. “I don’t know where we get all these prizes,” said Aaron Ide (BA ’98), referring to all the items bearing The School’s logo. “But I think I have at least one of each!”

The School can’t take credit for the Homecoming football game, of course, but we can count it among the many outstanding and memorable events which alumni enjoyed over the course of a very busy weekend. The Spartans beat Indiana, 52-27—icing on the cake of a great Homecoming.

“I feel as though we get a lot accomplished, but in a way that allows us to reconnect and reminisce. We get so much energy from each other.”

Rich Conti (MBA ’76)
Chairman of the Alumni Association Development Committee
The Annual Gathering of Leaders on May 21, 2007, was just that: a gathering of some of the industry's greats, including Vice President of Sage Hospitality Resources and The School's Alumni Association chairman of the board Mike Murray (BA '81); Alumni Association President and President and CEO of the Illinois Hotel & Lodging Association Marc Gordon (MBA '73), and Association Vice President and Owner & President of Betty MacLean Travel, Inc. Mary Ann Ramsey (BA '75).

Joining School alumni at the Chicago Hilton were School faculty members, students, and Broad College of Business Dean Robert Duncan—all to honor three outstanding hospitality business leaders—a Marriott International vice president, an innovative entrepreneur, and a rising food service executive.

Mr. Richard D. Farrar (BA '73), vice president of Owner and Franchise Services for Marriott International, Inc., was named 2007 Alumnus of the Year. A veteran of over 30 years with Marriott International, he is responsible for openings, marketing, and communications. In 2007 alone, his department opened or converted 140 new Marriott Lodging Properties. Richard also facilitates or sponsors conferences, meetings, and training and orientation sessions with the Marriott owner and franchise community.

“Richard has been an integral part of our School’s Alumni Association” explains Dr. Ron Cichy (BA ‘72, MBA ‘77), director and professor of The School. “He is a regular speaker in our classes, an outstanding mentor to our students, and a longstanding member of our Alumni Association’s Executive Board.” Richard served as president of The School’s Alumni Association from 2005 through 2007 and in 2007-2008 served as its chairman of the Board. With his help, a special bond has developed over the years between The School and the Marriott corporation, benefiting students involved in the Marriott Scholars program.

Richard has always had good advice for the Alumni Association, helping to establish the Faculty/Alumni Roundtable during Homecoming weekend, and encouraging alumni to return to campus to speak to and mentor students. Accepting his award, he gave the students present good advice as well, saying, “The possibility for change is in our business. Be prepared to work 24/7, join a 401K retirement plan, and take tough jobs that others shy away from.” Richard also told the students to be active, involved alumni, to learn to tie a bow tie, and call home every week!

Mr. Harvey Alpert, president of Harvey Alpert and Co. and Oakfield Farms, was named The School’s Alumni Association 2007 Honorary Alumnus of the Year. He studied at Michigan State in what was named the School of Hotel, Restaurant and Institutional Management in the 1960s, then served in the

Currently, Richard, along with fellow Alumnus Phil Hickey (BA ’77), is co-chairing the committee to raise funds for The School’s revitalization of the Culinary Business Learning Lab. The Marriott Foundation was the first to donate toward this important project with a grant of $1.3 million. (Please see page 16 for more information about the Marriott Foundation’s generosity and about the Culinary Business Learning Lab.)
Air National Guard. After “earning his wings” with Sky Chefs in Boston and with Marriott’s in-flight services, he joined Sage Enterprises. In 1977, he established Harvey Alpert and Company to provide sales management for food manufacturers doing business with the airline industry. By the 1980s, the company had become the leader in introducing recognizable food and beverage labels to airline passengers. In 1994, Harvey established the Oakfield Farms brand of shelf-stable packaged snacks, which is now the leading manufacturer of snacks for the “Buy-on-Board” programs, as well as for complimentary snack services for major airlines and low-cost carriers.

“Harvey has been a highly successful entrepreneur and creative food service provider,” says Dr. Cichy. “He has been a Visiting Leader in our classrooms, displaying for students yet another career path open to them. We are fortunate that he is an ‘honorary’ Spartan.”

Accepting his award, Harvey told the students that they are “only as good as your reputation and integrity.” He encouraged them not to “sit on success, but keep moving forward. Work hard, be practical, and stick with something you like.”

Christina McCaskey (BA ’03), service manager for Red Lobster in Greensboro, NC, was named The School’s Alumni Association 2007 Emerging Alumna Leader of the Year. As a young alumna, she has been with Red Lobster since before she graduated, and in only four years served in three positions and three different locations. She has been identified as a potential Leadership Assessment and Development at Darden Restaurants (LADDR) candidate, and Darden Restaurants executives who recruit on campus regularly sing her praises. Ms. McCaskey has herself recruited School students for internships and permanent placements with Darden, and has returned to campus for events such as Les Gourmets and CAREER EXPO.

“Christina is a young graduate who, through her exceptional work ethic and quality service orientation, has earned the notice of Red Lobster leaders,” says Dr. Cichy. “She has also further reinforced the belief among Red Lobster and Darden executives that School students are well-prepared, dedicated, creative and hard-working.”

Christina also accepted her award offering advice to students about getting the most out of their time at MSU. “Get involved,” she said, “and volunteer in School events like Les Gourmets, the Annual Auction, Vegas Night, and CAREER EXPO. Study abroad and make contacts.” She added, “You can become an effective leader if you believe in the place you work for.” Christina closed by thanking The School, Red Lobster, and her family and friends, and saying, “Students, I wish you the best!”
A biology major at Tennessee State University who was going to be a doctor, Robert instead chose the hospitality industry, and has spent his entire career (over 31 years) with Hyatt Hotels Corporation, serving as general manager of the Hyatt Regency Baltimore, Hyatt Regency Washington, DC, and Hyatt Fairlakes in Fairfax, VA. He is now general manager of the Grand Hyatt Tampa Bay.

Robert spoke optimistically about the state of the lodging industry, discussing all the various options and segments open to today’s graduates. But “even if the industry were encountering hard times,” he said, choose a career in hospitality “as long as you’ve got what I consider to be the essential ingredient in a successful hotel and lodging career: the ‘hospitality bug.’”

The “bug” bit Robert early, when his mother, a nurse in Memphis, helped him get a summer job at a hospital, hopeful that Robert would eventually become a doctor. He delivered trays of food to the patients and found satisfaction in his job and the sense that he was helping people feel better. The gratification one gets in simply giving, Robert told the students, is the “service” aspect of hospitality, and it is at the heart of “what we do in this industry.”

Throughout his career as a general manager, Robert has learned many leadership lessons, including the notion that no two people are alike, and each person, with his/her unique needs, dreams, and desires, wants to be recognized as an individual. In addition, he said, “There is no better way to make someone feel important than by learning and using his or her name.” Finally, he said, “You have to like people. If you genuinely like being around people, if you like helping people, if you feel it’s meaningful to make another person’s experience more positive, then you will never be bored in this business.”

Today’s hoteliers need to be thoroughly familiar with the business aspect of the industry, he said. In years past, a general manager was deeply involved in the day-to-day operations of the hotel. Today, GMs have to be financially savvy, thinking about competition, regulations, accountability, insurance, mortgages, depreciation, and taxes, as well as operations.

But there is something for everyone in the hospitality industry, he said, repeating the belief that the person who succeeds in the industry is still someone who, first and foremost, has a desire to help people.

Robert then focused on the good work being done by the AH&LA, from advocacy on Capitol Hill, to conducting research and sharing information with members, to working to address the industry’s multicultural and diversity issues.

In addition, he reminded the students that AH&LA’s Educational Foundation provides over 300 scholarships each year totaling $439,000 to students at 94 schools all across the country. At MSU, he said, “The Foundation has over the past 20 years provided 140 scholarships totaling nearly $200,000.”

The roundtable allowed the students to ask Robert specific questions about his career, his values, and his vision. He offered them a parting word of wisdom: “Always remain humble in this business. People worship you if you are successful. Remain humble so you can connect with people.”

Following his presentation and the student roundtable, Robert Steele, III was designated an Honorary Faculty Member in The School.

“Always remain humble in this business. People worship you if you are successful. Remain humble so you can connect with people.”
Leading Wine Expert Shares Knowledge with Students

There is a strong connection between The School and the industry, and almost nothing bears this out better than the leaders who speak in our classrooms, sharing their experiences and knowledge.

One of the best examples of this important “connectivity” is Mr. Paul Mann, who has presented in Dr. Carl Borchgrevink’s HB 411 - Hospitality Beverages class for nearly 20 years!! Dr. Borchgrevink says that this well-known wine expert “is always there, ready to share his insight and knowledge. He is a keen expert on German and Italian wines, and in Fall 2007 even came to campus two times.”

For over 40 years, the name of Paul Mann has been synonymous in Michigan with fine wines. His tasting skills are legendary, having been honed by over 150 buying/tasting trips to Europe since 1968. Paul has been honored by membership in some of the most prestigious wine fraternities in the world, including the Chevaliers du Tastevin in Burgundy, the Commanderie de Bordeaux in Bordeaux, and the Cavaliere Del “Ordine Del Tartufo e Dei Vini di Alba” in Italy. Additionally, the French government has awarded Paul with Order Du Merite Agricole.

Born in a German speaking wine village in Hungary, Paul immigrated in 1965 to the U.S. and worked as a tailor with the J.L. Hudson department store in Detroit. One year later, he joined J.L. Hudson’s wine department, and by 1970, became the company’s wine buyer. In 1975, Paul started a wine wholesale and import business, and is still active today, with National Wine and Spirits (NWS) Michigan, Inc., which represents many choices of premium spirits.

Today, many wines in retail stores carry a little neck band identifying each bottle as a Paul Mann Selection. According to Dr. Borchgrevink, this is a marker of quality, assuring the buyer of the wine’s excellent characteristics. “Paul is always happy to oblige my request that he speak to our classes,” says Professor Borchgrevink. “He often brings wines out of his own cellar for appreciation purposes, and is very clearly an influential and leading expert from whom the students can learn a great deal.”

Paul has been named an Honorary Faculty Member, and The School acknowledges his many contributions to the hospitality industry, to the wine industry in Michigan, and to the students and graduates of The School. He embodies the important partnership between the industry and our students. Thank you, Professor Mann.

Endowments to Support Faculty Make the Difference

Since 1989, The School has worked to establish named endowed funds for faculty and student support. The faculty endowments have focused on teaching, research, and service efforts, providing funds for teaching resources (e.g. software) and the building of teaching skills; research resources so faculty can continue to create new knowledge; and service support so faculty can attend conferences and meetings, and serve on industry task forces as advisors.

What follows is an impressive listing of these endowments:

- **2008 – The Dr. Lendal H. Kotschevar and Mrs. Margaret S. Kotschevar Endowment** in The School of Hospitality Business is established for $30,000 to support faculty teaching, applied research, and service in The School, with a preference for hospitality foodservice management faculty within The School.

- **2007 – The Kasavana and Schmidgall Faculty Research Endowment in Hospitality Accounting and Technology** for $60,000 to support faculty research leading to publication in the area of hospitality accounting and/or technology in The School of Hospitality Business.

- **2006 – The Philip J. Hickey, Jr. Hospitality Business Endowment for Entrepreneurship** for $50,000 is established to support entrepreneurship programs in The School.

- **2005 – The James E. Rainey Endowed Fund in Hospitality Business** is established for $30,000 to support academic student services, and scholarships and student activities in The School.

- **2005 – The Dr. William and Mrs. Joyce Lazer Endowment** in The School of Hospitality Business for $50,000 is established by the Ito Foundation to honor Dr. and Mrs. Lazer and to support faculty, particularly those with a preference for marketing and sales.

- **2002 – The National Automatic Merchandising Association Hospitality Business Advancement Fund** for $30,000 supporting automatic merchandising industry-related initiatives and projects to benefit worthy and capable students and faculty at The School.

- **1999 – The National Automatic Merchandising Association (NAMA) Endowed Professor of Hospitality Business** was established at $500,000 with Dr. Michael Kasavana as the endowed professor.

- **1997 – The Hospitality Business Faculty Research, Development and Travel Fund** was established at $500,000 to support the activities of faculty identified to represent The School at professional conferences and meetings across the country and around the globe.

- **1993 – The Dr. Lewis J. and Mrs. Ruth E. Minor Chef de Cuisine** (now called the Professor of Culinary Business) was established at $1 million. The first endowed chef was Robert D. Nelson; the current endowed professor is Allan Sherwin (BA ’64).

- **1989 – The Hilton Hotels Endowed Professor of Hospitality Financial Management** was established at $500,000, with Dr. Ray Schmidgall as the endowed professor.

For the individuals, foundations, and corporations which establish and contribute to these endowments, The School is extremely grateful. Endowments, for most schools, colleges, and universities, can mean the difference between offering an adequate education to its students and offering an exceptional one.

If you are interested in supporting one or more of these endowments with a gift, please see the insert in the center of this newsletter.

Thank you!
The School is deeply honored to announce that Julie Kotschevar—daughter of the legendary professor Dr. Lendal H. Kotschevar and his beloved wife Margaret—and her husband, Ken Hunzicker, have established an endowment in honor of Julie’s parents. They and their family have committed $30,000 to the endowment. Others for whom Dr. Kotschevar served as a visionary teacher, mentor, role model, and counselor may also make contributions to the endowment.

The endowment honors the memory of Dr. Kotschevar, who passed away in January 2007. He was a professor who had a successful teaching and writing career at MSU in the School of Hotel, Restaurant and Institutional Management (so named prior to 1995), and who remains one of the most prolific authors of foodservice management textbooks in the history of hospitality higher education. It also honors his beloved wife, Margaret, who passed away in 1975.

Dr. and Mrs. Kotschevar met and married in depression-era Seattle, WA. Love for each other, for family and friends, and for life itself motivated their achievements. Mrs. Kotschevar’s career as a nurse helped Dr. Kotschevar pursue his educational goals, including a Ph.D. from Columbia University in New York City. They supported each other completely during their 40 years of marriage. Dr. Kotschevar once said, “My wife and I wove our lives into an integral whole, where we became not just two persons, but an entity. We had a solid trust in each other, in the abiding faith that our love for each other, and our marriage vows were our guiding light that could bring us what we wanted out of life.”

Dr. Kotschevar’s foodservice career took them around the world and brought him widespread recognition. His life actually revolved around many careers, including years as a chef, in private industry; as a Commander in the U.S. Navy; as a professor at several universities, including a long career at Michigan State; and as a consultant for businesses and for the United Nations.

A prolific writer, Dr. Kotschevar was the author of 17 foodservice books, including one written at the age of 96 with Dr. Ron Cichy and published in 2004. He received the Diplomat and Ambassador awards from the National Restaurant Association Educational Foundation, the Howard B. Meek award from the Council on Hotel, Restaurant, and Institutional Education, and numerous other awards for his teaching, consulting, writing, lecturing, and myriad contributions to the industry, including an honorary Doctor of Laws degree from University of North Dakota. He even had an audience with Pope Paul VI, who was interested in Dr. Kotschevar’s work with the U.N. on improving nutritional conditions of factory workers.
The endowment established to honor this remarkable couple supports foodservice management faculty in The School and their development of teaching and applied research skills, as well as their connections to the foodservice industry through attendance at conferences hosted by organizations such as the National Restaurant Association, Society for Foodservice Management, International Food Service Executives Association, National Association of College & University Food Services, and other related professional organizations.

“The more knowledgeable and skilled we can be,” says Dr. Jaemin Cha, assistant professor of foodservice management in The School, “the more knowledgeable and skilled are our students, the next generation of hospitality industry leaders. We are very grateful for this generous endowment.”

Dr. Cichy agrees, and says, “We are deeply touched that Dr. and Mrs. Kotschevar’s family has created this lasting legacy for foodservice faculty and for the ultimate benefit of our students.”

Joel Wise (BA ’63), chief operations officer (retired) for Associated Dry Goods Corporation, wrote, “Lendal Kotschevar incorporated all the best qualities one hopes to find in a man—scholar, teacher, statesman (at the United Nations), mentor, and friend. My visit with Len and his family at his beloved Seeley Lake home will always remain a treasured memory.”

Bill Spaulding (BA ’68), professor at Northwood University in Midland, MI, wrote, “I remember Dr. Kotschevar as a ‘spirited’ professor of the 1960s. He was always ready to assist us with answering questions we had about the industry and about his class subject. He was a also a ‘character’ in class, coming up with some amazing topics and information about the industry. Being a college professor now myself for the past 30-plus years, I appreciate his style and have imitated him in class on occasion.”

John O’Donnell (BA ’69), general manager of the Maple Bluff Country Club in Madison, WI wrote, “As a student in Dr. Kotschevar’s Quantity Purchasing class, I always admired the passion he brought to the lectern each day. Not long after graduation, I held the position of purchasing manager for the J.L. Hudson Co. Restaurant Division, and I was asked to teach a summer course in food purchasing at Henry Ford Community College. Before taking the position, I called Dr. Kotschevar and told him that I would be using his textbook and asked for advice. He was truly honored that his book would be used and he reiterated his belief that purchasing specifications should be written for a product’s intended use. ‘You do not buy grade-A cling peach halves in heavy syrup if you are going to make peach cobbler,’ he would say. I have never forgotten that and I still have the textbook (John Wiley and Sons, Inc.) in my library. I am very excited that Dr. Kotschevar’s family has established an endowment in his and his wife’s name at our School, providing a legacy for future students.”

Allan Sherwin (BA ’64), the Dr. Lewis J. and Mrs. Ruth L. Minor Professor of Culinary Business at MSU, wrote, “In the fall of 1959, I came to MSU as a 17-year-old freshman—the first in my family to attend college. Lendal Kotschevar, affectionately known by faculty, staff, and students as ‘Kotsch,’ was already a legend at MSU. A recognized authority by hospitality professionals and educators, Dr. Kotschevar was always immaculately dressed, often in a double-breasted pinstripe suit, crisp starched white shirt, and a silk tie. He was a very impressive figure in the classroom. I took an independent study course with him and conducted research on incentives to increase motivation and productivity in the restaurant industry. I wanted to do well, not just for a good grade, but to please ‘Kotsch.’ He liked the project so well that he wrote my mother and father a letter of praise for my work. My 88-year-old mother still has that letter after almost 50 years. Dr. Kotschevar had a positive impact on my life. I never forgot his passion, work ethic, and commitment to scholarship. Coming back to MSU as a professor of Culinary Business in The School, my thoughts often drift back to when I was studying under Dr. Kotschevar. I will always remember him with sincere fondness and highest respect.”

Left to right: Pope Paul VI, unnamed monsignor, Margaret Kotschevar, and Lendal Kotschevar

Respected and admired...

At the time of Dr. Kotschevar’s death in January 2007, many alumni responded with emotion and good memories. You may recall reading in last year’s issue of The Leader about Professor and Wall of Fame Class of Owners member Tekin Urtan (MBA ’65) leading his students in Bilkent University (Turkey) in a moment of silence in honor of Dr. Kotschevar. At the same time, Alumnus Joel Wise (BA ’63) wrote of his memorable experience with Dr. Kotschevar. “Upon graduation I worked with him on a grant from Kraft Foods. My wife and I spent a wonderful time at Seeley Lake with him, Margaret, and Julie at the conclusion of the study, doing a write-up for Scientific American. We stayed in touch for many years and were saddened by Margaret’s untimely death.”

Upon hearing the news of the new endowment established in honor of Dr. and Mrs. Kotschevar, the reaction was just as touching. Many alumni wrote to The School with their special memories of “Kotsch.”

Joe Spaulding (BA ’66), professor of foodservice research and education at University College, U.K., wrote, “Lendal Kotschevar had a positive impact on my life. I never forgot his passion, work ethic, and commitment to scholarship. Coming back to MSU as a professor of Culinary Business in The School, my thoughts often drift back to when I was studying under Dr. Kotschevar. I will always remember him with sincere fondness and highest respect.”

“The students were the reason he so loved his teaching career,” says his daughter, Julie Kotschevar. “His great appreciation for individuals and their unique qualities led him to develop friendships with people of all ages from all over the world.”
The School has a number of increasingly popular Study Abroad options, in addition to the availability of hundreds of MSU’s Study Abroad programs. Last summer, a group of 23 students joined Professor AJ Singh (who also serves as the Broad College’s director of Study Abroad), Adjunct Professor Mike Rice (BA ’76), and Visiting Lecturer Richard Bruner to study in Hong Kong, Macao, and China for four weeks. The program began, however, a little closer to home, where the students prepared for their trip with a residential week on campus, learning about “cultural intelligence,” and various aspects of doing business in China.

A highlight of that week-long “intensive” study was a visit by Alumnus and Industry Leader of the Year 2006 Bill Weidner (BA ’67, MBA ’68), president and chief operating officer, Las Vegas Sands Corporation.

Bill was responsible for the opening of the Venetian Macao Resort in Macao (August 2007), a $2.4 billion integrated resort with more floor space than four Empire State Buildings. According to The New York Times, the hotel’s casino is more than three times the size of the largest casino in Las Vegas. In addition, “the 15,000-seat sports arena nearly rivals Madison Square Garden, the convention center has a 6,000-seat banquet hall, and the luxury shopping mall has three indoor canals with singing gondoliers.”

Even more amazing is that the 3,000 suite Venetian Macao is just the first of 14 interconnected hotels being built there by the Las Vegas Sands Corporation, an “integrated destination resort on the Cotai Strip being dubbed Asia’s Las Vegas.”

By any standard, Bill has become an expert at “doing business in China,” and had much to offer the students in the way of that expertise. According to Professor Singh, Bill’s talk “set the tone and context for the students’ global educational journey for the next four weeks.”

Relating stories of his business experiences in Australia, East Germany, Singapore, and several other countries, Bill noted that in China and Macao, his role in his company is to be the “advance man,” creating relationships with government officials who ultimately agreed to the idea of building an “integrated destination resort” with hotels, retail shops, foodservice, noncommercial real estate, and gaming. In fact, the development which houses the Venetian Macao will be, at 45 million square feet on the Cotai Strip, the biggest construction project in China, housing opportunities for leisure, conventions, exhibitions, and private meetings.

So how does one make something like this happen in a culture so different from our own? Bill advised the students to learn geography. He advised them to learn history. “If you can reflect back to others that you know their history and their geography, they are surprised and encouraged to do business with you,” he said. And he advised them to learn world economics.

In China, he said, people are “cautious when doing business with Americans.” They do not want to be embarrassed. So it is important to develop a network first. Help the Chinese to determine that you are a trustworthy person of good character. At the same time, he said, “Trust, but verify.” In other words, he explained, “develop relationships, but don’t be naive.”

“Open doors by doing tough assignments—this will add to your arsenal of capabilities.”

Bill Weidner (BA ’67, MBA ’68)
President and Chief Operating Officer
Las Vegas Sands Corporation
Global Scale Executive Development

To respond to MSU’s global mission and to continue to position The School as a global leader, The School has entered into an exciting partnership with the Venetian Macao and Bill Weidner to create a customized executive development course for executives and high potential leaders. Several of The School’s professors, including Dr. Ray Schmidgall, Dr. Michael Kasavana, Dr. Bonnie Knutson, Dr. Jack Ninemeier, Dr. Aj Singh, Dr. Jeff Beck, and Dr. Ron Cichy, researched, developed, and wrote the program and launched it in Macao in mid-May 2008. The School’s faculty is working with Broad College Executive Development Program Executives Dr. David Frayer and Kristin St. Marie (BA ’87, MS ’99) to deliver this executive development course.

About The Venetian® Macao-Resort-Hotel
The Venetian® Macao-Resort-Hotel will play a crucial role in making Macao one of Asia’s most exciting entertainment destinations and preeminent convention and exhibition venues. Large enough to hold ninety Boeing 747 jumbo jets, nowhere else in Asia will you find such a rare combination of facilities, attractions and amenities than at this 3,000 suite flagship property.

Venetian Macao Development Objective
The program is designed to provide a strategic framework, advanced knowledge, and application-oriented tools for senior executive participants to gain a broader understanding of leadership and strategic business integration across the entire company. The program focus is on five key development areas: business strategy, strategic leadership and human resources, operations, financial management, and strategic marketing and competitive strategy. The program will enable these senior leaders in the organization to improve their effectiveness to lead and manage across all five business areas within the organization to improve the overall effectiveness of the organization and build long-term sustainable value for shareholders.

Venetian Macao Executive Development Course Design
The program coursework exposes the participants to the key business processes across the five value creating businesses at the Venetian Macao, including casino, hotel, retail, convention/meeting/exhibitions, and entertainment. All modules incorporate numerous exercises and cases to provide the application models of the theories presented by the faculty. The sessions include specific strategic issues and marketplace challenges facing the organization in real-time, with the objective of creating competitive advantage in the marketplace.

Venetian Macao Executive Development Course Delivery
The program delivery is divided into two sessions: Session A began May 10, 2008, with modules covering strategy, leadership, human resource management, operations and finance, and concluded May 30, 2008. At the conclusion of Session A, the participants were given team-based mini projects to work on during June. Session B was the week of June 23-27, 2008, with the strategic marketing and competitive strategy module, follow up on team-based mini project presentations, feedback, and graduation.

The Venetian Macao Leadership Development Program was developed and delivered in collaboration with The School of Hospitality Business faculty and Venetian Macao executives.

In addition, Bill explained, there are important issues to keep in mind wherever you choose to do business outside the U.S.:

- Respect the culture.
- Learn their history and share ours.
- Learn at least a bit of their language.
- Use humor—even self-deprecating humor (for example, ask them what they call you when they aren’t with you—guy lo, or “Ghost Man” in Mandarin—and use the term in conversation).
- Listen to their concerns or issues. If you break through to them, you will be worthy of doing business with them.
- Understand their legal system.
- Satisfy their curiosity. They will ask about family, politics and more.
- Use common sense; find common ground.

In parting advice, Bill told the students, “Just do it! Establish a five-year plan for yourself. Try to get as much brand-based experience as you can. Keep your mind open and be up to new challenges.” Finally, he said, “Open doors by doing tough assignments—this will add to your arsenal of capabilities.”

There could certainly have been no better person to give the traveling students their final “pep talk” before they departed for Asia. While they were there, they complemented classroom studies with tours of Hong Kong, Macau and Southern China (known as the Pearl River Delta) and a variety of “field trips” designed to increase their cultural awareness and business acumen. For all, it was a life-changing experience. “It’s a long trip, and some of the logistics have been daunting,” says Professor Singh, leader of the group. “But the pay-off is immeasurable. We all saw and learned things that just can’t be taught from books.”

“I came home a different person,” says Joel Halperin (BA ’07). “I have a deeper appreciation for how business is conducted in America, and an even deeper appreciation for how Americans can work with partners in China.”

Others agreed. Jackie Collens (BA ’08) said she now knows why history and social sciences are important, even for business students. “Especially for hospitality business students,” she said.

“"I have a deeper appreciation for how business is conducted in America, and an even deeper appreciation for how Americans can work with partners in China."

Joel Halperin (BA ’07)
The Annual Celebration of Leadership at The Waldorf=Astoria Hotel in New York City during the International Hotel/Motel and Restaurant Show has become, for many alumni, a reunion of good friends and colleagues in a celebratory atmosphere. But the evening is also an elegant award “ceremony,” honoring select alumni and industry leaders and allowing the students present to learn from and get to know them.

At the 2007 event on Saturday, November 10, The School’s Alumni Association named Greg Sidwell, NCE, president of G & J Marketing Company, as The School’s Alumni Association Industry Leader of the Year, and six new members of its Wall of Fame were inducted: The Class of Developers. These individuals were recognized for their contributions to the industry, and for the distinctive ways they have guided their respective companies to success. Role models for students and alumni alike, they have brought distinction to their alma mater, credit to their careers, and a legacy to the hospitality industry.

The Class of Developers includes James E. Burba (BA ’77), Richard C. Conti (MBA ’76), Jay Dee Cutting (BA ’61), Joel Hiser (BA ’73), Jon Kennedy (BA ’72), and Zoe P. Slagle (BA ’59, MS ’64).

The Wall of Fame itself is located in the foyer outside The School’s Dining Room in the Kellogg Hotel and Conference Center on campus. Honorees are nominated and voted upon by the Executive and Appointed Boards of Directors of The School’s Alumni Association.

Ron Cichy (BA ’72, MBA ’77) welcomed guests, and thanked The Waldorf=Astoria for their partnership with The School. He acknowledged the presence in the audience of special guests MSU President Lou Anna Simon and Broad College Dean Robert Duncan. Then he introduced The School’s Alumni Association President Marc Gordon (MBA ’73).

The School’s Alumni Association

Industry Leader of the Year

First honored was Greg Sidwell, whose company was founded by he and his wife Jayne in 1984. Today, the vending brokerage company has sales representatives in the ten Southeastern states and sales of over $150 million. Dedicated to education, Greg enrolled his entire team in the NAMA (National Automatic Merchandising Association) Executive Development Program at MSU. He was the first to earn its NCE (NAMA Certified Executive), and now all G & J sales representatives have earned their NCEs.

Greg’s colleagues are unanimous in their praise. They cite his hard work, certainly, but they also talk about Greg’s loyalty, his honesty, and his integrity—all of which flow into his company and feed its fine reputation.

Greg accepted the Industry Leader of the Year award with humility and gratitude, thanking the Alumni Association and saying, “If I am an example of anything, it is that hard work and determination are the keys to making your dreams come true.”

Greg encouraged the students to believe in themselves, make the necessary sacrifices, dream big, and value their education. “You need every advantage you can get when you are competing in the business world,” he said. “There is no greater advantage than education. Having the knowledge to put together a business plan for success and knowing how to monitor your results are critical. Everyday the landscape of business changes, and you have to have the foundation to recognize these changes and adjust your strategies to continue to be successful.”

Greg recognized others who influenced and helped him, including Jayne. He later wrote to Dr. Cichy, “It is a true honor to be recognized by the leader in education for our industry.”
New Wall of Fame Inductees

Jim Burba was the first Wall of Fame inductee to be recognized. He is the president of Burba Hotel Network (BHN) and an advisor with Horwath HTL. BHN is known for developing the highest quality hotel investment conferences across the globe. Currently, it is responsible for eight hospitality conferences, each of which is unique and entertaining—and in cases where the events are in emerging markets, they help stimulate investment and economic stability in that region via tourism growth.

With his expertise in hospitality real estate investment, market and financial analysis, deal structuring, transactions, and finance, Jim has been a valuable member of The School’s Hospitality Business Real Estate & Development Advisory Council, and has participated as a speaker and panelist in its Hilton Lecture Series.

Jim is also a member of The School’s Presidents Club.

Accepting his award, Jim remembered the influence he felt from author Alan Ashley Pitt, who wrote, “The one who follows the crowd will usually get no further than the crowd. The one who walks alone is likely to discover places that no one has ever been before.”

Jim also took inspiration from Pitt’s observation that in life, one has two choices: you can dissolve into the mainstream or you can be distinct. Jim founded BHN with these words in mind, and he encouraged students to be similarly inspired. “Know yourself,” he said, “and follow your passions and your heart. Don’t be average; instead, be willing to try new things.”

Finally, Jim said, “Don’t assume that at the age of 21 or 22 you know exactly what opportunities are out there for the rest of your life. I didn’t know then, and I don’t know now.”

Rich Conti, president of The Plasencia Group, has been a tireless chairperson of The School’s Alumni Association Development Committee, displaying as much creativity and determination in that role as he has in his 30-plus years in the industry. He and his wife Sandy are also members of The School’s Beaumont Tower Society, and Rich has been an active Spartan Sponsor Mentor. Like fellow inductees, Rich has been a participant in the Hilton Lecture Series.

The Plasencia Group deals in hospitality transactions and consulting, including services such as asset management, mortgage brokerage, and distinctive property sales. Prior to joining The Plasencia Group, Rich was chief operating officer of Boykin Lodging Company, and in 2001 assumed the additional responsibility of president of the hospitality REIT. Rich has also served as principal and director with Coopers & Lybrand LLP in their National Hospitality Consulting Practice.

Rich began his acceptance remarks by thanking Sandy and his children for their support and thanking The School’s Alumni Association for his induction into the Wall of Fame. He then told the students present, “If you love what you do, you will never work a day in your life. Determine what you are passionate about, and don’t worry about the money. It will come,” he assured them.

“Don’t take the ‘easy road,’” he said, but instead, “volunteer for the toughest jobs.” He continued, “Respect the people you work with, especially those who work for you, and talk with them, not at them.”

Jay Dee Cutting is one of the more colorful members of The School’s Wall of Fame, and, as Ron Cichy noted in his introduction, is possibly the only alumnus of The School to have played in the MSU jazz band! Music is a big part of Jay Dee’s life; however, in the hospitality industry he is known as someone who has built and managed more kinds of hospitality businesses than nearly anyone else.

Jay Dee is currently the director of Franchise Sales for Choice Hotels International, but over the course of his 40-year career, he has been involved in non-commercial food management, restaurant and food and beverage management, private club management, hotel sales and marketing, full and limited service hotel management, and hotel franchise development. And, as Dr. Cichy said of Jay Dee, “This jazz musician has been ‘composing’ deals throughout the western United States for the past 20 years.”

Jay Dee has also been a fixture at The School’s Homecoming celebrations each year, and a valuable member of the Alumni Association Board. He has mentored students through the Spartan Sponsors Mentor program, and he and his wife Joyce are members of The School’s Associates giving society.

Joel Hiser is the CEO of Horwath Hospitality & Leisure LLC, a highly respected, national, full-service real estate firm specializing in the hospitality industry. For over 30 years, Joel has specialized in developing, acquiring, selling, and financing hotel assets, in management positions with a variety of consulting and hotel development and management companies.

Joel has served on The School’s Alumni Association Board of Directors for many years, and currently is a member of its Hospitality Business Real Estate & Development Advisory Council. He has also returned to campus to help with the Hilton Lecture Series, and he authored a paper for The School’s 75th Anniversary history book, The Legacy of the Leader, titled “What Does the Future Hold for Hotel Financing?” Joel and his wife, Maridane, are members of The School’s Presidents Club giving society.
Accepting his award, Joel thanked the Alumni Association, the generous sponsors of Celebration of Leadership, and Maridane, “for her support and guidance, and most of all for putting up with the burdensome travel schedule necessary for success in the development business.”

Joel then told of the roundabout way he found his major and his career in the hospitality industry. An accounting major at MSU, Joel saw an opportunity his sophomore year, when Michigan law began to allow 18-year-olds to consume alcohol. He decided to write a business plan for the development of a nightclub. He solicited equity investors and got a loan, opening the club one year later. Changing his major to Hotel, Restaurant and Institutional Management (as it was called then), Joel realized after his club opened that his real joy was in the “development” of the business, not necessarily in its day-to-day operations. Indeed, the rest is history. He told the students that if his career path is a lesson, it would be to “look for and act upon unique business opportunities when and where they may present themselves.”

In his experience, he said, “seizing those opportunities has brought monetary rewards, but others as well.” He has been able to travel the world on assignment; to see the industry evolve into one of the world’s largest employers; and to mentor some of the members of the next generation of hoteliers.

**Jon Kennedy** is a Wall of Fame member who can probably lay claim to having the most creative idea for promoting The School in unexpected venues. The vice president of Franchise Sales and Development for AmericInn International, LLC since 1994, Jon is no stranger to “marketing” a good product. In 2004, Jon arranged for the NASCAR Busch Series #91 Pontiac sponsored by AmericInn to prominently display The School’s logo on its hood and trunk, spreading the word about The School far and wide!

In addition to his work on the Alumni Association Board, Jon and his wife Peggy are members of The School’s Red Cedar Giving Society.

Jon opened his acceptance remarks with a unique piece of advice. “Someday you will join a company that has a national convention,” he said. “Be sure to invite one of your MSU professors to be a guest speaker!”

He also encouraged students to investigate all segments of the industry. With AmericInn as an example, Jon reminded students that there are many lodging brands “out there,” and many opportunities come with them. Once they are in their careers, Jon advised, they should not be afraid of risk. “It’s OK to fail,” he said.

Finally, he told the students to develop a “leadership philosophy.” Be observant, and use positive human relations and communications skills. “Provide a clear vision and direction for your organization,” he urged. Your vision should inspire a sense of ownership and mutual trust, and you should “recognize and respect team accomplishments as well as individual contributions.”

It is not an exaggeration to say that over the years, in the many events that **Zoe Slagle** attends as a member of The Alumni Association’s Board of Directors, students are always amazed by her energy, intelligence, and positive attitude. Introducing Zoe, who runs Zoe P. Slagle Consulting, Ron Cichy noted that when she was asked what she considers to be her greatest professional accomplishment, Zoe said, “Helping to open doors for other women in hospitality business.” Indeed, in 1959, Zoe’s year of graduation, there were six women and 88 men in her class.

Clearly, things have changed. As Zoe happily pointed out, now over 50% of The School’s enrollees are female. And they can look to Zoe as a wonderful role model. Zoe began her post-college career as a supervisor in the food service facilities at the Kellogg Center on campus, then she married and started her family. Back in the business in 1975, Zoe served as the coordinator of the Child Care Food Program for the Michigan Department of Education, feeding more than 70,000 children per day in 7,700 sites, and greatly expanding the federal food reimbursement program for day care in Michigan. Later Zoe became the administrator of Food Distribution and Fiscal Reporting for the Michigan Department of Education, responsible for the program assisting seniors and women, infants, and children until 1998. She is a Spartan Sponsor Mentor, and she and her husband, James, are generous donors to The School.

Ron Cichy introduced Zoe, saying she is a “developer in every sense of the word. She is a trailblazer and a treasure.”

With thanks to her two sons, Brad and Clark, and husband James, Zoe opened her remarks addressing the students. She said, “You and your demand for excellence are the reason we have a great School within a great University, enthusiastically supported by its alumni.”

Acknowledging the many changes in the industry over the past 50 years, Zoe encouraged students to “stay ahead of the curve, always past the ‘tipping point;’ giving what the guests want before they realize it.” And with a nod to President Simon in the room, Zoe talked about what might be the biggest change of all in the
workplace over the past half century. “It was a joy last summer,” she said, “at the MSU Grandparents University to hear President Simon say to those several hundred youngsters that any of them could be a University president—and that included girls!”

Zoe closed by encouraging the students to be ahead of change, to keep skilled in their jobs, to “love those around you and—become active alumni!”

When Dean Bob Duncan spoke, he very effectively echoed the words of encouragement offered by all the impressive award winners, but reminded the students that “you can never take back your actions.” So, he urged, “always think about what you do. Continually learn and develop people.”

The entire audience was also thrilled to have President Simon at Celebration of Leadership, and she responded to the evening’s award ceremony first by acknowledging the “extraordinary assets” that Dean Duncan (who would be stepping down as dean in June 2008) and his wife Suzie have been to MSU. She noted Ron Cichy’s leadership of The School, as well. Then she told the students, “Strive to be among the best and to be the best. Be true,” she said, to “MSU’s set of values.”

The rest of the memorable evening was spent enjoying the sumptuous hors d’oeuvres elegantly presented by The Waldorf, and socializing among the students, honorees and their families, and guests, alumni, and friends.

**Mentors Make a Difference**

If you are a Spartan Sponsors Mentor, and you ever wonder if your efforts will make a difference, just read the following excerpt of a letter from Mark Kuder (BA ’08), COO of the student Hospitality Association, to Dr. Cichy after the New York Show experience. Mark talks about his mentor, Dan Darrow (MBA ’61), Wall of Fame Class of Innovators member and president of Palm Hospitality Company, a subsidiary of Walt Disney Company.

“... on Saturday I was invited to breakfast at The Waldorf with my most recent Spartan Sponsors mentor, Mr. Dan Darrow. We sat and enjoyed an engaging conversation on his life experiences, background in hotels, and love for the industry. He shared advice and personal recommendations that will stay with me for a lifetime. I look forward to continuing this mentorship...”
In 1995, The School’s Alumni Association began a tradition designed to honor alumni who in many different ways have left a legacy in their School and in the hospitality industry. A new class is inducted to the Wall of Fame and honored in New York City at The School’s annual Celebration of Leadership each fall during the International Hotel/Motel & Restaurant Show. The Wall of Fame exclusively honors School graduates—and is moving testament to the impact of their MSU education and their own commitment to excellence and contribution. Honorees are nominated and voted upon by the Executive and Appointed Boards of Directors of The School’s Alumni Association.

Wall of Fame members are an elite group, with fewer than one percent of The School’s over 9,000 graduates so honored. Currently, the Wall of Fame itself is located in the foyer outside The School’s dining room in the Kellogg Hotel and Conference Center on campus.

With the successful completion of the brand new Culinary Business Learning Lab, however, the current Wall of Fame will be transformed into the Alumni Association Hall of Fame, located at the new and expanded entrance to the Lab, establishing an historical and almost reverential tone as one enters the new space.

“The new Culinary Business Learning Lab will invigorate and expand our students’ experiences and capabilities.”
Allan Sherwin (BA ’64)

From **Wall of Fame** to **Hall of Fame**...
Honoring Alumni Who Make a Difference for Students
It takes innovation and vision to be a leader. And as a School that seeks to be The Leader in Hospitality Business Education, The School is deep in the planning and development stages of creating a revitalized Culinary Business Learning Lab, where “top talent meets technology,” “research meets real world,” “sizzle meets sustainability,” and where “culinary creativity meets business acumen.” The $5.8 million project is already underway, with an initial grant from the J. Willard and Alice S. Marriott Foundation in the amount of $1.3 million.

The new Lab will be located in the space where The School’s Wall of Fame, dining room kitchens, and demonstration classroom/auditorium now exist in the lower level of the Kellogg Hotel and Conference Center. Those facilities have served The School and its students well for 20 years, just as the 1940s food labs and the state-of-the-art Food Lab within the brand new Kellogg Center in 1951 served in their time. Many alumni remember with fondness the hours they spent in what were then cutting-edge facilities.

“The new Culinary Business Learning Lab will honor our past, but look to a 21st century future,” explains Director and Professor Ron Willard and Alice S. Marriott Foundation in the amount of $1.3 million.

The new Culinary Business Learning Lab will invigorate and expand our students’ experiences and capabilities,” says Professor of Culinary Business Allan Sherwin (BA ’64). “And even more than before, companies will use The School as The place for executive development.”

The Marriott Foundation grant will get the project underway, providing funds to create the new entryway and Hall of Fame, as well as the demonstration theater. The rest of the project will use funding from other corporations and from individuals who wish to donate to the project.

The Culinary Business Learning Lab advisory committee is led by two very dedicated alumni, Phil Hickey (BA ’77), and Richard Farrar (BA ’73). Both individuals are optimistic about raising the remaining funds.

“Our alumni are leaders in every segment of the industry, including foodservice management and culinary business,” says Phil. “They know how necessary this project is, and how much the industry needs leaders educated in the most up-to-date techniques with the most cutting-edge technology.”

Richard agrees, but notes that companies have an incentive to donate funds and equipment to the project, as well. “Today’s students are tomorrow’s decision makers,” he says. They will be making purchasing decisions based in large measure on their past experiences with products and equipment they used in the teaching and research kitchen.”

A concerted development effort is an integral part of making the project a reality.

If you or your company is interested in learning more about the project and how to get involved, please contact Shelley MacMillan at macmillan@bus.msu.edu.

Associate Director of Development for The School Will Pave the Way for the Culinary Business Learning Lab Revitalization

In truly groundbreaking fashion, The School will continue its development efforts toward the planning, construction, and opening of its revitalized Culinary Business Learning Lab with the commitment and skills of Shelley MacMillan, the new associate director of development for The School. She will be responsible for the fundraising efforts to secure the remaining funds to complete the Lab.

Shelley is the very first dedicated development professional in The School’s 81-year history. Her position is funded through a major gift from Alumni and Wall of Fame Class of Givers member Philip J. Hickey (BA ’77), chairman/CEO of Park Row Ventures. In addition, funding for her position comes from the generosity of alumni and friends of The School who have sent annual donations to its Director’s Fund.

“My goal is to invest in the completion of this important project,” Phil says of the revitalization of the Culinary Business Learning Lab “by engaging a top caliber development professional. For students—future leaders—planning to study any of the many facets of the foodservice business, this cutting-edge Learning Lab is critical. We already have the faculty, staff, and the will to be the leaders in this arena. Now we will have the space and the equipment.”

Indeed, Shelley's job will be made easier by the reputation and legacy of The School, built in large measure by alumni leaders such as Phil. Her 20 years of experience in development, with public radio and with U-M’s School of Information will also help: she has worked extensively in individual, corporate, foundation, and governmental relations fundraising.

But there was something more that made her stand out. "We were particularly drawn to her background in the hospitality industry (she worked for Chuck Muer’s Restaurants), and the importance she places on relationships as the core of development efforts," says Dr. Ron Cichy, director and professor. "The relationships are there; we now need a dedicated person of Shelley’s caliber and capabilities to help us harvest what many of us have cultivated over the years, and to “plant” more," he continues, with apologies for the agricultural metaphor!

Shelley will work with Professor Allan Sherwin (BA ’64), Authella Collins Hawks, Lena Loeffler, Mike Rice (BA ’76), and the rest of the faculty and staff, as well as the Broad development team, to secure funding for the Lab Revitalization, and then move on to other pressing School development priorities. Her overall goal, and that of The School, is to provide the very best MSU education for its students, in service of The School’s position: The First, The Original, and STILL The Leader.
Samba Auction Sizzles...

-raising over $87,000!

Golf and ski packages, whitewater adventure trips, a weekend stay at The Waldorf=Astoria in New York, sports memorabilia, and a chance to have your own personal chef for the night! These were just a few of the many items that were auctioned at the 17th Annual Hospitality Association/The School of Hospitality Business Alumni Association Auction at the Kellogg Hotel and Conference Center on Saturday, February 9, 2008.

The Silent Auction began at 5:00 p.m. with six rounds of bidding throughout the evening. The Live Auction started with the Samba at 6 p.m. led by Auctioneer Bob Howe, who flew in from Rio de Janeiro, and master of Ceremonies Joe Castelli, father of Christina Castelli (BA '09), one of the 2008 Auction executive Board members, enthusiastically presenting the Live Auction packages. With the very first package, bids started flying and guests applauded the happy winner.

Alumnus Chuck Day (BA '91) very graciously and capably stepped into the shoes (not literally) of Alumnus and Auction impresario Jerry McVety (BA '67), who for 16 years was the alumni advisor and “face” of the Alumni Association at the Auction. Unable to be at the Auction this year, Jerry’s role went to Chuck, whose energy and positive attitude was contagious.

“I honestly didn’t know what we’d do without Jerry this year,” said Ron Cichy (BA ’72, MBA ’77), Auction advisor. “And while no one can ‘replace’ Jerry, certainly, Chuck really stepped in beautifully, and showed special ‘alumni dedication.’ We are happy to have Chuck on board.”

Attracting hundreds of community members, the Annual Auction has become a traditional mid-winter extravaganza. This year’s theme was “Samba—Inspiration from a Brazilian Carnival,” and despite wintry weather, all three Big Ten Rooms were filled with enticing rhythms, energy, music, fun and happy bidders. A spectacular team of student volunteers joined Auction CEO Mike Weber (BA ’08) and the Executive Board members to create a colorful, dazzling—and profitable!—evening.

In fact, Samba Auction raised over $87,000, exceeding the hopes of the alumni and students. Throughout its history, the Annual Auction has raised funds for The School’s student Hospitality Association and its Alumni Association. This year, funds also went to the Alumni Coordinator Endowment and to the HA Self-Sufficiency Fund. In addition, each year a portion of the Auction’s net proceeds has been donated to a variety of charitable groups and causes.

This year’s beneficiaries were the Junior League of Lansing and MSU’s Resource Center for Persons with Disabilities, which works to ensure that all MSU students have equal access to a university education.

The Auction’s success inspired these words from Jerry, who wrote to Mike Weber, “A good leader always has strong, capable people on his/her team, and you are no exception. Your Executive TEAM delivered—which is a key part of the formula for success. You can be assured that all of our alumni are extremely proud of you.”

Mike admitted that he had learned a lot from planning an event as large and encompassing as Samba Auction. “These will be lessons I plan to carry with me and continue to build upon for the rest of my career. . . this was a challenging endeavor, but could not have happened without your help, or that from the wonderful Executive Board.”

Samba Auction Executive Board:

Chief Executive Officer:
Mike Weber (BA ’08)

Chief Financial Officer:
Jennifer Kita (BA ’09)

Chief Operating Officers:
Sabrina Zevallos (BA ’08)
Rachel Inglot (BA ’09)

Director of Live Auction:
Alix Dixon (BA ’08)

Director of Food & Beverage:
Jason Keffer (BA ’09)

Director of Audio Visual:
Jaesun Lee (BA ’09)

Directors of Silent Auction:
Hye Min Yoo (BA ’09)
Min Soo Kim (BA ’09)

Directors of Event Design:
Elizabeth Wilson (BA ’08)
Alexandra Foster (BA ’09)

Director of Human Resources:
Chrissy Castelli (BA ’09)

Directors of Remote Bidding:
Young-Ji Park (BA ’09)

Mike Weber (BA ’08) with representatives of MSU’s Resource Center for Persons with Disabilities

MARK YOUR CALENDAR!
Join us for The School’s 18TH ANNUAL AUCTION, Saturday, February 7, 2009.
Hospitality Association Leaders Establish Fund for Self-Sufficiency

It is no secret that students in The School are natural leaders, many of whom gravitate to volunteer leadership roles in the Hospitality Association, the umbrella organization that houses eleven student clubs. It is a lot like running a small business: there is a staff to manage, financials to understand and explain, budgets to meet, funds to raise, events fund and organize, and clients to “wow.” But last year’s leaders had that extra leadership quality, as well: vision.

In an effort to have an “independent means of support,” and to ensure the organization’s viability far into the future, the 2006 – 2007 HA student leaders, including Joel Halperin (BA ’07), its CEO, and Brad Barron (BA ’07), CFO, worked with advisor Ron Cichy (BA ’72, MBA ’77) and School Alumnus Pete Benington (BA ’78) to establish The Hospitality Association fund for Self-Sufficiency. With an initial investment of $31,100, the plan is to fully fund the account at $140,000.

The four main revenue generating events under the HA umbrella (Auction, CAREER EXPO, Les Gourmets, and Vegas Night) will make yearly contributions to the HA self-sufficiency fund. The amount contributed by each event will, of course, depend on whether the event generated a surplus to invest.

“I believe the students have shown foresight and maturity,” says HA advisor Ron Cichy. “Their events generate surpluses, but they want the money to grow for them in order for it to be of maximum use and value to our students in the long-run.”

Typically, HA funds help individual clubs and events, and help pay for student travel to the National Restaurant Association Show in Chicago and the International Hotel Motel and Restaurant Show in NYC, speakers, tours of hospitality businesses, and much more. In addition, HA has always generously contributed to local charities, holding true to their belief that “by doing good, you will do well.” Over the years, charities have included the Junior League of Lansing, Paws with a Cause, MSU Safe Place, the Make-a-Wish Foundation and many more.

“It is what you would want them to do as business people,” says Pete Benington, vice president, wealth management and financial planning specialist, Red Cedar Group at Smith Barney in East Lansing. “They should learn early to budget, to invest wisely, to look to future growth and need, and to spread their wealth. The students have been very professional in this effort.”

New Publicity Materials Position The School as “HOT”

With the goal of attracting the best undergraduates and graduate students to The School, new materials have been produced which can be mailed to prospective students and their families.

One brochure is specifically for potential undergraduate students, giving them a broad outline of the many careers available in the hospitality industry and the many ways The School will prepare them. Making it clear that the emphasis is on the business of hospitality, the new brochure was written for individuals who have made inquiries to MSU about hospitality and related study programs. If you know of potential students, simply phone our Student and Industry Resource Center (SIRC) at (517) 353-9747 or email shbsirc@msu.edu to receive brochures.

The publicity materials for our graduate programs of study will be available this summer, and will provide potential graduate students with information about all four ways to study hospitality business beyond the bachelor’s degree. Focusing on what matters to graduate students—opportunities to research and collaborate with influential faculty, flexible curriculum options, and the potential for networking with successful alumni—the brochure was designed to attract the very best students from across the globe.

Another project updated the guide which employers and recruiters receive as they schedule campus visits or in other ways seek School students for internships or permanent placement. The new Guide for Employers is comprehensive, written with the goal in mind of making things easy for the businesses that want to hire our students. The same information is contained in The School’s website (go to www.bus.msu.edu and click on “Recruiters/Employers”).

In addition, incoming freshmen and transfer students who come to Academic Orientation programs this summer will receive an entirely new guide to The School, what it can offer them, and, frankly, what it will require of them. And of course, The School’s website contains all the information that students—potential and enrolled—could need.

All of these publications are filled with eye-catching photos and graphics, and incorporate important information in a reader-friendly way. If you would like to receive any of the brochures or guides, please phone or email: (517) 353-9747 or shbsirc@msu.edu.

These materials, as well as the new School website, were made possible through a generous endowment from Alumnus and Wall of Fame Class of Builders member Hugh Andrews (BA ’71, MBA ’72), president of International Hospitality Enterprises, Inc. Thank you, Hugh.

In its 6th decade, Les Gourmets customarily features the talents of a dedicated Executive Board, and was led in 2007 by Joseph Yasso (BA ’07), several hundred student volunteers, their Chef-Professor Alan Sherwin (BA ’64), and many guest chefs who volunteer their time and expertise. Night of the Golden Dragon involved a particularly complex menu, all of which was delivered flawlessly, to the delight of nearly 300 impressed guests.

The evening began with a reception that set the mood for the evening. A giant ice sculpture (of what else? a dragon!) drew guests in, where they could sample Asian delicacies such as oyster shooters with saki, chicken yakitori grilled on hibachi, and panko shrimp with ginger lime sauce, among many other delicious hors d’oeuvres.

At 7:00, the doors to the dining room were opened and guests made their way to tables with beautiful, Asian-style flowers, and menus in black, gold and red. A magnificent “dragon dance” followed, with beating drums and nimble dancers. Six courses exceeded expectations—gourmet cuisine such as boneless quail breast shar su filled with oriental vegetables on a bed of jasmine rice with brunoise of mango and papaya. And that was in addition to the entrée of grilled tenderloin on a brochette of lemongrass served with snow peas and sautéed wild mushrooms on a nest of chop chae!

After a welcome from Les Gourmets 2007 Executive Director Joseph Yasso (BA ’07) and School Director Ron Cichy (BA ’72, MBA ’77), Alumnus Mike Rice (BA ’76) was honored for his upcoming (May 2007) award from the International Foodservice Manufacturers Association. Mike was named one of nine Silver Plate award winners across the nation. Mike is Auxiliary Services director at MSU, responsible for the major facilities and food centers on campus, as well as for the food procurement and warehousing, contract management, and vending. In The School, he instructs a three-credit course in On-Site Foodservice Management, which is sponsored by the Society for Foodservice Management. Mike is also a faculty member with The School’s Study Abroad program in China.

Mike Rice then delivered an inspirational invocation, asking that “each student be enriched by his or her experience here tonight. . . may all involved in planning this meal be rewarded, and all partakers enjoy the tradition before us.”

Throughout the dinner, as the guests enjoyed the various sumptuous courses, entertainment was provided in the form of dancers and musicians, all with the theme of the Pacific Rim. The guests were transfixed by the experience.

Between courses, honors also went to the Les Gourmets scholarship winners for 2007. Dr. Cichy noted that The School awarded a record amount of scholarship dollars to a record number of students during the 2006-2007 academic year. In fact, he said, “including summer 2006, the year produced $293,252 in scholarships—$238,250 in internal awards, and $55,002 in external awards (all were listed in the Les Gourmets program).” Les Gourmets scholarship award winners who were recognized at the evening’s event included Paul Brown (BA ’09), Jennifer Kita (BA ’09), and Lisa Danno (BA ’08).

Essential to the success of any Les Gourmets are the many sponsors who donate products and funds for the event. All these generous individuals and companies were thanked.

The overall consensus was that the students and their advisors exceeded all expectations, making Les Gourmets 2007 a creative mix of exceptional style, service, food quality, and entertainment. This was high praise for an event which the community has come to know for its high standards and elegance. One former waiter
The Night of the Golden Dragon

“The increase in elegance at Les Gourmets 2007 was remarkable.”

at the 1958 – 62 Les Gourmets, John Barkham (BA ’62) wrote, “In contrast to our early Les Gourmets dinners, the increase in elegance at Les Gourmets 2007 was remarkable. I was very impressed with the quality of the student volunteers, particularly their eloquence ... the food quality was exceptional.”

Another early Les Gourmets-er, Zoe Slagle (BA ’59) agreed, saying, “The event was spectacular! The reception couldn’t have been more beautiful, enjoyable and delicious. The oysters, sushi, and sautéed shrimp were exceptional and certainly complemented the theme. The dinner and entertainment were outstanding. We enjoyed every bit and every minute. Both venues were decorated beautifully, and the invitations and programs were gorgeous. Many thanks to the student executive board, the student staff, and the faculty advisors for a fabulous evening.”

Faculty member and an advisor to Les Gourmets Dr. Bonnie Knutson wrote to the students the next day that “To a person, I’ve heard nothing but the highest praise for last night’s Les Gourmets event. Everyone said it was the best Les Gourmets ever! From the food to the entertainment to the service to the overall professionalism of the entire team, people were in awe. And so was I. Congratulations and go Green!”

Les Gourmets
2007 Guest Chefs

Chef Mike Manista, CEC, Corporate Chef, Nestlé, Honorary Faculty Member of The School of Hospitality Business, MSU
Chef Mohammad Siddiqui, CEC, Executive Chef
Chef Michael Clyne, Executive Chef, Kellogg Hotel & Conference Center
Chef Gerhardt Steiner, Sous Chef, Kellogg Hotel & Conference Center
Chef Patrick Merz, Executive Chef, Cowles House, MSU
Chef Tanya McKenzie, Personal Chef
Chef John Farris, CEC (BA ’70), Department Chair, School of Hospitality Management, Lansing Community College (ret.); Adjunct Chef Instructor, The School of Hospitality Business, MSU
Chef Theresa Fortino, Pastry Chef, Michigan State University
Chef Bob Zehnder, Zehnder’s of Frankenmuth
Chef Tom Stovichek, Sous Chef, Kellogg Hotel & Conference Center
Chef Jeffrey Fisher, Sous Chef, Kellogg Hotel & Conference Center
Chef Michael Bernard, Executive Sous Chef, Lansing Center
Chef Mark Emery, Executive Chef, Rational Cooking Systems

Les Gourmets
2007 Student Executive Board

Executive Director
Joseph Yasso (BA ’07)

Directors
Casey Finn (BA ’09) & Chelsey Ingersoll (BA ’09)

Directors - Heart of the House
John Doan (BA ’09) & Min Ji Kim (BA ’08)

Directors – Reception
Malorie Brown (BA ’08) & Bo-Young Jeong (BA ’08)

Directors - Front of the House
Kelsey Norman (BA ’08) & Jenna Burt (BA ’09)

Directors - Arts and Entertainment
Jennifer Wright (BA ’07) & Hye Min Yoo (BA ’08)

Directors - Human Resources
Melvin Chu (BA ’07) & Chelsea Hallman (BA ’08)

Director of Donations & Scholarships
Kristen Ray (BA ’09)

Directors - Marketing
Ann Doré (BA ’04, MS ’07), Stefanie Taylor (MS ’07)
& Amanda Zanon (MS ’07)

Director - Web Design
Kathleen Serafin (BA ’09)

Reception Supervisors
Jessica Herus (BA ’08), Kim Siedlaczek (BA ’08), Adam Parsch (BA ’09)

Heart of House Supervisors
Will Moran (BA ’08), Ayako Homma (BA ’09), Stephanie Lamerato (BA ’09), Jeff Packard (BA ’08)

Front of the House Supervisors
Clinton Wong (BA ’07)
Members of The School’s class of 1957 were the latest to join MSU’s illustrious “Patriarchs,” and several of them joined together on June 8, 2007, to enjoy our traditional Patriarchs Breakfast, as well as the company of other alumni who had graduated 50 years or more ago.

Hosted by Eileen Emerson and Jan Thomas, with a fabulous meal and service provided by the summer HB 485 - Hospitality Foodservice Operations class and Chef-Professor Alan Sherwin (BA ’64), the group included special guests Dean Jim Rainey, director of The School’s Graduate Programs, former President of MSU Gordon Guyer, Vice Chairperson of the MSU Board of Trustees Melanie Foster, and Bruce McCristal, author of the moving history of MSU, The Spirit of Michigan State.

A poignant reminder of just how powerful the connections forged and strengthened by The School can be was evident through the presence of Mrs. Emerson, wife of the late Alumnus Bob Emerson (BA ’47), Mrs. Thomas, wife of Brooks Thomas (BA ’47), who had passed away just a few months previously, and Jamie Haley, wife of Alumnus Gil Haley (BA ’46) who had passed away the previous August. The wives “keep the fire burning,” and have become as much as part of The School family as their late husbands.

The group discussed their 1957 memories — Sputnik, President Eisenhower, the invention of the Frisbee, and the publication of Dr. Seuss’s Cat in the Hat — and of campus in the 50s, including working at the Kellogg Center (as most of the 1950s alumni did), attending “J-hops,” and professors who challenged and changed them. Ange Vlahakis (BA ’51) recalled an engineering class he enrolled in with fellow HRi student and Patriarch Gil Voss (BA ’50). After the final exam, the pair were told by the professor that if they had any electrical problems as hotel and restaurant managers, to just please call an electrician!

Beyond sharing memories and reconnecting, the breakfast offers a chance to give the Patriarchs a glimpse of the current “State of The School,” and to this end, Ron Cichy (BA ’72, MBA ’77), director and professor, updated the gathering on The School’s past year, including its enrollments, its major events, its fundraising efforts, and its scholarship successes. He was very pleased to be able to announce at the Patriarchs Breakfast the recent establishment of the Robert J. and Eileen L. Emerson Endowment for Student Travel. In addition, Trustee Foster spoke to the Patriarchs about MSU’s initiative, “Boldness by Design” and other important projects like the new Modern Art Museum and MSU’s expansion to Dubai.

Chef-Professor Alan Sherwin (BA ’64) was introduced, as well, as were the talented team of students who arrived at The School’s kitchens and dining room at 5:00 a.m. to begin preparing the food and decorations.

The School Patriarchs gather to reconnect with old friends and MSU
Robert J. and Eileen L. Emerson Endowment for Student Travel

Mrs. Eileen Emerson, wife of the late Robert J. Emerson (BA ’47), former general manager of Kellogg Hotel and Conference Center and “matriarch” to School alumni and students, has established the Robert J. and Eileen L. Emerson Endowment for Student Travel in The School of Hospitality Business at Michigan State University. The endowment is a deferred gift of over $30,000 to benefit student travel to conferences and hospitality industry trade shows.

Bob Emerson graduated from what was then called the School of Hotel, Restaurant and Institutional Management just after World War II. He went to work at the La Salle Hotel in Chicago as the assistant food and beverage manager. There he met Eileen Kane, who was the executive secretary to the general manager at the La Salle. They were married in 1950, and in 1952 moved to Washington, DC, where Bob became the executive assistant manager at the Ambassador Hotel. When Dwight D. Eisenhower was elected, Bob served as vice chairman of the Inaugural Committee’s General Service Committee. His catering success at the inaugural led to Bob’s promotion to general manager of the Ambassador in 1954. The Ambassador became the preferred hotel for visiting MSU dignitaries such as President John A. Hannah.

In 1956, Bob was named general manager of Michigan State’s Kellogg Center, described by President Hannah as “the front door to the University.” Many HRI alumni recall fond memories of working with Bob at the Kellogg Center and his role as their mentor. In 1974, Bob became the training coordinator for MSU Housing and Food Services, where he retired in 1985.

Bob was actively involved in The School’s Alumni Association Board, and was inducted into its Wall of Fame Class of Founders in 1996. Bob and Eileen were very instrumental in building relationships and reconnecting alumni to The School over the years. They hosted the first Patriarchs Breakfast in 1991 for The School, honoring 50-year graduates. This day, Eileen continues to host this important, annual, memory-filled event.

On Thursday, October 25, 2007, a group of 30 students from Marriott Hospitality High School in Washington, DC, visited the Michigan State campus. They spent all day on Friday and into the evening immersed in the atmosphere of a Big Ten University, learning about their options in The School of Hospitality Business, and meeting students, faculty, and university administrators.

Charles Buckner, admissions counselor for MSU, sought to create a memorable experience for these potential Spartans. “These students come a long way to observe the very best in hospitality business education at the university level. They will go back to DC ready to learn the words to the MSU fight song!”

To that end, Authella Collins Hawks, director of the Student and Industry Resource Center, Sherri Henry, coordinator of Academic and Student Services, and Ron Cichy (BA ’72, MBA ’77), director and professor, organized a “Hospitality Business Symposium” for Friday afternoon, with panels featuring Hospitality High School alumni (and who are now student “Marriott Scholars” in The School, funded by a grant from the Marriott Foundation) and School alumni who now work with Marriott University Place in East Lansing. Other speakers included Taraina Thomas-Logan, general manager of the Livonia Towneplace Suites by Marriott. The visitors were also able to tour The School and the Lear Center.

“it is yet another example of the way The School has found in the Marriott family, the Marriott Corporation, and the Marriott Foundation partners in educating young leaders for the industry,” said Mrs. Hawks. “We are grateful, and so are the students.”
Students in *The School* earn an extraordinary number of scholarships each year. Many of the awards come from within *The School*’s own scholarship accounts, which are established by alumni, friends, faculty, companies, and associations making donations to *The School* for scholarships. Others come from outside *The School*, usually from companies and associations which conduct nationwide competitions. This year, the total amount earned by School students was nearly $325,000.

“That so many students earn this number of awards in any year is truly remarkable,” says member of *The School*’s scholarship committee Dr. Jeff Elsworth.

“As a School, we have endeavored to make monies available to motivated, involved students,” says scholarship committee member Dr. AJ Singh. “The scholarships reward hard work and accomplishment, but for many of our students, they also provide that extra help that goes a long way in our economy.”
The Scholarship Committee stands proudly with several scholarship recipients for 2007-2008.
CAREER EXPO, the annual two-day professional development/career fair hosted by The School of Hospitality Business and its Student and Industry Resource Center (SIRC) celebrated its 29th year November 6 and 7, 2007, at the Kellogg Hotel and Conference Center.

CAREER EXPO XXIX broke a number of records: 79 national companies were represented, and over 200 recruiters interviewed 1,037 students for internships and permanent placements. Close to the same number of students attended CAREER EXPO’s 14 professional development workshops, with topics ranging from “Managing Your Moolah” to “Building Your Foundation in Real Estate” to “Restaurant Ownership and Development;” and from “Hotel Ownership and Development” to “Weighing Your Wages: Evaluating Job Offers and Benefits” to “The Global Hospitality Classroom.”

There are many reasons CAREER EXPO is successful year after year... outstanding students... energetic recruiters... respected companies... an industry need for well-prepared, capable, emerging leaders. And, a School committed to cultivating strong relationships with solid, successful hospitality companies from every segment of the industry.

One of those companies was the 2007 Industry Partner of the Year, White Lodging Services, and its Founder, Chairman, and CEO, Bruce White, was EXPO’s keynote speaker.

“We are fortunate to partner with companies such as White Lodging Services Corporation,” says Authella Collins Hawks, director of SIRC and CAREER EXPO faculty advisor. “White Lodging models to our students a successful company which is built on a culture of leadership, reliability, and trust. We are proud to partner with them to prepare future leaders in the hospitality industry.”

“Our Student and Industry Resource Center, its director, Authella Hawks, and CAREER EXPO’s talented student executive board are to be commended,” said Dr. Ron Cichy, director and professor in The School. “CAREER EXPO requires much planning and careful attention to detail, but in the end, it is a fabulous way to show companies how well-prepared and hard working our students are.” Recruiters must agree: they come back year after year, and offer deserving students internships and employment across the nation.

One national company’s representative wrote to Mrs. Hawks, “Michigan State’s CAREER EXPO is the gold standard of all the hospitality career fairs that we have attended, and we have attended a lot!”
White Lodging Services and Bruce White are honored with Industry Partner of the Year at CAREER EXPO XXIX

One of the reasons CAREER EXPO results in so many internships and permanent placements for School students is that it brings to campus successful and reputable companies such as the 2007 Industry Partner of the Year, White Lodging Services. White Lodging specializes in hospitality management, development, and asset management, developing and operating select service and full service hotels. Bruce White established the company in 1985 and became the first franchisor of Fairfield Inns and Courtyard Suites, both Marriott brands. White Lodging has developed 100 hotels, manages 120, and has won more Marriott Partnership Circle awards than any other company.

White Lodging currently employs nearly 6,000 associates and, with future development projections of $1.5 billion, the company expects to grow to more than 8,000 associates company-wide.

“Bruce White is an impressive leader and an honorary faculty member in our School,” says Ron Cichy, director and professor in The School. “White Lodging has partnered with our School, and particularly our Student and Industry Resource Center (SIRC), to provide management training opportunities for interns and graduates.” In fact, 13 School alumni work with White Lodging, and over the years, many interns have complemented their classroom education with White Lodging internships. They all reported that WLS provided mentoring and expansive responsibilities.

As keynote speaker, Bruce spoke to the students, recruiters, and faculty about his life as an entrepreneur, establishing a successful hotel company, and some of the ways to become a leader in the industry. He was very positive about his own experiences with School faculty members and students, and of the alumni on his management team.

Bruce encouraged students to know where their “True North” is, through vision, values, mission, and diffused decision making. He told them to begin with the end in mind, to have high expectations of themselves, and to take personal responsibility. “Never lose your focus on the individuals,” he said. “That includes associates, guests, lenders, and investors.” Also, he said, “Never give up. You will fail sometimes; however, believe in yourself.”

Did you know . . .

. . . all of the major events produced by The School and its students each year are possible in part through the generous sponsorship of hospitality companies, alumni, and friends of The School? For CAREER EXPO, that sponsor for the past two years has been The Las Vegas Sands Corp. Their generous donation to CAREER EXPO helped us provide 14 professional development sessions, followed by a wonderful dinner served to all recruiters, faculty, and EXPO student executive board members.

The Hospitality Association has had yet another successful year. 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 strengthened the vision of our organizations.

We kicked off this year with the most successful CAREER EXPO in history, with a record 79 companies! We had record participation from students, an outstanding lineup of professional development programs, and outstanding support from the recruiters. They are poised for another record year in the 30th CAREER EXPO. The bar was set for the other three events and Vegas Night exceeded all expectations. The event this year was held at the Student Union and featured a Texas Hold’em poker tournament that had over 100 students as well as a full casino. Students learned from this experience and aspire to exceed expectations again next year. The “Samba” Auction was also a great success and the student directors added many fresh ideas to this crucial event. Auction’s support ensures another financially stable year for the Hospitality Association in 2009. Les Gourmets turned up the heat with this year’s theme, “Flavors of South America.” Students had the opportunity to showcase their culinary talents and event planning skills that made for a fantastic event. The over 200 student volunteers had the chance to learn from some of the most innovative chefs visiting to support The School. Students prepared for this event for months and created an event that will leave a lasting footprint in the rich history of Les Gourmets at Michigan State University.

Members and officers of the student-led clubs also worked hard and enjoyed successes. This year we established our newest club, Lodging & Gaming Management Association, which is our eleventh club. This club hopes to bring in guest speakers and lecture series to further the knowledge and professionalism of its members and our overall student population.

Students collaborated throughout the year at bi-weekly meetings of the Hospitality Association and we are proud to have worked together to continue to invest in the Hospitality Association Fund for Self Sufficiency. This year we were able to raise $34,000 to add to the fund which will allow the Hospitality Association to achieve self sufficiency in the future. According to our advisors, this is a remarkable amount to be able to invest this year, given the grim economic picture we face in Michigan and throughout the country.

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 impressive organization.

Karin Dowling
CEO
Hospitality Association
Students Gaining the Edge by Getting Involved

Students in The School know that their involvement in one or more of its eleven student clubs and/or its four major events provides them with crucial leadership experience, hones their organizational skills, allows them to learn more about the industry outside the classroom, and gives them friendships with fellow students and alumni and industry leaders.

Many of the clubs have national affiliates which in turn have national conventions or conferences. Over the past couple of decades, great care has been taken in The School to make travel scholarship funds available to deserving students for travel to these important events and others, such as Celebration of Leadership and the International Hotel/Motel and Restaurant Show in New York City and Annual Gathering of Leaders and the National Restaurant Show in Chicago. Following are descriptions of some of the activities that have made a difference in students’ lives over the past year.

In October 2007, five members of the student chapter of the Society for Foodservice Management attended the SFM National Conference in Montreal. The SFM Foundation graciously awarded $1500 each for travel, conference registration, and three nights at the Hilton Bonaventure to chapter President and Hospitality Association Vice President of Alumni Relations Collin McRae (BA ’09), chapter Event Coordinator Justin McRae (BA ’09), chapter Financial Director and CEO of the annual Auction Mike Weber (BA ’08), chapter Fundraising Director Katie Pfau (BA ’08), and Les Gourmets Executive Director Kelsy Norman (BA ’08).

The Conference was titled, “Food – Our Universal Language.” The group was able to experience several educational conference programs and workshops, many networking opportunities, and even a “culinary tour” of magnificent Montreal, featuring ethnic diversity, eclectic cuisine, local specialties, and a colorful, bustling market. They were educated by various speakers, including main keynote speaker Anthony Bourdain, executive chef at Brasserie Les Halles in New York City and noted author and host of the popular travel and food series, “Anthony Bourdain: No Reservations.” His topic was “Great Cuisines: The Common Thread.”

Each student leader was grateful for the opportunities provided through the SFM Foundation, and the wonderful experience in Montreal.

Two School students (and two in other majors at MSU) in the student chapter of the National Society of Minorities in Hospitality (NSMH) attended the NSMH national conference, “Mission Possible,” in Pittsburgh, PA, February 21-24, 2008. The students traveled there through a scholarship from ECOLAB, Inc., and Jim Chamberlain, vice president of Sales with ECOLAB and a member of the Alumni Association’s Appointed Board and of The School’s Culinary Business Learning Lab revitalization committee. Acting President of the chapter Deanna Walter (BA ’09) and Victor Quintanilla (BA ’08) were able to attend the conference’s Leadership Breakfast, where the keynote speaker was Erika L. Alexander, regional vice president for Select and Extended Stay Brands for Marriott International. Professional workshops followed, including “Value of Industry Experience,” “Choosing a Path,” “Easy as P.I.E. (Performance, Image, and Exposure),” and “Finding the Right Company for YOU!” Several companies hosted individual networking suites where the students could meet company representatives and even sign up for interviews. School students chose interviews with MGM Mirage, Marriott, Sodexho, and ECOLAB.

The NSMH Career Fair took place on the 23rd, and that evening’s highlight was the 19th Annual Awards Gala, where Deanna received the Brinker International Scholarship for her academic achievements. Congratulations, Deanna!

A group of six members of The School’s student Hospitality Consulting Club received travel scholarship money to attend The Americas Lodging Investment Summit (ALIS) Conference (produced by Burba Hotel Network, LLC, founded and led by 1977 School graduate and Wall of Fame Class of Developers member Jim Burba), in January 2008. Sara Graham (BA ’08), Chun Hei Mok (BA ’08), Jillian Sarsfield (BA ’08), Matt Wechsler (BA ’08), Michael Yousif (BA ’09), and graduate student Jung Hee Yu (MS ’09) traveled to Los Angeles, CA, with funds from The Handlery Foundation and awarded through The School’s Scholarship Committee. ALIS is a particularly important conference for those interested in real estate and development, and the experience presented an opportunity for these motivated students to learn more from industry experts.

It was another warm weather trip for a large group of active students in the student chapter of Club Managers Association of America (CMAA)! The 2008 CMAA World Conference was in Orlando, FL, in late January, and funds from The School’s Lindus L. Caulum II Memorial Fund Grant helped 21 students attend the many workshops, panels, and meetings. They also attended The School’s student-alumni breakfast coordinated by Alumni Association Executive Board Member and General Manager of the Traverse City Golf and Country Club Jeff Anderson (BA ’90) and his wife, Jackie. Those students who went to Orlando included:

- Sean Bakewell (BA ’08)
- Carly Bates (BA ’10)
- Erin Bledsoe (BA ’08)
- Alexandra Clark (BA ’10)
- Benjamin Davey (BA ’09)
- Alexandra Dixon (BA ’08)
- Christopher Dulac (BA ’08)
- Lindsay Fitzpatrick (BA ’09)
- Mallory Guimond (BA ’08)
- Jessica Herdus (BA ’08)
- Matthew Iwanski (BA ’10)
- Amanda Kale (BA ’09)
- Christopher Kenney (BA ’08)
- Stephanie Lamerato (BA ’09)
- Kendall Morris (BA ’09)
- Adam Parsch (BA ’09)
- Caitlin Schultz (BA ’08)
- Kimberly Siedlaczek (BA ’08)
- Ryan Sprague (BA ’08)
- Julie Swoveland (BA ’08)
- Gregory Wiseman (BA ’08)
Now here’s an alternative spring break we would all like to go on! A group of 12 students in the Global Hospitality Business Organization student club was fortunate to experience the trip of a lifetime to San Juan, Puerto Rico, with each student receiving partial funding from School scholarships: The Handlery Foundation, and the James F. Rainey Endowed Fund. Additional funding was provided by Alumnus and Wall of Fame Class of Builders member Hugh Andrews (BA ’71, MBA ’72), president of International Hospitality Enterprises, Inc.

For a number of years, Hugh has hosted a group of GHBO students during spring break with 2006 Emerging Alumnus Leader of the Year Rubén Estrada (BA ‘00), assistant to the president and Hugh’s “right-hand man,” providing guidance, role modeling, and his special brand of hospitality.

This year’s group again experienced Hugh’s unlimited generosity. During their trip, Rubén wrote about their activities:

“Tuesday, they had the opportunity to experience our hotel’s pools and beaches, so they relaxed all day and capped the day off by visiting Dragon Fly, a Latin-Asian fusion cuisine restaurant, certainly one of the best restaurants in Old San Juan.

Wednesday, I had the opportunity to meet all of them and took them to the Casino del Sol at the Courtyard by Marriott Isla Verde Beach Resort, where they toured the casino and got the chance to talk to the managers of the different areas. The tour was followed by a Q & A session and a light lunch. We then went to the Condado Vanderbilt Sales Office, where Ricky Diaz had prepared a condo-hotel presentation for the students. After the presentation, we walked to the project site of the Condado Vanderbilt Hotel so the students could see the construction going on. We then went to Lo Concha, a Renaissance Resort, and toured the public areas, as well as “Perla,” our fine dining restaurant, which is currently under construction.

The plan for Thursday is to have lunch at El Convento Hotel with the general manager and part of his staff, then tour the hotel. In the evening, the students will go to the Bioluminescent Bay in Fajardo on a tour paid for by Mr. Andrews. Friday the students will go on another tour to the “El Yunque” Rainforest and the “Luquillo” beach.

I hope the students will tell you great things about their trip to Puerto Rico . . .”

How could they not say great things about their trip, Mr. Andrews’ and Rubén’s generous hospitality, and all the things they saw and learned? This is no ordinary field trip!! We thank our wonderful alumni from the bottom of our hearts. The lucky students included:

Julia Allios (BA ’10)
Tiffany Chao (BA ’11)
Ivy Cheung
Andrew Cutting (BA ’09)
Courtney Guinan (BA ’09)
Thomas Herpel (BA ’08)
Ayako Homma (BA ’09)
Clayton January (BA ’09)
Chun Hei Mok (BA ’08)
Nicole Nanneti (BA ’10)
Katie Normand (BA ’11)
Young Ji Park (BA ’08)

In a full issue of the State News featuring creative Halloween costume ideas, the 2008 Annual “Samba” Auction Chief Financial Officer Jen Kita (BA ’09) was shown in photos dressed as Meg White of the White Stripes.

Students in the News

Danielle Castle (BA ’09) was featured in the Broad College’s Business Minute on October 8, 2007. She was interviewed about her internship experience with The Ritz-Carlton Club in Aspen, CO. First she explained that she joined a business fraternity, Phi Chi Theta, to learn more about conduct in an interview, completing a resume, and dressing professionally. Then she attended CAREER EXPO, where she “made sure to be early,” and visited the Ritz-Carlton booth first. After four interviews, she said, “I was offered the internship.” Danielle went on to explain that her internship taught her to “personally get to know the customer,” and that it was important to ask questions—anything “relating to running a business.” Overall, she said, she had “the greatest summer I could have imagined.”

Kelsy Norman (BA ’08), the 2008 Les Gourmets executive director, was chosen to be one of only three students in the world to attend the International Hotel Investment Forum in Berlin March 3-5, 2008, and to participate on a panel titled, “The Hotel Leaders 2028,” addressing the issues important to the next generation of industry leaders. The conference is produced and hosted by the Burba Hotel Network, whose president and founder is Alumnus and Wall of Fame Class of Developers member Jim Burba (BA ’77). Jim was inducted into The School’s Alumni Association Wall of Fame last November. Kelsy was nominated by Chef-Professor Allan Sherwin (BA ’64) and Hilton Hotels Professor Ray Schmidgall.

“This will be a life-changing experience for Kelsy,” predicted Dr. Ron Cichy, director and professor of The School before she left for Berlin. “She will represent The School well in Berlin.”

As it turned out, he was absolutely right! Jim wrote to him after the Forum, “Kelsy did an ‘awesome’ job in Berlin last week. She would have made you very proud, had you been able to be there to see her. She was a great representative of The School and is clearly a future leader in this industry.”
Class of Spring 2007 Graduation Luncheon

It was difficult to say who was prouder at The School’s Spring 2007 Graduation Luncheon: the father or the son.

When the brand-new graduates of The School gathered with faculty, staff, and families on May 5, 2007, at the University Club, Alumnus Wally Wozniak (BA ’77), director of Support Services at Sparrow Hospital, attended as the luncheon’s keynote speaker.

He also attended as graduating senior Chad Wozniak’s dad. It has become a tradition for School alumni whose children graduate from The School to serve as graduation speakers—a tradition that gives new meaning to the idea of “legacy.”

Introducing his father, Chad outlined Wally’s rise to leadership in the hospitality industry and his many service-related activities and awards, including the MSU Alumni Service Award and The School’s 75th Anniversary Year Distinguished Alumni Award. “A great Spartan and father,” Chad said, leading the applause.

Wally, on the other hand, began by expressing his pride in Chad and Chad’s many friends in The School whose hard work and professionalism Wally has observed first-hand as they led School clubs and major events during their years on campus.

Discussing the challenges he faced when recently introducing room service—“the largest, most intricate project of my career”—at Sparrow Hospital, he noted that the new graduates will always face opportunities and challenges. “Don’t be afraid of failure,” he said. “Grab those opportunities, keep balance in your life, and be humble, but confident, in your career.” He went on, “You will continue to invent the future . . . through your excitement, skills, talents, drive, and determination.”

It was announced at the graduation luncheon that a vote by School faculty and students had named seniors Joel Halperin (BA ’07) and Jackie Collins (BA ’07) Outstanding Seniors. Students voted Coordinator of Academic Student Services Sherri Henry as Outstanding Faculty Member for 2007.

Class of Winter 2007 Graduation Luncheon

Over 90 people gathered at The School’s graduation luncheon on December 8, 2007, at the University Club of MSU. The event honored the December graduates, thanked their families, and allowed The School’s newest alumni to reminisce and to look forward.

The luncheon, hosted by the student Hospitality Association and coordinated by The School’s Student and Industry Resource Center (SIRC), featured guest speaker Chuck Day (BA ’91), Inventory Manager with the Market Office of Marriott International, Inc., in Detroit, and The School’s 2005 Emerging Alumnus Leader of the Year.

Working with Marriott since his student days, Chuck began his career in Chicago with the Residence Inn by Marriott – Chicago Downtown. As he progressed through positions with increasing responsibilities, Chuck found time to mentor School students through the Spartan Sponsors Mentor Program, which he continues to do to this day.

Moving to Detroit in 1999, Chuck became part of the management team of the Detroit Marriott at the Renaissance Center, and in 2004, he joined the Marriott Revenue Management team in his present position. Living in Detroit has allowed Chuck to visit campus often, as a member of the Alumni Association’s Appointed Board of Directors and as a frequent industry speaker in several of The School’s classes.

Speaking to the graduates, Chuck acknowledged his parents and his wife, Merri Lee. He began his remarks by introducing his five-year-old son, Jack, and noting that when he (Chuck) graduated, the students were just about Jack’s age! He also acknowledged that as students they worked hard and displayed passion, dedication, and leadership. These qualities, he said, would serve them well in the “real world.”

Chuck encouraged the new graduates to “never stop learning,” to “enjoy time with those you love,” and to “love what you do.” Further, he reminded them of what is really important in their careers and in life:

- Do not allow others to define you.
- Remember the Golden Rule.
- Start saving now!
- Work at your personal relationships.
- Set a good example for your children.
- Be trustworthy.
- Remember your alma mater.

The graduates also heard from SIRC director Authella Collins Hawks, who had guided each of them through two internships and through milestone events in their college lives. Dr. Ron Cichy, director of The School, offered his congratulations as well, and two members of the graduating class—Sarah Wolf (BA ’07) and Jerome Hamel (BA ’07)—as well as Karin Dowling (BA ’08), CEO of the Hospitality Association, reminisced “Through a Senior’s Eyes.” Two graduates were honored by the Hospitality Association: Melvin Chu (BA ’07) and Melissa Oesterle (BA ’07).

“December graduation is always special,” remarked Dr. Cichy. “It’s a celebratory time that gives us an opportunity to welcome students to the growing ranks of our alumni.”
Faculty Members and Graduate Students Collaborate

Three teams of faculty members and high-achieving graduate students in The School presented their research at the 4th annual Great Lakes Hospitality Tourism Educators Conference held on April 20 and 21, 2007, at Eastern Illinois University and the University of Illinois at Urbana-Champaign.

Among the several presentations and speakers, The School provided the following:

**Examing the Connection between Emotional Intelligence and Managerial Relationships**

Dr. Ron Cichy (BA ’72, MBA ’77)

Dr. Seung Hyun Kim, Buffalo State – State University of New York Assistant Professor in the Hospitality Tourism Department

Dr. Jaemin Cha (MS ’98), at the time an assistant professor at Niagara University, now an assistant professor in The School

Julie Tkach (BA ’94, MS ’05), graduate research assistant

**Educating the Next Generation of Global General Managers: Internationalizing the Hospitality Curriculum and Development of Global Management Competencies**

Dr. AJ Singh, Associate Professor

MiRan Kim (MS ’05), graduate research assistant

**Hospitality Programs and Research Benchmarks**

Dr. Jeffrey Beck, Associate Professor

Dr. Ray Schmidgall, Professor

The collaboration of graduate students and faculty members is a hallmark of The School’s graduate programs. The opportunity to work closely with experienced faculty on cutting-edge research projects and then to make formal presentation of the findings—long before they have to defend a dissertation—draws some of the best students to The School.

“It is an enjoyable mentoring relationship,” says Associate Professor AJ Singh of his work with several graduate students over the years at MSU. “In addition, they keep us on our toes.”

There is more than the collaboration between graduate student and professor, however. Younger faculty members often pair with longer-tenured professors to hone their skills, fine-tune articles for publication, and to learn to play an effective mentoring role to others.

“I feel as though I am a better researcher and author because of my work with Ray,” says Associate Professor Jeff Beck of Dr. Ray Schmidgall, Hilton Hotels Professor with The School for over thirty years. “It is valuable to tap into his accumulated wisdom and unique perspective.”
The new assistant vice president of MSU’s Housing & Food Services (H&FS) enjoyed a warm Spartan reception when The School hosted a “Taste Of Michigan” Tribute Dinner for him on October 25, 2007.

At the dinner, Vennie was introduced to the long and happy relationship between The School and its graduates and the Division of Housing & Food Service. In opening remarks, Director Ron Cichy outlined some of the most important connections between the two units.

- Four members of The School’s Alumni Association Wall of Fame have been executives in the Division of H&FS over the years.
- Other Wall of Fame members and numerous distinguished alumni cut their foodservice and lodging “teeth” in MSU’s H&FS in various areas on campus.
- The history of The School and that of H&FS are inextricably linked, as The School’s 75th Anniversary history book, The Legacy of the Leader, describes.
- Executives from H&FS have served as adjunct professors, guest speakers, and mentors to generations of School students.
- The School and its faculty, including Chef-Professor of Culinary Business Allan Sherwin (BA ’64), lead training programs for the Division’s staff.
- Three of The School’s four major events each year take place at the Kellogg Hotel and Conference Center, which also houses The School’s Culinary Management Lab. With financial support from H&FS in 1989, The School opened this educational facility, and in 2007 began plans for a revitalization of the space and a name change to “Culinary Business Learning Lab.”

Also welcoming Mr. Gore were the students who planned, prepared, managed, and served the dinner, members of HB 485 – Hospitality Foodservice Operations, led by Chef-Professor Sherwin and Culinary Coordinator Rick Brown. The students were introduced, and Hospitality Association CEO Karin Dowling presented Mr. Gore with an MSU and School gift basket, including a copy of The Legacy of the Leader.

The dinner itself featured an entirely “Michigan” menu, with elegant presentations of products grown in Michigan. Some of the delicious items included a Michigan Bean Soup with a three bean mix topped with warm shredded smoked ham; a Sweet Michigan Salad with mixed greens and sweetened with brandy macerated cherries, diced apples drizzled in balsamic vinaigrette and Michigan crumbled bleu cheese on the side; Michigan white fish with a salsa of papaya, mango, and red onion; slow cooked Angus skewer of tenderloin on a warm bed of wild rice served with asparagus wrapped in a delicate prosciutto; and Mile High Apple Pie served with homemade cherry ice cream and brandy soaked cherries. Fabulous!

Even the menu itself helped Mr. Gore acclimate to his new home, with a cut out of the “mitten” overlaid with a sheet of interesting facts about the Great Lakes State.

“We look forward to continuing a long and meaningful collaboration with Vennie Gore and the entire Housing & Food Services Division,” says Director Ron Cichy. For his part, Mr. Gore was impressed with the students and with the warm welcome. He sent a note of thanks that said, “The students did a wonderful job and our profession has a great future. I have heard nothing but high praise from the staff that attended the event. Your hospitality was first rate.”

Indeed, other guests gave accolades, including MSU’s associate director of University Housing and School Alumnus Fred Kayne (BA ’70, MBA ’75) who said, “It was a wonderful event that made me proud to be an alum. I hope you know that you can always count on me.”

Even non-alumni gave kudos. Guy Procopio, associate director of Auxiliary Services on campus wrote, “Please extend my appreciation to you and your staff on an exceptional welcoming reception and dinner for Vennie Gore. I am always impressed by your commitment and passion to both The School and to the Division of Housing and Food Services.”

Perhaps it is just that special “Spartan spirit,” but certainly Mr. Gore and his associates felt a warm and genuine welcome on October 25.
MSU Men’s Basketball Coach Tom Izzo Joins Hospitality Business Research Team

Michigan State’s men’s basketball coach Tom Izzo has teamed with The School of Hospitality Business research faculty members Dr. Michael Kasavana and Dr. Ray Schmidgall, offering a generous $5,000 donation to the Kasavana/Schmidgall Faculty Research Endowment in Hospitality Accounting and Technology established by the pair earlier this year. Coach Izzo is in his 13th year as head coach of the Spartans. He made the donation to the endowment in December 2007 saying, “I strongly support the University’s academic and research mission. It’s always great when Spartans take the lead both on and off the basketball court.”

“Ray and I are honored by Coach Izzo’s generosity and by his long-term commitment to faculty research,” says Dr. Kasavana, who also serves as the university’s Faculty Athletic Representative to the NCAA and Big Ten Conference. “While Tom’s primary focus must be the success of his basketball team, he remains an active supporter of the academic goals of Team MSU.” Dr. Schmidgall agrees, saying, “When academics and athletics mesh in this way, it creates a better University.”

Indeed, Coach Izzo’s record is impressive, with a national championship, four regular season Big Ten Championships, two Big Ten Tournament titles, four Final Four appearances, four National Coach of the Year awards, and a Big Ten-best 10 straight NCAA Tournament appearances. Just as impressive is the academic record of the basketball program under his leadership. In his 12 full years directing the Spartan program, 82 percent of his players who completed their eligibility also left with a degree. In the last eight years, 26 Spartans have received their undergraduate degrees, including five each in 2001, 2003, and 2007. The team’s overall grade point average hovers around 3.0; a remarkable feat for a program that plays a highly competitive national schedule.

The School has its own impressive history, with 80 years of preparing leaders in the global hospitality industry. Its graduates shaped the industry throughout the 20th century and the tradition continues in the 21st. Its faculty, ranked number one by the Journal of Hospitality & Tourism Research, are among the most respected in the world—as teachers, researchers, consultants, and industry board and commission members.

“Coach Izzo’s generosity makes a strong statement about his commitment to academic excellence, and particularly to research that fuels the creation of knowledge,” says School Director Dr. Ron Cichy. “That it comes from a beloved leader in the MSU athletic community makes it even more special.”

Associate Professor AJ Singh Receives the Hospitality Association/Alumni Association Faculty-Staff Member of the Year Award

In May 2007, the Alumni Association and the Hospitality Association of The School of Hospitality Business at Michigan State University presented their second Faculty/Staff Member of the Year Award. Associate Professor AJ Singh was chosen to receive the award, based upon deliberations of a committee consisting of an alumnus, student HA president, faculty member, and school director, convened solely to recommend to the Alumni Association Board of Directors the award’s recipient.

By a unanimous vote, Dr. AJ Singh was chosen because of his outstanding teaching in The School in the areas of hospitality business finance, real estate, and international development at both the undergraduate and graduate levels. He has also worked with two adjunct professors to develop the Study Abroad program in Hong Kong, Macao, and mainland China, in addition to his very popular Study Abroad program to India and Dubai. To the latter program he has recently added eco- and sustainable development components.

Setting high academic standards in all of his classes, he has added applied research paper requirements on current industry issues to his undergraduate lodging management classes, and his instructor quality and course quality teaching scores are consistently high.

In addition, AJ was part of a hard-working team which received the 2006 Richard J. Lewis Quality of Excellence Award for its development of The School’s Real Estate and Development Specialization in Hospitality Business. AJ is also a very participatory advisor to two student clubs: the Consultants Club and the Global Hospitality Business Organization.

“AJ certainly deserves the recognition that this Faculty-Staff Member of the Year Award confers,” says Marc Gordon (MBA ’73), last year’s Alumni Association president and president of the Illinois Hotel & Lodging Association. “We acknowledge his efforts to focus on trends in the industry, to raise the bar academically, and to broaden students’ experiences and perspectives. Besides,” Marc adds, “AJ is just a great guy, willing to try new ideas with a positive attitude.”

AJ’s award was announced at the Alumni Association Board of Directors meeting during the National Restaurant Show in Chicago. It was accompanied by a cash award that was presented to him during Homecoming weekend 2007.
Dr. Jeff Beck, associate professor, presented his research study findings at the 3rd Annual Hospitality Sales and Marketing Association International (HSMAI) Revenue Management Strategy Conference in Orland, FL, in June 2007.

Each year since 1998, the MSU Libraries has recognized MSU faculty, retired faculty, and staff who have written, edited, or translated a book or musical score; contributed to a multimedia work; or participated in a professionally or studio recorded musical performance. At a reception on Wednesday, April 16, 2008, at the Main Library on campus, these individuals were honored, and School faculty included:

- Dr. Michael Kasavana, for Managing Technology in the Hospitality Industry. 5th Edition (co-authored with John Cahill);
- Dr. Jeff Elsworth, Purchasing for Food Service Operations; and
- Dr. Ron Cichy, Purchasing for Food Service Operations.

It should be noted that for Dr. Ninemeier’s prolific writing has brought the number of his publications to a whopping 56!

Dr. Jeff Elsworth, associate professor of hospitality entrepreneurship, and Ron Cichy, director and professor, have together written Purchasing for Food Service Operations, published by The American Hotel & Lodging Educational Institute. The book covers the latest in e-purchasing, addresses trends in purchasing and products, and features vital information on security, food safety, and ethics from both the distributor’s and operator’s perspectives. Dr. Elsworth also spoke at the International Flight Services Association (IFSA) Conference on the subject of food security for in-flight catering on September 10, 2007, in Houston, TX.

Dr. Carl Borchgrevink, associate professor, was selected to receive the 2007 President’s Award by the Research Chefs Association (RCA) at a luncheon ceremony in New Orleans on March 7, 2007. He serves as a member of the organization’s Education Committee, and as such helped it to define terms like “research chef,” culinary scientist,” and “culinologist” for use by the Department of Labor for inclusion as occupation classifications. Carl was also honored because of his role in the development of the Student Culinology Competition, his participation in RCA subcommittees, and his membership on the Research Chefs Foundation board of directors.

At the same ceremony, Honorary Alumnus of The School Michael Minor (for whom The School’s Master of Science in Foodservice Business Management was named, and whose parents, Dr. Lewis J. and Mrs. Ruth E. Minor, were generous donors to and good friends of The School) was awarded the RCA’s Lifetime Achievement Award.

We have always known he was calendar-worthy, but Dr. Michael Kasavana, National Automatic Merchandising Association professor in Hospitality Business, earned a spot in the 2008 “Research at Michigan State University” calendar featuring the research projects of several professors. In the calendar’s month of August, you can read about Michael’s work documenting technologies that can track a student’s purchases, provide nutritional information about them, and allow parents to regulate choices. Machines can require a student creating a meal to select an item from each of several groups of foods.

Welcome home!!

The School is thrilled to welcome “home” Assistant Professor of Foodservice Management, Jaemin Cha (MS ’98). Dr. Cha earned the Michael L. Minor Master of Science in Foodservice Management from The School in 1998, and her Ph.D. in Organizational Communication with a Specialization in Hospitality Business, also from Michigan State University, in 2005. Her husband, Dr. Seung Hyun Kim, having earned his Ph.D. at MSU in 2007, will join The School’s faculty in the Fall 2008 Semester as an assistant professor, as well!

Beginning Spring 2008 Semester, Dr. Cha joined The School to teach undergraduate and graduate foodservice management courses, including safety, operations, and cost controls. Her research currently focuses on frontline employees’ service orientation, the service climate in foodservice operations, model development of a consumer experience construct, and emotional intelligence among hospitality leaders. She presents at international and regional conferences, and has published instructor manuals and co-authored conference proceedings and journal articles. Dr. Cha currently has several manuscripts under review. She has expertise in a number of different research methodologies, and frequently collaborates with other academicians on research projects.

Dr. Cha’s professional experience includes a dietetics intensive internship at Chun-Ang University’s Medical Center, and work with the Foodservice Coordination Office for MSU’s residence halls, the largest self-operated university foodservice in the nation.
Dr. Bonnie J. Knutson, professor in *The School* and chair of the Search Committee that brought Dr. Cha back to MSU, says, “Dr. Cha brings an international foodservice perspective to our curriculum. She is a dedicated teacher, focused on research and enriching her students’ educational experiences.”

Prior to coming to MSU as assistant professor, Dr. Cha taught at Niagara University in the College of Hospitality and Tourism Management.

When Dr. Kim joins his wife to teach in *The School*, he will bring a wealth of research experience. In the year since earning his Ph.D. in Park, Recreation, and Tourism Resources (majoring in Tourism Marketing), Dr. Kim has been an assistant professor at Buffalo State University in New York, and throughout his stellar academic career, both in South Korea and at MSU, he has been an active researcher, working with School faculty on several articles and manuscripts while completing his Ph.D.

“We are fortunate to have a rare husband and wife team in our School,” says Dr. Ron Cichy. “Regardless of their marital status, however, each individual brings unique skills and talents to our students and to their own research.” Dr. Kim will not only teach undergraduate and graduate hospitality business courses, but will also support faculty as they stay abreast of the latest in research methods and data collection and analysis.

Most of us know that [Dr. Bonnie Knutson](https://www.broad.msu.edu) is an extraordinary Spartan fan. She and her husband, Bob have attend basketball and football games for decades. They are contributors to and Bonnie is a board member of the Wharton Center. She even teaches “Spartan Spirit” in her capstone marketing course in *The School*. But Bonnie is also the current alumna president of the MSU Alumni Association, and in this capacity was one of the volunteer leaders of a “best practices” study that resulted in a new strategic plan for the MSUAA.

She was featured on the cover of the Spring 2008 *Broad Business* magazine, and in an article titled, “Broad Alumni Leading to Yes.” In the article, Bonnie says that some of “our alumni do not know that many of the symbols of Spartan Spirit are in place because of the MSU Alumni Association and the alumni who support the organization with their dues.” The 18-month study of every aspect of the association’s programs brought about the strategic plan which will “lead the organization to yes in five areas: value creation, communications, engagement, collaboration, and sustainability.

Kudos to your leadership, Dr. Knutson, and to your Spartan Spirit!

In the fall each year, MSU hosts a faculty promotion and tenure recognition dinner, and on October 30, 2007, School faculty members [Dr. Jeff Beck](https://www.broad.msu.edu) and [Dr. Jeff Elsworth](https://www.broad.msu.edu) were among the honorees, acknowledged for their promotions to associate professor with tenure.

### Numbers Add Up for *The School* Faculty

Each year, a report is prepared which outlines the achievements of the faculty as a whole in *The School*. In the summer of 2007, the report for the 2006 academic year noted impressive accomplishments, including but not limited to:

- Taught 56 undergraduate courses (with an additional 12 taught during the summer), and 7 graduate courses (plus 1 during the summer)
- Conducted (tenure-system faculty alone) 93 hours of Broad executive education, plus an additional 256 hours of executive education outside the Broad College
- Coordinated 146 independent studies
- Guided 6 honors option projects
- Mentored 5 Broad Scholars
- Advised 6 masters and 15 doctoral students
- Engaged in 23 experiments/contributions
- Received 3 awards/honors for instruction
- Advised 10 Hospitality Association clubs and 4 HA events
- Published 6 books, 14 refereed articles, 6 chapters, 50 non-refereed articles, 7 monographs/proceedings, and 1 editorial
- In press/forthcoming: 9 books, 15 refereed articles, 2 chapters, 6 non-refereed articles, 2 monographs/proceedings, and 2 editorials
- Research-related scholarly presentations: 5 international, 11 national, and 1 regional
- Grant activity: 5 funded ($24,000 total)
- Research awards/honors: 5

In addition to teaching and research, the faculty are committed to service, both in the University and within the hospitality industry. They serve on many University committees, serve as consultants, make professional appearances, hold memberships in a large number of industry-specific professional organizations, serve as editors, on editorial review boards, or as referees of industry publications.

If that isn’t enough, in an article in *The Council on Hotel, Restaurant, and Institutional Education’s Journal of Hospitality & Tourism Education* titled “Hospitality’s Most Influential Scholars: Fifteen Years of Citation Analyses (1989-2004),” authors Ray Schmidgall, Bob Woods, and Christian Hardigree note that *The School’s* 10.5 tenure-system faculty are “most cited” in the years examined, and its scholarly ranking is second only to Cornell University’s, which has more than 50 tenure-stream faculty.

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![BroadBusiness](https://www.broad.msu.edu)
This year’s Hilton Lecture Series, hosted for the 18th year by Dr. Ray Schmidgall, Hilton Hotels Professor of Hospitality Financial Management, focused on the development and future directions of research methods and statistical analysis in hospitality, and featured three forward-thinking scholars and their own research. Thursday, September 27, 2007, the speakers and faculty, graduate students, and undergraduate students gathered for an opening reception and dinner of sumptuous fall harvest cuisine prepared and served by the students in HB 485 – Hospitality Foodservice Operations and their Chef-Professor Alan Sherwin (BA ’64).

Dr. Seung Hyun Kim, assistant professor in the Hospitality and Tourism Department at Buffalo State – State University of New York spoke on the “Content Analysis of Hospitality Journals’ Research Methods.” Dr. Connie Page, director of the Center for Statistical Training and Consulting and professor of Statistics and Probability at MSU, spoke on “Statistics: Past, Present, and Future – a Brief and Personal Look.” And Dr. Anna Mattila, associate professor in the Department of Hotel, Restaurant and Recreation Management at Penn State University, discussed the topic of “Emerging Data Analysis Techniques in Hospitality inquiry.”

All three professors delivered their presentations on Friday, September 28, and then served on a panel providing input to School faculty members who shared recent research projects and their methodologies.

A primary topic of discussion among the participants was how to stay abreast of current methodologies, and how the most respected hospitality journals accept and publish academic research which uses those methods. Professor Schmidgall acknowledged the timeliness of the Hilton Lecture Series topic for 2007. “We are all aware of the increasing complexity of gathering and evaluating different kinds of data and of the need to share what we know,” he said.

“Our speakers have given us a lot to think about,” said Ron Cichy, director and professor in The School. “We strive as a School to keep our scholarly research standards high as faculty members who create new knowledge.”

“Classroom Lessons Inspire Giving

MJ Becker (BA ’84) accepted a new position last summer as senior financial analyst with CRSA, a retirement community management company based in Memphis, TN. She acknowledged the impact of one of her professors, Dr. Ray Schmidgall, in an email at the time: “Please know that many things you taught me both in and out of the classroom have been part of the standards I set for myself in the business world.”

In addition to these kind words, MJ significantly increased her existing scholarship donation and in Spring 2008 established the Philip M. Becker Expendable Scholarship in The School to honor her late father. The scholarship will benefit worthy and capable students, supporting those who have “demonstrated the capacity to achieve educational and professional goals, the motivation to achieve these goals, and the initiative to seek opportunities to further their progress.”

With gratitude, we acknowledge MJ’s own achievements in her career, and admire her commitment to the students for whom she is a role model.

Ron Cichy wrote to MJ, “We want to honor you, MJ, by selecting the very best recipient for this scholarship award, to reflect your father’s impact on your education and your commitment to helping our current students.”

MJ’s faculty inspiration was humbled by her words and her gift. Dr. Schmidgall wrote, “We are most fortunate to have you as one of our grads who continues to give back. Thank you for your kind words on whatever impact I may have had on you.”
School Thanks Campus Friends and Colleagues

One of the happy responsibilities of Academic Student Affairs Coordinator Sherri Henry is the annual springtime event in The School known as the “Friends of The School reception.”

For many years, Sherri has invited associates with MSU’s Office of Admissions; advisors from the other colleges and divisions on campus; specialists with career and placements services from MSU and its various colleges; members of the Broad Multicultural Business office and Broad’s technology experts; other individuals important to the success of School students; and faculty and staff of The School to this special reception.

“Our goal is to thank the people who work diligently on campus for the benefit of all the students, including our own,” says Sherri. “We appreciate all they do to help spread the word about our School, and to guide and assist our students. This is our way of saying, ‘Thank you.’”

Guests loved the early evening event, held February 15, 2007, perhaps because there is no formal program beyond simple welcoming remarks and gratitude expressed by Sherri Henry and Director and Professor Ron Cichy.

After a brief testimonial from Hospitality Association President Joel Halperin (BA ’07) about his Study Abroad experience in Dubai and India, the guests enjoyed the sumptuous fare, which included such items as char-grilled chicken yakitori; lobster raviolis with shrimp veloute; marinated port tenderloin—sliced to order by Chef-Professor Allan Sherwin (BA '64) with Hawaiian mini buns and papaya chutney; grilled vegetables on a bed of jasmine rice, fresh fruit and cheese, miniature reuben sandwiches on marble cocktail breads, salmon brochettes with spiced rum teriyaki glaze, and cherry chiffon cake garnished with chocolate dipped cherries. Also available was a full bar with wine and premium beer, coffee and tea.

Each year’s event has a different theme, and in 2007, it was Spartan Spirit and Valentine’s Day, and the gift given to all guests was a miniature Newton’s Cradle, to remind them of all the times their efforts have created a positive reaction and response in the lives of the students they help at MSU.

Way back in the early 1970s, I could not have imagined that I would remain so close to those I met at MSU while pursuing my MBA in the School of Hotel, Restaurant and Institutional Management. Over the years since then, I have been associated with what is now called The School as a student, as an alumnus, as a faculty member, and as president of its Alumni Association.

In each capacity, I have been impressed with what The School consistently sees as its highest priority: preparing students for success and responsibility as professionals in an ever-changing, constantly-evolving, and increasingly complex hospitality industry.

I have also had the pleasure through the past 35 years, of knowing and working with School faculty members and administrators who were there in 1973 and are still going strong in 2008! In many ways, I believe that this dedication and loyalty (and yes, longevity . . . ) contribute mightily to The School’s historical reputation for leadership in hospitality business education and to its influence upon the industry it serves. I will never forget the eight-plus years I spent teaching in The School with many of the professors who have been the backbone of its productive output, whether it be teaching undergraduate or graduate students, textbook publications, executive education programs, creative undergraduate elective courses, or the mentoring of graduate students. I learned so much from those professors, and continue to do so.

At the same time, I have observed a freshness and willingness to try new ideas and programs throughout The School. New faculty members hired over the years have brought their own research and teaching interests—and they have been encouraged to pursue those interests and bring them into the classrooms. Getting to know the younger faculty members while I have been active in the Alumni Association has given me a great confidence that our alma mater will successfully continue the pursuit of its mission well into the 21st century.

As Alumni Association president, I have also observed an admirable “entrepreneurial” spirit leading The School, with Ron Cichy always looking at the big picture, envisioning better ways to do things and ways to keep alumni and students motivated and involved. You will NEVER hear the excuse, “it’s just the way we’ve always done things” in The School! Instead, challenges are handled in a positive way, and suggestions are acted upon and appreciated.

And the students! In my opinion, each year they seem to be smarter and more energetic. As an alumnus who is often among industry leaders at events where students are present, I am always impressed with and proud of the students’ poise and maturity. Please be sure to look over the section in this newsletter that outlines all of the scholarships the students have earned in this academic year. The list alone will give you an idea of the caliber of students who choose our School.

I plan to stay connected to our School, even as I move away from the presidency of its Alumni Association and welcome Mary Ann Ramsey to that office. I look forward to my next 33 years with The School.

Marc J. Gordon (MBA ’73)
President
The School’s Alumni Association
President and CEO
Illinois Hotel & Lodging Association
Many School alumni have been leaders in the Club Managers Association of America (CMAA), several faculty members regularly teach in its Business Management Institute, and the student chapter of CMAA is routinely recognized for exposing students to club management as a profession and for the many ways its members show organization, creativity, and leadership.

It should be no surprise, therefore, that alumni figure prominently in the ranks of the CMAA’s highest achievement: the Master Club Manager (MCM). Of the 14 individuals earning the MCM designation, four are School graduates.

The MCM is a certification program for professional club managers and recognizes individuals who complete a rigorous set of requirements and make extraordinary and long-lasting contributions to the club industry. Specific requirements are:

- Attainment of Certified Club Manager designation and Honor Society membership;
- Achievement of 200 additional credits beyond Honor Society with a minimum of 100 credits from CMAA/CMI-endorsed education programs;
- Active membership status for a minimum of 11 years;
- Successful completion of Business Management Institute (BMI) IV and BMI V;
- Successful completion of Professional Data Form and Monograph; and
- CMAA World Conference educational presentation based on Monograph.

School alumni who have attained the MCM designation are Joseph Basso (BA ’83), general manager and COO of Tam-O-Shanter Country Club; John Jordan (BA ’60), Wall of Fame member, Class of Builders (1998) and retired general manager of the Cherokee Town & Country Club; Jerry McCoy (BA ’70), consultant with Clubwise; and Matt Winkler (BA ’65), owner of the Racquet Club of Memphis.

Three of the four Alumni MCMs attended a School student-alumni breakfast at the CMAA World Conference in February 2008 in Orlando. These “masters,” along with other alumni in the club profession, provided advice to students at the breakfast, which was coordinated by Alumni Association Executive Board member Jeff Anderson (BA ’90), general manager of the Traverse City Golf and Country Club, and his wife, Jackie.

Bob Zemke (MBA ’66) becomes Professor Emeritus

Alumnus Bob Zemke (MBA ’66) has been named a “professor emeritus” at Oakland Community College in recognition of his 37 years of outstanding service to that institution’s Orchard Ridge Campus in Farmington Hills, MI, and its Hospitality Department.

In 1966 Bob was hired to help establish the Food Service Technology Program and the Hotel/Motel Management curriculum. He was asked to develop and teach the classes in the new program, and generate interest and excitement around the growing field. Bob truly dedicated himself to these objectives for nearly 40 years.

By 1970, Bob was one of three faculty who spearheaded the establishment of the Associate Degree in Culinary Arts. The other two Associate Degree options are in food service management and hotel/motel management. With an MBA from The School, and as a registered dietitian, he shared his expertise and set high standards from the very beginning of the culinary arts program. He was elected by his colleagues as department chairperson and served from 1981 to 1988, and during his tenure as chairperson, Bob increased student credit hours, expanded the culinary arts into a predominant program, returned the chef’s apprentice program to Oakland Community College, and brought operational costs in line.

In addition, under Bob’s leadership, the Culinary Arts Program and the chefs apprentice program were accredited by the American Culinary Federation. Along the way, Bob was very active in the industry, serving as a member of the Board of the Michigan Restaurant Association, and member of the Michigan Dietetics Association, the Council of Hotel Restaurant and Institutional Educators (CHRIE), Michigan Food Service Executives Association, and the National Association of College and University Foodservices, as well as teaching nutrition classes in the Allied Health programs on other OCC campuses.

Perhaps the most eloquent testimony to Bob’s tenure comes from his former students. “Without Mr. Zemke’s belief in me and that ‘extra pushing along’ he continually provided, I surely would not have realized my current professional successes,” writes James R. Lang, a former student of Bob’s who is now vice president of Unique Food Management, Inc.

Bob himself remembers two outstanding professors in The School who were role models and mentors: Dr. Lendal Kotschevar (who convinced Bob to become a dietician) and former Director Henry Ogden Barbour. He says, “As educators, we hope we influence in a positive way. Did Mr. Barbour or Dr. Kotschevar ever think what they did would have such a powerful impact on me? I doubt it.”

Congratulations, Professor Emeritus Bob Zemke.
Where are they now?

Corinne Akarackian (BA ’86) is referring travel agent for ytb Travel Network. Corrine99@gmail.com

David Allen (BA ’07) is staff accountant and a member of the opening team of the Sandpearl Resort on Clearwater Beach in Clearwater, FL. The resort opened in August 2007. dallen@sandpearl.com

Alejandro Bayo (BA ’98) is with Sodexo Conferenceing as general manager of conferences at Merrill Lynch. Sodexo is a foodservice/facilities management company, and Alejandro handles all the internal meetings and conferences for Merrill Lynch in three locations: World Financial Center, 222 Broadway, and the Conference Center in Hopewell, NJ. alebayo@yahoo.com

Kathy (Wieland) Benington (BA ’81) is business manager for the MSU Department of Athletics. Her husband, Pete (BA ’78) is vice president, wealth management and financial planning specialist with the Red Cedar Group at Smith Barney in East Lansing.

Tami (Scuro) Bumiller (BA ’88) is a human resources manager with Eddie Bauer, and becoming a change management expert, with one daughter in her third year at University of Washington, one starting preschool, and her husband starting his own business! Tami.Bumiller@EddieBauer.com

Jessica Carlson (BA ’07) is in the college assistant management program at Harrah’s Entertainment in Council Bluffs, IA. Harrahs07@gmail.com

Gabriel Cervantes (BA ’05) is with Nobu, a high-end Japanese restaurant in Waikiki, HI. gbervante9@msu.edu

Patrick Chen (MS ’07) is working in revenue management at Jumeirah Beach Hotel in Dubai. Pocc672000@yahoo.com

Christopher Cipko (BA ’05) is the assistant front desk manager at the Grand Traverse Resort and Spa in Traverse City, MI.

Jackie Collins (BA ’07) is Group Services Manager at The Waldorf-Astoria in New York City. Jackie.Collins@hilton.com

John Doan (BA ’07) has been promoted out of the training program at The Fairmont Chicago. John.Doan@guestservices.com

Chris Durso (BA ’82) is the director of homeowner experience at Intrawest Hospitality Management in Denver, CO. He is also president of the MSU Rocky Mountain Alumni Club. cdurso@msu.edu

Michael Ennes (BA ’01) is director of Managed Development with Hilton Hotels Corporation at its world headquarters in Beverly Hills, CA. Michael.Ennis@Hilton.com

Leonard Feingold (BA ’02) is working at the Lux Bar in Chicago, IL. feingold@lionsgatesteakhouse.com

David G. Fornari (BA ’91) is regional director of Talent Management, Eastern Region, for Marriott International, Inc. david.fornari@marriott.com

Michael W. Frun (BA ’84) is vice president, Owner & Franchise Services for TownePlace Suites by Marriott. mike.frun@m两地or.com

Jona (Houghtaling) Gasper (MS ’00) is senior group sales manager with The Ritz-CarltonDearborn in Dearborn, MI. jona.gasper@ritzcarlton.com

Charles P. Goffnett (BA ’03) is the owner of Brand X Custom T-Shirts in Tempe, AZ. charlesx@brandstore.com

Allison Gunn (BA ’98) is the director of front office at the Embassy Suites DC Convention Center in Washington, DC. Allison.Gunn@hilton.com

Nicole Hoffman, LT, MSU, USN (MS ’07) is head of Nutrition Management, USNH Guantanamo Bay, Cuba. 011-53-99-72270 pager access: 7-0200 then 069

Ruyong Hong (BA ’07) is revenue analyst with the Venetian Las Vegas. hongruyong@msu.edu

Phillip W. Hutchins (BA ’93) is vice president of Amstar Group in Denver, CO. ph Hutchins@amstargroup.com

Greg Huvaere (BA ’79) is the director of food and beverage at the Sheraton Wild Horse Pass Resort and Spa in Chandler, AZ. Greg.huvaere@sheraton.com

Aaron Ide (BA ’98) is the director of Rooms at The Four Seasons Boston, 200 Boylston St., Boston, MA 02116

Nate Ide (BA ’98) is with Ideal Mortgage Services, LLC. nide@idealmortgage.org

Allegra (Flintie) Johnson (BA ’91) is a distinguished alumna, member of The School’s Alumni Association Appointed Board of Directors, and mother to Brendan, Hayden, and baby Tabitha Elizabeth, born February 27, 2007.

Amos A. Kelsey (BA ’05) is front desk manager at Grand Hotel on Mackinac Island, MI. akelsey@grandhotel.com

Song Su Kim (BA ’96) is director of operations of the family-owned Ukal Hibachi Grill Sushi Bar in Okemos and Lansing and AI Fusion Sushi & Grill in East Lansing. songsuKim@hotmail.com

Alex Kradelman (BA ’89) is the vice president and program manager at JPMorgan Chase in Wilmington, DE. alexKradelman.com

Michelle Lapierre (BA ’79) is senior director, CRM and Program Infrastructure for Marriott International, Inc. michelle.lapierre@marriott.com

Roy S. Malimann (BA ’41), is a former Navy Lieutenant, and has retired to Naples, FL after spending a number of years operating his clubs.

Jennifer Marino (BA ’00) is catering sales manager with the Hard Rock Hotel in Chicago, IL. jmarino@hardrockhotelchicago.com

Min-Song Chew (BA ’87) is the director of partnership marketing at Partner Concepts, LLC in Arcadia, CA. mchew32@gmail.com

Ryan Meliker (MBA ’05) is researcher for Morgan Stanley in New York City. Ryan.Meliker@MorganStanley.com

Michael Mitloff (BA ’97) is catering sales manager for Trump International Hotel & Tower in Chicago, IL. mmitloff@trumporg.com

Kristin Murphy (BA ’90) is director of operations at the Bethesda Marriott in Bethesda, MD. kristin.murphy@marriott.com

Richard M. Niedbala (BA ’82) is senior vice president – Midwest Region for The Placencia Group, Inc. rniebala@tpghotels.com

Scott Nineimeier (BA ’06) is assistant manager for The Club at Chestnut Hill, MA. scottnineimeier@theclub.org

Melissa Osterlie (BA ’07) is food and beverage manager with the Radisson Hotel at Star Plaza in Merrillville, IN.

Robert O’Halloran (MBA ’83) is professor and department chair of the Department of Hospitality Management at East Carolina University in Greenville, NC.

A. Dena Piesch (BA ’03) is a police officer in Charleston, SC. duhnay@aoil.com

Jason Rabidoux (BA ’04) is real estate specialist for The Hotel Group Holdings, LLC in Edmonds (Seattle), WA. jrabadoux@thehotelgroup.com

Nicholas Remes (BA ’06) is assistant rooms manager with JW Marriott in Grand Rapids, MI. nicholas.remes@jwmarriott.com

Ashley Saur (BA ’06) is business management associate with General Mills’ In-Store Bakeries in Minneapolis, MN. Ashley.Saur@gennmills.com

Keith Shopnick (BA ’98) is the general manager at the Double Tree Hotel Dearborn in Cincinnati, OH. Keith_shopnick@hilton.com

Joan Sills (BA ’75) is writing a mystery in which the main character is president of an international resort company.

Candice Smith (BA ’07) is with the Chilli’s in Brighton, MI.

Ted Trembath (BA ’89) is general manager of the Radisson Phoenix - Chandler. ted.trembath@radisson.com

Kristi Turcheck (BA ’02) is the director of destination services at In-the-Loop in Chicago, IL. kristi.turcheck@inthe-loop-chicago.com

W. Terry Umbrecht, Ph.D. (BA ’63) is director and Taco Bell Distinguished Professor of the School of Hospitality Business Management at Washington State University in Pullman, WA. umby@wsu.edu

John Vincenzi (BA ’47), a WWII and Korean War veteran, has retired in San Juan Capistrano, CA after teaching for 15 years at Orange Coast College in CA.

Michele Wathier (BA ’86) is a flight attendant for US Airways in Phoenix AZ. JusFlyin4U@aol.com

Leanne West (BA ’05) is a producer at Alcos Insurance Agency in Sterling Heights, MI. leannwest@alcos.com

Will Wiest, CMP (BA ’96) is director of sales at The Ritz-Carlton, Huntington in Pasadena, CA. william.wiest@ritzcarlton.com

Jay Williams (BA ’81) is director of Sales Hospitality/Southern Region for Royal Doulton USA Inc. in Punta Gorda, FL. jwilliams@royaldoultonusa.com

Chad Wozniak (BA ’07) is the food & beverage operations manager with the Radisson Hotel at Star Plaza in Merrillville, IN. chad.wozniak@whitelodging.com

Joseph Yasso (BA ’07) is with PricewaterhouseCoopers, LLP in Philadelphia, PA. joseph.m.yasso@us.pwc.com

Jonathan S. Zink (BA ’04) is a conference manager for Burba Hotel Network in Costa Mesa, CA. Jonathan.zink@gmail.com
The honors just keep coming for Mike Rice (BA '76), alumnus of The School of Hospitality Business and Auxiliary Services director at MSU. The International Foodservice Manufacturers Association (IFMA) named him a recipient of the 2007 Silver Plate Award, recognizing the most outstanding foodservice operator talents in the industry. The Gold and Silver Plate Awards Jury convenes each winter to assess those nominated in each of nine industry segments. Mike's award is for the College and Universities segment. Once the Silver Plate winners are selected, the jury goes on to choose by secret ballot one of the nine as the “Foodservice Operator of the Year,” the Gold Plate winner. Mike received his award during the National Restaurant Show in Chicago on May 21, 2007, at the 53rd annual Silver and Gold Plate Celebration at the Sheraton Chicago Hotel & Towers.

No one at MSU was surprised by Mike's honor. He is responsible for the major facilities and food centers on campus, as well as for the food procurement and warehousing, contract management, and vending. He is also an instructor in his alma mater, teaching a three-credit course in On-Site Foodservice Management, an elective sponsored by the Society for Foodservice Management. He traveled last summer with students and faculty to teach part of The School's Study Abroad program in China.

Mike also shares his talents with professional organizations in the industry, including the National Association of College and University Food Services. He serves as the chairperson of the Jack Breslin Distinguished Staff Awards Committee, past president of the Administrative Professional Supervisors Association, and has been a member of the faculty selection committee for The School. Most recently, Mike has been serving as project manager for The School's Committee for the revitalization of its Culinary Business Learning Lab.

MSU is one of only two universities to have more than one staff member recognized with the Silver Plate Award. Mike joins Alumnus and Wall of Fame Class of Pioneers member Ted Smith (BA '54), retired MSU Coordinator of Food Services in this distinction.

Bill Roberts (BA '74), president of Roberts Restaurant Group, received some great news in spring 2007. His restaurant, the Beverly Hills Grill, located in Beverly Hills, MI, was named the Detroit Free Press Restaurant of the Year, and in an article on March 21, 2007, the restaurant was given a stellar review. The article's subhead stated, "Stylish neighborhood spot thrives even in tough economic times by delivering an elusive combination: Consistently outstanding cuisine, service, and value."

It continued, "Keenly attuned to its clientele and stylish but unpretentious, the little place on Southfield Road near 13 Mile sails on, virtually unscathed." Consistency is the key, apparently. "The chef has stayed 17 years, the evening servers average more than 10 years each, the night bus person has 16 years, and the night bartender began two weeks after the restaurant opened in 1988."

And the restaurant itself has stayed true to its original vision of great food in a relaxed, comfortable atmosphere. But it is always fresh. The kitchen is known for offering specials that change at every meal, every day. They feature "fresh fish, local seasonal produce, trendy ingredients and ethnic flavors that run from Asian fusion to Southern."

Bill, a past president of the Michigan Restaurant Association, says, "The guest wants to see you putting money back into the business...to continue to feel that the place is getting better all the time."

Check out the Beverly Hills Grill and Bill’s other "hot" property, Streetside Seafood in Birmingham.

An article in Nation's Restaurant News spread the word last spring that bd's Mongolian Grill, the 31-unit casual-dinnerhouse chain based in Ferndale, MI, has been named the Mongolian Tourism Association's Restaurant of the Year. Alumnus Billy "bd" Downs (BA '88) is the founder of the restaurant company, which opened a branch in May 2005 in the Central Asian country's capital of Ulaanbaatar.

The company was also named "best consumer trustee restaurant" by the Mongolian Consumer Protection Society. The award is based upon "public opinion about the restaurant's overall experience, quality, taste, presentation, value of the food, customer service, entertainment, health and sanitation, and its future stability and growth."

The article quotes bd: "These prestigious awards reinforce what we are doing in Mongolia is truly making a difference. The passion shared by our franchise partner in Mongolia and teammates here at home are echoed through these awards. I could not be more proud."

The unit in Ulaanbaatar employs more than 70 Mongolians and supports the Mongolian Youth Development Foundation, a nonprofit which helps Mongolian youth develop into “active members of society by providing social, educational, cultural and physical activities.”

In July 2007, the Speedway (IN) Town Press published a letter to the editor in which the president of the Board of Trustees of the Speedway Schools, Terry E. Reed, spoke glowingly of one of The School's Patriarchs and Wall of Fame Charter Class members, Ray Dault (BA '50), professor emeritus of Hotel, Restaurant and Institutional Management at Indiana University, Purdue University at Indianapolis, served nearly 21 years on the Speedway, IN, school board, and retired last summer. Mr. Reed stated, "Ray Dault has been an ambassador for the town of Speedway first as head of the Chamber of Commerce and in his work on the Speedway school board. He has been the biggest cheerleader of our schools and I'm not referring to athletic competition...There are some words we all know but which are hard to define on paper. One of those terms is ‘gentleman.’ Thanks, Ray, for your service to the Speedway community and our schools."

Hearing of Ray's retirement from the Board, Ron Cichy expressed his admiration to Ray in a letter. “Knowing you, your membership on the Speedway school board was a ‘labor of love’ and a privilege for you to give back to the community. I have admired your giving spirit for years, Ray, and your selfless service to others.”

Alumnus Dan Mathews, NCE (BA '66), formerly the senior vice president and chief operating officer for the National Automatic Merchandising Association (NAMA), was promoted to the executive vice president and COO last summer. Dan is a Wall of Fame Class of Contributors member, and chairperson emeritus of The School's Alumni Association. Announcing the promotion, Rich Geerdes, NCE, NAMA president and CEO, said "Dan's rich background of leadership experience in our industry has shown him to be an individual of great passion, commitment and integrity—qualities that have shown through in his rich palate of accomplishments and success at NAMA. I will continue to rely on his strategic vision and leadership as together we re-shape NAMA for the future we are striving hard to create."

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Hearing of Ray's retirement from the Board, Ron Cichy expressed his admiration to Ray in a letter. “Knowing you, your membership on the Speedway school board was a ‘labor of love’ and a privilege for you to give back to the community. I have admired your giving spirit for years, Ray, and your selfless service to others.”

Alumnus Dan Mathews, NCE (BA '66), formerly the senior vice president and chief operating officer for the National Automatic Merchandising Association (NAMA), was promoted to the executive vice president and COO last summer. Dan is a Wall of Fame Class of Contributors member, and chairperson emeritus of The School's Alumni Association. Announcing the promotion, Rich Geerdes, NCE, NAMA president and CEO, said "Dan's rich background of leadership experience in our industry has shown him to be an individual of great passion, commitment and integrity—qualities that have shown through in his rich palate of accomplishments and success at NAMA. I will continue to rely on his strategic vision and leadership as together we re-shape NAMA for the future we are striving hard to create."

Chris Dorso (BA '92), president of the Rocky Mountain Alumni Club is flanked by former MSU President John DeBiaggio and his wife, Nancy, at an alumni club event hosted at their home in Snowmass Village, Colorado.
Alumnus David Allen (BA ’07) has earned the Certified Hospitality Accountant Executive (CHAE) designation from the Hospitality Financial and Technology Professionals (HFTP). The CHAE is recognized as the symbol of achievement in the profession of hospitality accounting. Acknowledged worldwide, CHAE certification elevates the professionalism of both the recipient and the industry by helping set standards for the field. Those who earn the CHAE designation demonstrate a high level of dedication to their profession.

They also demonstrate a high degree of expertise. To earn the CHAE designation, applicants must pass a four-hour examination requiring demonstrated knowledge of basic and managerial accounting, asset management, tax and law, and operations. To qualify to take the exam, an applicant must have earned a minimum number of points, awarded for evidence of education, experience, and HFTP membership.

David, having graduated just last year from The School of Hospitality Business at MSU, has nonetheless worked at the managerial level in the hospitality industry for several years. While a student, he was awarded the prestigious AH&LEF Packard first place scholarship, competing with hundreds of students nationwide. David is currently a staff accountant at the Sandpearl Resort on Clearwater Beach in Florida. He is part of the resort’s opening team. He and his wife Marji are living in Clearwater, FL, and both enjoy the beach at sunset.

“It is no surprise that David took the next step toward increasing and demonstrating his professionalism,” says Dr. Raymond Schmidgall, the Hilton Hotels professor of Hospitality Financial Management in The School and a member of the HFTP Advisory Council. “David is motivated and talented; he’s going places.”

He is also a reminder that students may pursue many career options within the hospitality industry, including careers in the financial and accounting segment.

It’s a father/son feel-good story! Alumnus John O’Donnell (BA ’69) is former president of The School’s Alumni Association Board of Directors, and is general manager of the Maple Bluff Country Club in Madison, WI. His son, Sean, graduated from The School in 2000, and in June 2007 was named the general manager of the new Bubba Gump Shrimp Company in Denver, CO. The restaurant opened in September 2007 and under Sean’s leadership, it has exceeded all expectations. It is the first in the chain of company-owned, casual dining restaurants to offer banquet and teleconferencing capabilities. Sean’s career has taken him to some enviable places: first with Bubba Gump in Maui, HI, and at Bubba Gump in Times Square, NY. He has also been on the opening teams for many new domestic and international units. Congratulations to Sean and to his proud Dad!

Mark Auerbach (BA ’65), who was inducted into The School’s Alumni Association Wall of Fame Class of Owners in 2006, was honored last summer (2007) at his local MSU Alumni Club of Orange County annual golf for scholarship banquet, attended by MSU luminaries and MSU Hockey Coach Rick Comley. Mark is president of Auerbach Hotel Associates. Acknowledging Mark’s induction, previous Wall of Fame inductee (Class of Innovators) and Alumnus Mike Getto (BA ’56) noted that in its 80-plus years, The School has graduated nearly 9,000 alumni, of which fewer than 1% are nominated and chosen to become Wall of Fame members. “The Wall of Fame includes former presidents of the National Restaurant Association, the American Hotel & Lodging Association, the Club Managers Association of America; executives of major hotel and restaurant corporations; entrepreneurs with successful, innovative businesses; and educators of the highest attainment.” Mark, he said, deserves his place among them.

Our next alumnus in the news has probably memorized the following lines from The Graduate. Remember that famous conversation between Benjamin (Dustin Hoffman) and his father’s friend?

Mr. McGuire: I want to say one word to you. Just one word.

Benjamin: Yes, sir.

Mr. McGuire: Are you listening?

Benjamin: Yes, I am.

Mr. McGuire: Plastics.

Benjamin: Just how do you mean that, sir?

Alumnus Dave Regan (BA ’60, MBA ’64) would agree with Mr. McGahee. Dave managed MSU’s Wilson Hall after graduating, as well as a number of Holiday Inns in Denver, Memphis, and Augusta (GA), then decided he wanted to “make money for myself,” and founded Plas-Labs, a manufacturer of scientific research equipment, in 1967.

Dave’s story is outlined in the Monday, February 18, 2008, Lansing State Journal Business Weekly. It is an impressive success story, involving Dave’s family and his commitment to the Lansing and East Lansing area. According to the article, “Plas-Labs designs and builds custom plastic isolation and containment units that keep researchers separated from the objects they study.” It goes on, “Most units are ‘glove boxes’—airtight plastic boxes with safety gloves extending inside. The gloves, made of hypalon, are chemical and ultraviolet resistant.”

Dave explains, “It makes it a safe situation for the operator . . . but it also protects sensitive materials from the operator.” Plas-Labs has made products for the Centers for Disease Control and Prevention, the National Institutes of Health, and the Food and Drug Administration. It exports about 35 percent of its products, and trains many scientists from other countries. The article says that Karl Dorshimer, vice president of the Lansing Economic Development Corp. has noted that “Plas-Labs is the kind of business Lansing needs.”

One word: plastics. How true for Dave Regan and his family and co-workers! Congratulations, Dave!

In an elegant installation and awards dinner on June 15, 2007, Alumnus John Theuer (BA ’82, MBA ’83), chief financial officer for Panda Restaurant Group, Inc., became the new chairman of the board of the LAX Coastal Area Chamber of Commerce. Panda Restaurant Group is the largest Chinese quick service chain in the country, and is a popular recruiter for interns and graduates of The School. In fact, John is an Honorary Faculty Member, having come to campus several times to speak in classrooms and meet with student leaders. He also serves on The School’s Alumni Association Board of Directors and on The School’s Culinary Business Learning Lab Revitalization Committee. We congratulate John and wish him well.

We couldn’t have said it better. Signed by State Representative Mark Meadows, State Senator Gretchen Whitmer, and Governor Jennifer Granholm, a Special Tribute to Alumnus Jim McKillips (BA ’75) recognizes and commends him for his 22 years of outstanding service to the students of Michigan State University, saying, “James McKillips has distinguished himself as a knowledgeable and hard-working individual, and his numerous accomplishments have gained him the esteem of many. Under his guidance and leadership, the lives and college experience of the students of Michigan.
Alumni in the News

State University have been positively impacted, and he is deserving of high praise for his unwavering dedication to upholding the praiseworthy ideals of MSU.” The Tribute was signed and presented in Lansing on June 16, 2007. Jim, who is the vending coordinator for Auxiliary Services on campus, was recognized in The Tribute for the dedication and expertise he “has brought to the National Association of Auxiliary Services” as well as the students of MSU.

The School would like to add that Jim is also a caring and dedicated alumnus who regularly helps out in HB 370 – Hospitality Business v-Commerce, sponsors students who travel to New York and Chicago for industry trade shows, serves on The School’s Alumni Association Appointed Board of Directors, and supports School events such as the Annual Auction and Les Gourmets. The School congratulates Jim on his Special Tribute and joins in acknowledging his many contributions.

Two Spartans Contribute to “Manhattan Lodging Index”

Two young graduates of The School of Hospitality Business at Michigan State were co-authors of PricewaterhouseCoopers’ Second Quarter 2007 edition of the Manhattan Lodging Index. Ryan Melliker (MBA ’05), who managed the publication and distribution of the MIL and who regularly wrote for it, and Goeff Ryskamp (BA ’06), a first-time contributor, joined with another colleague from PwC, Samuel Gleeson, for the Manhattan Lodging Index. All three work in Hospitality and Leisure Advisory Services.

The 20-year-old publication regularly tracks and updates important hospitality industry information, which is then distributed to over 1,500 hotel executives and investors. The Second Quarter 2007 edition included detailed reports on the following:

- Manhattan lodging overview
- Employment trends
- Gross metro product and consumer price index
- Jacob K. Javits Convention Center expansion
- Office market statistics
- Air traffic statistics
- Recent Manhattan hotel transactions
- Recent hotel openings and closings
- New York hotel performance relative to the top 25 markets
- Second quarter performance

After the project was published, Ryan progressed in his career and is now with Morgan Stanley in New York City. Alumnus Jim Anhut (MBA ’85) has been promoted to the senior vice president, Franchise Development for the InterContinental Hotels Group, one of the world’s largest hotel groups by number of rooms. Jim and COO Tom Murray will lead the company’s development activities in the Americas region and help continue IHG’s global development momentum as IHG looks to exceed its “net organic rooms growth target of 50,000—60,000 rooms by the end of 2008,” according to a company news release.

Jim, a third-generation hotelier with more than 25 years of experience and 20 years in senior management positions with several national lodging franchisers and extended stay hotel brands, was most recently IHG’s senior vice president, Brand Development in the Americas. As such, he was responsible for the success of the Hotel Indigo brand. Jim earned a place on the cover of the October 2007 issue of Lodging magazine, and a feature article titled, “Present at the Creation: With each new hotel brand, Jim Anhut learns more and more.” The article explains that after Jim earned an MBA at MSU, he went to work with the Hedgling Residence Inn Company, started by another MSU Alumnus and a School Wall of Fame Class of Pioneers member, Jack DeBoer (BA ’52), who is “widely credited with creating the branded extended-stay hotel segment of the industry.”

He learned much from DeBoer and fellow executives that made up the Residence Inn culture, he says, including “the brilliance of a niche product or a narrowly defined, well-positioned hotel product... and that the opportunity exists for you to grow rapidly because of the capital markets that are willing to invest in a concept.”

Jim has been an involved alumnus, serving as a Visiting Leader and Honorary Faculty Member, a member of The School’s Hospitality Business Real Estate & Development Advisory Council, a member of the Alumni Association Board of Directors, and a popular recruiter on campus. Congratulations, Jim.

Mike Rice (BA ’91), general manager of the Quality Suites Hotel in Lansing, and one of The School’s 2004 Emerging Alumni Leaders of the Year, has been elected to the Michigan Lodging & Tourism’s Board of Directors. He will serve on the Board’s Government Affairs Committee. Congratulations, Mike!

The July 2007 issue of Convene, the magazine of the Professional Convention Management Association, features Ana Maria Viscasillas (BA ’88), the unanimously chosen president and CEO of the Puerto Rico Convention Bureau. The article leads with very complimentary comments: “At just 36, she became the youngest leader of the Bureau and the first female in this high-profile position. To many she is a symbol of the groundswell of activity currently taking place in Puerto Rico’s tourism arena.”

Formerly the organization’s vice president of marketing, Ana Maria was interviewed by the senior editor of Convene, and the interview revealed that Ana Marie is indeed a gifted leader, with a vision for the Bureau that will benefit Puerto Rico.

“The best approach is a team approach,” she said. “It gives me joy to know that in addition to making great meetings and conventions in Puerto Rico, I’m ultimately helping to benefit the quality of life of the team that I work with and the community of Puerto Rico.”

The future holds wonderful opportunities for Puerto Rico, according to Ana Marie. “As far as the hospitality industry is concerned, I see a stronger team effort showcasing the attributes of the island as well as the new convention center, new properties that are under construction, and hotels and resorts that have been renovated and expanded.”

Her advice to those starting out in the industry? “Prepare yourself. Studying is extremely important. Educate yourself to the best of your ability in whatever endeavor you choose, but not just to get a degree... Also, when you are given a goal to achieve, once you reach that goal, don’t just sit back to rest on your laurels. Ask yourself, ‘What can I do next?’ Be proactive and look for ways to benefit the organization’s bottom line goals.”
If you live in or close to East Lansing, you have probably noticed the crowded parking lot at Ukai, a very popular Japanese restaurant located on West Grand River Avenue in Okemos, near campus. Owned by Alumnus Song Su Kim (BA ’98) and his parents, Ukai has been successful since it was established in 1993 by Kim’s father, Man Kun Kim and his mother, Young He Kim, both from South Korea. A cover article in the Lansing State Journal’s Business Weekly last fall explained their concept: “fresh-cooked food with a dash of entertainment.” It goes on, “The concept of tableside preparation caught on, evidenced by frequent lines of waiting patrons and the nearly $1 million a year in sales.”

The article explains that Kim returned to East Lansing in 2004 after six years in California working as an account executive for the Chicago-based hotelier Global Hyatt Corp, and as a regional manager for the Atlanta-based restaurant chain Hooters of America, Inc. Upon his return, he joined the family business, and expansion began. Ukai Two Sushi Bar and Hibachi Grill in Delta Township (Lansing) opened last August, and more recently in 2007, Al Fusion opened in East Lansing on East Grand River Avenue, less than a mile from campus. Kim serves as the director of operations for all three restaurants, while his parents run day-to-day operations. Of his parents, Kim says, “They worked their entire life for their kids. In turn, when the parents are too old to help work, the kids take care of the parents.”

Kim is very hopeful about all three restaurants. Ukai is “very profitable,” and the new properties are breaking even, so, according to the article, the family “appears to be bucking the trend with its growth,” given the economy in Michigan. If the opinion of regular customer Al Fusion Grace Cichy is any indication, people will continue to flock to the new locations!

A message for all of our Alumni...

Now, more than ever, there is a need for alumni and friends of The School to offer their expertise in our classrooms and as guest speakers for student clubs; to mentor students through the Spartan Sponsors Mentor program; to participate in School events; to hire interns and graduates; and of course, to consider a financial contribution.

We welcome your involvement!
Thank you for supporting The School...

The following represent those who have generously committed to Hannah Giving Society in The School of Hospitality Business before February 2008. On behalf of our students, faculty and alumni, THANK YOU to these generous supporters. We apologize in advance for any omissions or oversights to this list. Please notify tkach@msu.edu if we have neglected to list you.

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The School of Hospitality Business John A. Hannah Society is a $50,000 lifetime commitment. New Members are listed in GREEN. We are indeed grateful for the outstanding financial commitment of these alumni and friends.

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Ms. Ann Doré (BA ’04), Graduate Student, Michigan State University
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Ms. Mariko Miki (BA ’06), Fare-service Director, Premiere Food Service, Inc.
Mr. Scott Ninemeier (BA ’06), The Country Club

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CALENDAR OF EVENTS

July 31, 2008
The MSU Alumni Breakfast at CHRIE
Including presentation of The School’s First Annual Alumni Association Lifetime Academic Achievement Award
Atlanta, Georgia
(in conjunction with I-CHRIE Conference)

September 21-25, 2008
CMAA BMI III
East Lansing, Michigan

September 24, 2008
Hospitality Association Open House
East Lansing, Michigan

Mark your calendars and plan to visit!
Interested in attending an event listed above?
Please email Lena Loeffler at loeffler@bus.msu.edu or phone her at (517) 353-9211.

HOMECOMING 2008
Check our website at bus.msu.edu/shb for Homecoming event times and locations!

October 2, 2008
- Alumni-Student Golf Outing
- Alumni-Faculty Roundtable
- Spartan Sponsors Mentor Program

October 3, 2008
- Alumni Association Appointed & Executive Boards of Directors Meeting
- Homecoming Parade “Go for the Green”
- Homecoming After-Parade Reception

October 4, 2008
- Homecoming Pre-Game Reception
- MSU vs. Iowa Game
- CMAA BMI III

November 4 & 5, 2008
CAREER EXPO XXX
East Lansing, Michigan

Saturday, November 8, 2008
New York Hotel & Restaurant Show
- Young Alumni Network Gathering
- Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
- Celebration of Leadership

Thursday, November 20, 2008
Friends of the School Dinner
East Lansing, Michigan

Saturday, December 6, 2008
- Graduation Ceremony
- Graduation Luncheon

Saturday, February 7, 2009
“Broadway” Auction 2009
East Lansing, Michigan

Saturday, April 4, 2009
Les Gourmets
East Lansing, Michigan

Look for a fall supplement to The Leader!
Watch for news of late Spring and Summer ’08 school events coming to you this fall.

bus.msu.edu/shb