“Be selfless leaders, using opportunities wisely and accepting challenges. When you have the opportunity to lead, you have the opportunity to make lives better for people.”

Kevin J. Brown (BA ’77)
President and CEO
Lettuce Entertain You Enterprises, Inc.
When the Going Gets Tough, the Tough Get Going

This year has certainly brought unexpected changes and hardships for many people. It is true that our graduates, who normally expect three to four job offers, are having to be more flexible and creative this year as they begin their careers. But in some ways, they are better prepared than many others to survive in a weak economy.

First, they are Spartans. And Spartans always persevere! But they have also had four years (and more, for some) to either learn or reinforce what we emphasize in our School: hard work and a good attitude will take you farther, as we alumni know, than some other qualities. Our students are known on campus, in the community, at their places of work, and in the hospitality industry as people who are willing to roll up their sleeves and get the job done. Their strong work ethic, coupled with their knowledge of operations and the business of hospitality, prepare them better than most for the challenge.

Our graduates can compete, even in this economy, because they have meaningful work and volunteer experiences. They complete two required internships through our curriculum, one of which must involve management or supervisory duties. They have ample opportunities to develop organizational, communication, and leadership skills through The School’s clubs, events, and Hospitality Association.

And many of their classes emphasize hands-on and experiential learning, particularly working in teams. We strive in The School to be forward thinking and to anticipate trends. Our students are exposed throughout their time with us to not only our own latest research, but the latest thinking in the industry. School faculty members regularly invite more than 100 industry executives into their classrooms each year to share in the joint responsibility of educating the industry’s future leaders.

Finally, our students have remarkable access to you, our alumni. And who better to guide them through the rough waters we all face at this time? As Spartan Sponsors and Visiting Leaders, as Board Members and as caring and thoughtful role models, you teach and lead, perhaps more than you realize.

So even in these tough times, we are confident in our students, and for our graduates. They remain, as they should, hopeful—with faith in a future that they will someday help shape with their skills, attitudes, and tenacity.

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 First, The Original, and STILL Sparty—and He’s Ours!

In an article in MSU’s The State News on February 18, 2009, the very first “Sparty” cleared the historical air, and recounted exactly how the most famous mascot on the planet (or at least the Big Ten!) was born.

Alumnus of the School of Hotel, Restaurant and Institutional Management (the forerunner of The School of Hospitality Business) William Clithero (BA ’58) wore the very first Sparty costume in 1955 at a pep rally at Jenison Field House before the Notre Dame game. The papier-mâché Spartan head was made by his fraternity brothers, Donald Pais and Kenneth Roberts, and was six feet tall and weighed more than sixty pounds. The 6-foot-4 and 200 pound Clithero was a perfect fit for the larger than life mascot costume.

By the 1956 Rose Bowl game, papier-mâché had been replaced by fiberglass, and though Bill could not attend the bowl game, he did play the role of Sparty for the following two years. “I got to go with them (the Spartan Marching Band)—with my giant head,” explains Bill in The State News. “It sounds dumb, but this is how Sparty was introduced to the Big Ten. Everywhere we went, we went by train. Sparty’s head got shipped with the band instruments.”

In fact, at an away game against Minnesota, the weather was so bad that band instruments could not be used. ABC officials who were broadcasting the game asked that Sparty provide some half time entertainment instead, and Bill obligingly allowed the Minnesota Gopher to chase him into the end zone where Minnesota students pelted him with hundreds of snowballs. Bill remembers his mother phoning him after the game to make sure he was alright. “It felt like my head was inside of a drum,” says Bill.

“We are proud that the very first Sparty is one of our alumni,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School. “The State News story was a thrill for us, because our School’s position is: The First, The Original, and STILL The Leader. Well, now we know that Bill, our graduate, is The First, The Original, and STILL Sparty!”

As for the other aspects of his college career, Bill admits to having a lot of fun, even in some of his hotel management classes. He recalls a class during one of his spring quarters which called for students to “taste and grade bowls of ice cream” produced by MSU.

Bill also chuckled about his “poultry” class, in which students wearing aprons and gloves had to draw live turkeys from a crate, and, in Bill’s words, “hang them, slit their throats, steam the feathers off, and field dress them.” It is hard to envision current students taking any classes that even come close to something of that sort, but it is even harder to imagine a scene where Alumna and Wall of Fame Class of Developers member Zoe Slagle (BA ’59) and one of Bill’s classmates, successfully grabbing her turkey which then proceeded to drag Zoe around the room before she could get it under control.

“Zoe couldn’t have weighed much more than that turkey,” Bill laughs.

In a more serious vein, Bill explains that decision to attend what was at the time called the School of Hotel, Restaurant and Institutional Management (HRi) was based on his cousin. “I was very close to my cousin, who at the time was secretary to the general manager at the LaSalle Hotel in Chicago. She told me that hospitality was an up and coming industry. She also said that because I loved to play cards I should consider moving to Las Vegas with my degree and start my career there.”

As it turns out, Bill’s first position after graduating was with a small private club in Chikaming, MI, south of St. Joseph. He supplied the restaurant and bar, managed the profits from those areas, and maintained the nine-room lodge and 9-hole golf course. As Bill tells it, however, “I noticed that those who had time to golf in the afternoon weren’t running clubs and restaurants. They were insurance agents!” He began to contact insurance agencies, and went on to enjoy a highly successful, 50-year career with Metropolitan Life and Aetna insurance agencies.

“What that tells me,” says Bill, “is that the degree I earned in HRi is very flexible. It’s a well-rounded business degree, which allowed me to pursue other options.”

The same is true today. “Of course our School is tied to the hospitality industry,” says Director of Academic Programs Dean James Rainey. “But our curriculum can also take students in other directions, preparing them for leadership roles in a number of areas.”

Whatever careers they choose, graduates of The School can be proud of their beloved mascot, and even more proud that the tradition began with a fellow alumni: The First, The Original, and STILL Sparty!
Homecoming Brings out the Spirit

Even the folks at ESPN know about The School of Hospitality Business at Michigan State University! One hour and three minutes into MSU’s Saturday, October 4, 2008, Homecoming football game against Iowa (MSU 16/Iowa 13), an ESPN2 commentator gave a shout out to “MSU’s School of Hospitality Business, which goes back to 1927.” He continued, “There are over 9,000 graduates of that School in nearly every segment of the industry. The School is one of the best in the country.”

A second announcer remarked, “And my sister actually went through that School!”

Those at the game who heard about the ESPN comment were thrilled. But Homecoming is more than just an exciting football game to alumni in The School of Hospitality Business at Michigan State University.

For The School, Homecoming weekend begins on Thursday and goes full speed until the Spartans win in Spartan Stadium on Saturday afternoon. This year’s events began on October 2 with a late morning student/alumni golf outing at Forest Akers West, planned and presented by the student Hospitality Association.

Thursday afternoon brought an enlightening faculty/alumni roundtable, with lively discussions on the current trends in hospitality, as well as on the pressing economic challenges facing the nation and the entire world. Both groups appreciated the candor and expertise with which professors and executives spoke.

Finally on Thursday evening, the Spartan Sponsors Mentor Program kicked off, pairing individual students with an alumnus whose career matches the career interests of that student. “The idea is to provide students with a one-on-one mentor for the entire school year—a person to whom the student can turn for professional development advice and connections,” says Authella Collins Hawks, The School’s director of the Student and Industry Resource Center “SIRC,” which organizes the mentoring program.

Homecoming continued on Friday when over 60 School alumni met as members of the Alumni Association’s Executive and Appointed Board Members. After a welcome and “State of The School” presentation, board members nominated and voted on the Association award winners for 2009:

- **Alumnus of the Year**
  Dan Burdakin (BA ’81), President of Park Management Group

- **Honorary Alumnus of the Year**
  Dan Gordon, chairman and CEO of Gordon Food Service

- **Emerging Alumni Leaders**
  Paul Dykstra (BA ’89), director of operations, The Capital Grille; Jeff Gillett (BA ’86), search consultant for Elliot Associates, Inc.; and Allegra Johnson (BA ’91), Club Management instructor at Georgia State University

The various Alumni Association committees met in the morning, followed by both boards meeting together in the afternoon.

“That so many of our alumni would invest their valuable time in service to The School like this just speaks volumes about their dedication and involvement,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School, and secretary/treasurer of the Alumni Association. “I honestly believe there is no finer alumni group anywhere.”

Before Friday evening’s Homecoming parade, beloved School Alumni Association Chairman Emeritus Bill Zehnder (BA ’71) and his wife, Broad College Alumna Karen, were awarded the Outstanding Broad Alumni Award. Bill is president of Frankenmuth Bavarian Inn Restaurant, and Karen serves as its general manager.

Later, MSU’s Homecoming Parade kicked off its “Go for the Gold” theme, with MSU’s past Olympic and para-Olympic participants and medal winners serving as parade grand marshals. The parade included 150 different floats and entries, including The School’s, which featured “Everyday Hospitality Olympians,” with students as chefs, servers,
At 3:25 pm on Saturday, October 25, just before kickoff for the Michigan State—University of Michigan game, Jack Nicklaus prepared to “whack-a-wolverine.”

School Alumnus and Alumni Association Board Member Kevin Kennebeck (BA ’88), general manager and chief operating officer of the Muirfield Village Golf Club in Dublin, OH, is a Spartan fan. So when School Director Dr. Ron Cichy (BA ’72, MBA ’77) sent wolverine golf tees to nearly a dozen members of the Alumni Association Board last, asking them to symbolically “whack-a-wolverine” before kickoff, Kevin was ready to tee it up and take a hit. But he went the extra mile by asking Muirfield Village founder and course designer Jack Nicklaus to join him. According to Kevin, when the golf legend and Ohio State alumnus was asked to participate, “Jack was extremely pleased to oblige,” and he cleanly hit the ball without disturbing the tee. When Kevin took his shot, however, the tee shattered, foretelling the result of Saturday’s football game, a 35-21 Michigan State Spartan victory in Ann Arbor.

“I think Jack had as much fun as I did,” Kevin says. “We’ll take any help we can get,” says Ron Cichy, “particularly from a legend such as Jack Nicklaus!”

Seven events in 72 hours. That is Homecoming weekend for alumni in The School of Hospitality Business at MSU.
Lena Loeffler Receives Outstanding Faculty/Staff Award

When the Alumni Association of The School of Hospitality Business unanimously voted to award Lena Loeffler its 2008 Outstanding Faculty/Staff Award, no one was happier than Chairman of the Board of the Alumni Association Marc Gordon (MBA ’73). Lena was recently named The School's coordinator of alumni relations and advancement. Marc, who is the president and CEO of the Illinois Hotel & Lodging Association, worked with Lena in the early 1980s when she was just beginning her career at the Educational Institute of the American Hotel & Motel Association.

“I knew then that Lena was a remarkably intelligent and selfless individual,” says Marc. “She is the kind of person who, when everyone around her is flustered or frustrated, remains calm and focused. She adds a quiet dignity to whatever she attempts.”

Joining The School in 1998 as assistant to the Director, Lena did whatever was required to forward The School’s mission, serving as the liaison between The School and its hard-working alumni and the MSU Alumni Association and taking charge of every alumni event; working with faculty to produce executive education programs; and mentoring students who assist her with alumni events and meeting planning. In her new position, she continues all these roles, but also collaborates with fellow School Advancement Team members to position The School for leadership in the future.

Lena consistently goes beyond her official capacities, however, in creatively delivering educational experiences to all of the students in the Hospitality Association (HA), for which she serves as a de facto advisor, helping students with written materials, securing guest speakers, arranging for photos and publicity—and much more—for the various HA clubs and their activities and events.

“What she does is so important to our School's success and its extraordinary relationship with its Alumni,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School. “But even more important is the way Lena fulfills her responsibilities. She is widely known at MSU and in the community as someone who rolls up her sleeves, works hard, doesn’t complain, and simply accomplishes miracles.”

If what she does for The School isn’t quite enough, well, she also helped organize the entire MSU Homecoming 2008 Parade. No wonder all the students in The School who are interested in careers in meeting and event planning regard her with awe.

If what she does for The School isn’t quite enough, Lena also helped organize the entire MSU Homecoming 2008 Parade. No wonder all the students in The School who are interested in careers in meeting and event planning regard her with awe.
Opportunities Abound for Influencing Future Generations

The School of Hospitality Business at Michigan State University launched a two-year, ambitious fundraising campaign in May of 2008 in support of its much-needed Culinary Business Learning Lab (CBLL) revitalization project. This project is the largest in the 82-year history of The School. Successful completion of the $5.8 million campaign will allow construction to begin, bringing this crucial, educational, and hands-on learning facility into the 21st century. A key component of the project is incorporating use of sustainable materials and sustainable practices.

Over 11,000 square feet of space will be totally rehabbed and updated and will feature a teaching and demonstration theater; teaching and research kitchen; dining room; Alumni Association Hall of Fame; entryway and display gallery; and gathering space. The new space will reflect future trends, but will also honor The School’s considerable history and influence.

The Lab will be used for culinary business and food production management courses for undergraduate and graduate students, special School events, and MSU executive development programs for industry professionals.

Recognizing that the CBLL will educate future leaders and decision makers in the industry and capture the attention of current industry leaders, forward-thinking companies, foundations and individuals have already committed funds to the project. The demonstration theater and display gallery will carry the name of the J. Willard and Alice S. Marriott Foundation, recognizing its leadership gift of $1.3 million. The gathering space will be named for the Ecolab Industry Foundation and Ecolab, Inc. for their $300,000 gift. In-kind commitments of state-of-the-art equipment and products have already been received. The 100 chairs to be located in the demonstration theater will display names of alumni and friends. Although the “chair naming” campaign has not been officially launched, a number of eager and loyal donors have already pledged $10,000 needed to name each chair.

A variety of “naming opportunities” are still available, ranging from the teaching and research kitchen to the kitchen’s workstations, and from the office for the Professor of Culinary Business to the chill-out (walk-in refrigerator and freezer) space.

“Generous friends who select a ‘naming opportunity’ and all who support our exciting Culinary Business Learning Lab revitalization project will be contributing to the future of hospitality business education,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School. “These partners will leave a lasting impression on the future leaders—our students—as well as on all others who use or view the Lab. There are over one million annual visitors to the Kellogg Hotel and Conference Center on campus where our Lab is located.”

Those interested in learning more about the CBLL project, naming opportunities, in-kind equipment needs, and multiple year pledge plans are welcome to contact Shelley MacMillan at The School (517-884-1586) or macmill7@msu.edu.

Ecolab believes and gives

Ecolab, The School’s 2008 Industry Partner of the Year, is a global leader in cleaning, food safety, and health protection products and services. Ecolab serves customers in more than 160 countries, delivering comprehensive programs and services to the foodservice, food and beverage processing, hospitality, healthcare, government, education, retail, textile care, commercial facilities, and vehicles wash industries. It is committed to reducing its carbon footprint and the overall impact of its own operations on the environment.

Ecolab has a strong history of giving to communities where its associates live and work. Ecolab also invests in young hospitality business students and the universities in which they are enrolled, ensuring a well educated and knowledgeable talent pipeline.

A tangible example of this investment is the generous donation Ecolab made last November to the Culinary Business Learning Lab revitalization. The company has pledged $200,000 in cash from the Ecolab Foundation. A $100,000 gift has also been made in the form of equipment, product, and service from Ecolab, Inc. As a result, the Gathering Space of the CBLL will be named for Ecolab.

The School acknowledges and thanks Jim Chamberlain, vice president of sales for Ecolab, Inc., and a member of The School’s Appointed Board of Directors and of its Culinary Business Learning Lab Volunteer Fundraising Committee, for his efforts in securing this important gift. In addition, thanks go to Kris Taylor, vice president of the Ecolab Industry Foundation for her efforts on behalf of the CBLL.
In an elegant evening ceremony at The Waldorf=Astoria in New York City on November 8, The School of Hospitality Business Alumni Association honored five exemplary alumni by inducting them into its Wall of Fame Class of Visionaries. In addition, The School named its 2008 Celebration of Leadership Industry Leader of the Year Bruce White, founder, chairman, and CEO of White Lodging.

The Alumni Association’s Wall of Fame is designed to honor alumni who in many different ways have brought distinction to their alma mater, credit to their careers, and a legacy to the hospitality industry. A new class is inducted into 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.

This year’s Class of Visionaries included Neil F. Barnhart (BA ’64, MBA ’65), retired corporate vice president of Harrah’s Entertainment, Inc.; Kevin J. Brown (BA ’77), president and CEO of Lettuce Entertain You Enterprises, Inc.; Thomas W. LaTour (BA ’66), principal of LaTour Signature Group; Mary E. Power (BA ’79), executive director of the Human Resource Certification Institute; and William P. Weidner (BA ’67, MBA ’68), president and COO of Las Vegas Sands Corporation.

Introducing the honorees, Director and Professor in The School Dr. Ronald F. Cichy (BA ’72, MBA ’77) noted that “each member of the Class of Visionaries has had a unique vision—and all of them, with tenacity, long hours, creative minds, and collaboration with others, made their visions reality... We owe them our gratitude for inspiring our own visions and our own purposes, professionally and personally.”

Accepting his Industry Leader of the Year Award, Bruce White addressed the gathering, which included over 60 School students who had the opportunity to travel to New York, nearly 250 alumni and friends, and special guest Elvin Lashbrooke, interim dean of The Eli Broad College of Business at MSU. Mr. White spoke highly of the 70,000 associates who have contributed to the success of White Lodging, saying, “We have one vision, one mission. As CEO and chairman, I hum along with great singers—my employees—finding myself just keeping up.”

The Wall of Fame honorees all spoke to the audience, as well, focusing their remarks on the students present. Despite the specter of a worldwide financial crisis, those attending the Celebration of Leadership were buoyed by the positive energy in the Empire Room at The Waldorf=Astoria and by the accomplishments of leaders present. It was apparent that visionaries have a special way of looking beyond the present and visualizing a better future. For students, alumni, industry leaders, and honorees present, this was perhaps the most celebratory aspect of the evening.
“If you ask people what they are interested in, they will give you a 110% effort. Know your priorities and be clear about them. Learn from others, and take every opportunity you have been given.”

Mary Power

“You will be answering questions, making decisions, finding problems to face and solve. Find a way to identify the problem, gather data, make sure the data is accurate, make a decision, and review your actions—accepting that you might sometimes make the wrong decision.”

Neil Barnhart

“The world is behaving quite unexpectedly, and if you are not scared to death about your next career decisions, you are probably not making the right choice. Be scared to death, because that means you challenge yourself.”

Tom LaTour

“Be selfless leaders, using opportunities wisely and accepting challenges. When you have the opportunity to lead, you have the opportunity to make lives better for people.”

Kevin Brown

Each year, The School hosts celebratory events honoring alumni, raising funds, and showcasing the talents of its students. And for each event, it relies on sponsors who generously help to underwrite the costs of the event. Celebration of Leadership is no exception. Our 2008 sponsors were:

2008 Celebration of Leadership

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Richard Vogt (BA ’85)
Matthew Walton (BA ’99)
Blair Wills (BA ’02)
Kurt Wernsieski (BA ’94)

Other
Angelica Ponder (BA ’03)
Cheryl A. Schubel (BA ’83, MBA ’93)
Dr. & Mrs. James Swanson

From Friday, November 7 through Monday, November 12, School students who traveled to New York got a full slate of exposure and experiences, all planned and arranged for by Aubehull Collins Hawks, director of The School’s Student and Industry Resource Center “SIRC.” The students were able to go to New York for the International Hotel/Motel & Restaurant Show, and for the Celebration of Leadership, through the several scholarships for student travel established by friends and alumni in The School.

On Friday, the students—all of whom were accommodated by The Waldorf-Astoria—enjoyed a tour and hiring event at The Pierre (a Taj Hotel). Saturday, they received a briefing and a tour of The Waldorf-Astoria, with several select students then attending the Hospitality Financial Management Educators Seminar. There was an opportunity to network with young alumni later in the afternoon.

Celebration of Leadership was the highlight that evening, where students observed the Class of Visionaries inducted into The School’s Alumni Association Wall of Fame, and enjoyed mixing with alumni and leaders from around the globe.

On Sunday, the students toured the Red Lobster Times Square, as well as the Starwood Hotels Corporate office and the Hillstone Restaurant offices. Next up were visits to The Ritz-Carlton Battery Park, and a Hilton Hotels “Meet and Greet” back at The Waldorf.

Monday there was time to take in the International Hotel, Motel & Restaurant Show, where many of the students were stationed in The School’s exhibit booth over the course of the weekend.

It is said that it takes a village to raise a child. In the same sense, it takes a classroom, professors, alumni, and professional development experiences such as these to “raise” a successful future leader of the hospitality industry.
Steve is the president, chief executive officer, and founder of Granite City Food & Brewery®. He founded the company in 1997, which is now a 26-unit chain operating throughout the Midwest in 12 different states with estimated 2008 revenues of over $100 million. With more than 32 years in the hospitality industry, Steve has experience as a corporate executive, owner/operator, manager, and consultant for hotels, resorts, and individual/multiunit operations.

Previously, Steve served as chief executive officer and principal shareholder of Champs Americana New Brighton, a licensee of Champps Entertainment, Inc. From 1989 to 1997, he was involved with Champs Americana restaurants, serving as president of the parent company Champps Entertainment, Inc., as well as president of Champps franchise companies, Champps Development Group, Inc., and Americana Dining Corporation.

Prior to that, Steve spent 13 years with Laventhol & Horwath, an accounting firm specializing in the hospitality industry.

Steve spoke to students in The School in Associate Professor Jeff Elsworth’s HB 267 – introduction to Food and Beverage Management, and HB 458 – Advanced Hospitality Business Ownership and Entrepreneurship classes. After reminiscing about his years at MSU (the students were fascinated that many of the restaurants he frequented 30 years ago are still popular in East Lansing!), he discussed Granite City and its vision for growth: concept positioning, menu architecture, operational principles, expansion strategy, and its capitalization.

Steve was careful to point out that Granite City Food & Brewery® is not a brew pub. The menu is varied, flexible, and upscale—with very reasonable prices—and features signature beers, produced with a patented process developed by Steve’s Granite City co-founder, a brewing chemist. This process, Steve explained, is called “Fermentus Interruptus™, and allows the company to ship sweet liquid called wort from the central brewing facility to individual stores. When the liquid reaches the stores, the fermentation process begins and brewing is completed onsite.

The students were impressed. Adam Miller (BA ’09), who heard Steve’s presentation and has visited a Granite City Food and Brewery location in Indiana, said of his experience, “I realized that this was not an ordinary restaurant. It was more of a dining cuisine experience with added value in mind. From the giant display kitchen, to the cleanliness throughout the restaurant, to the personalized service, the most impressive component was that it was all made possible by a fellow MSU Spartan!”

A student in the Entrepreneurship class was inspired by Steve’s development of a unique restaurant concept and its one-of-a-kind brewing process. “If you are creative, and you listen to the experts and study your market, you really can be successful,” she said, “even in these economic times.”

“We are fortunate to have graduates such as Steve Wagenheim who are successful entrepreneurs and hospitality business leaders come to campus and connect with our students,” says Dr. Elsworth.

“Steve has a passion for his business and for his role as a developer of talent,” agrees Director and Professor Dr. Ron Cichy (BA ’72, MBA ’77), “and we were pleased to name him an Honorary Faculty Member.”
Benefits healthcare benefit plan the unprecedented Premier Club clubs, and was instrumental in the more than 800 participating in addition, Jim has overseen through CmAA.

strategically focused professional officers/general managers seeking for private club chief operating School has hosted three week-

abroad. For almost 20 years, and golf facilities in the U.S. and world-class culinary institutes university campuses and at

The forefront of the hospitality has helped guide CmAA to years, and actively involved in his current position for 20

Member of (CMAA) was named an Honorary Faculty of the Club Managers Association of America Singerling, CCM, CEC, chief executive officer

of America ceO Association School of Hospitality Business. On a February 2009 visit to campus, James B. Singerling, CCM, CEC, chief executive officer of the Club Managers Association of America (CMAA) was named an Honorary Faculty Member of The School of Hospitality Business.

In his current position for 20 years, and actively involved with CMAA for nearly 30, Jim has helped guide CMAA to the forefront of the hospitality industry, expanding its signature Business Management Institutes (BMIs) from three programs annually to nearly 40 on university campuses and at world-class culinary institutes and golf facilities in the U.S. and abroad. For almost 20 years, The School has hosted three week-long BMI III programs annually for private club chief operating officers/general managers seeking strategically focused professional development and certification through CMAA.

In addition, Jim has overseen the growth of CMAA’s exclusive Premier Club Services subscription service to support more than 800 participating clubs, and was instrumental in the planning and implementation of the unprecedented Premier Club Benefits healthcare benefit plan for private club employees.

With BMI III, and with a long and rewarding relationship with CMAA, The School and many of its faculty members have known Jim for many years. The School’s CMAA student chapter (for students interested in careers in the private club industry) is an active group, twice earning the CMAA “Student Chapter of the Year” award in recent years.

“It was only logical that we would invite Jim to campus as a Visiting Leader in my HB 321 – Club Management and Operations class,” says Dick Bruner, CCM, adjunct professor in The School and general manager of the University Club in East Lansing Professor Bruner has taught the class for nearly 30 years.

Indeed, Jim spoke to the nearly 60 undergraduate students on Wednesday, February 25. A Certified Club Manager through CMAA and a Certified Executive Chef through the American Culinary Federation, he discussed the importance of CMAAs executive certification in critical competency areas. Jim also provided the students with an insider’s view of the economic impact of clubs; the value of club internships and Manager in Development programs; and the benefit of its professional development programs. He also discussed the annual CMAA World Conference, already familiar to the many School students who have been able to attend, which provides more than 80 educational sessions, workshops, and roundtables, networking, job interviews, coaching sessions, and a golf industry show. School faculty are frequently invited as speakers at the Conference as well as for CMAA chapters.

Jim explained that many associations take part in CMAA, offering students exposure to a wide variety of possible career choices. Jim commended the exemplary work of the student CMAA chapter at MSU, and reminded the students of the work of The Club Foundation, the charitable arm of the CMAA which was established in 1988. The organization has distributed more than $3 million in grants and scholarships over 15 years, some of which has been awarded to outstanding students, as well as faculty researchers, in The School of Hospitality Business.

Jim’s visit to campus also included meeting with groups of School faculty members to discuss private club research projects and with the student leaders of the CMAA student chapter. The highlight of his role in The School’s Visiting Leader series, however, was Jim’s being named an Honorary Faculty Member in the presence of the faculty of The School with which Jim has so long been associated.

“We already felt like Jim was a part of our School family, but naming him an Honorary Faculty Member solidified and strengthened that relationship,” explains Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School. “Professor Singerling is an excellent model of leadership in the industry for our students, and CMAA is a treasured strategic relationship partner.”

Jim will again bring his expertise to campus next November, when he will serve as the industry expert for Hilton Lecture Series XX. The 2009 theme will be Club Management.

The School and CMAA: A Long Partnership in Professional Development

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

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

Faculty members from The School who taught the early April 2009 sessions include BMI Faculty Coordinator Dr. Jack Ninemeier, Dr. Ron Cichy, Dr. Bonnie Knutson, Dr. Michael Kasavana, Dr. Ray Schmidgall, Dean James Rainey, and Visiting Lecturer and MSU University Club General Manager Richard Bruner. Additional BMI instructors come from University of Nevada - Las Vegas, other departments within Michigan State, and the CMAA. Ms. Lena Loeffler serves as The School’s BMI III coordinator.

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

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

The next Business Management Institute III programs will be offered in September and November 2009 on campus. Visit www.CMAA.org for more information.
Robert Habeeb wears a number of hats. He is president and COO of First Hospitality Group (FHG), he is the chairman of the Illinois Hotel & Lodging Association, he is The School’s 2008 Honorary Alumnus of the Year, and as of September 29, 2008, he is an Honorary Faculty Member and Visiting Leader in The School.

Bob’s career has spanned more than 20 years of high-profile, multi-unit experience in hotel, resort, and food and beverage management. He joined First Hospitality Group’s (FHG) executive team in 1997, and as its president and COO, has helped create an inspiring success story. Chicago-based FHG develops, markets, and manages a host of different properties across the country. Bob serves as FHG’s spokesman, is highly involved in investor and franchise relations, and oversees all legal and administrative functions.

After arriving on campus, Bob met with selected student leaders from the Hospitality Association, including the Lodging & Gaming Management Association, in a roundtable format. He also spoke to seniors in HB 451 – Emerging Leadership, taught by John King and Dr. Ron Cichy (BA ’72, MBA ’77) and to undergraduates in HB 237 – Management of Lodging Systems, taught by Kellogg Hotel & Conference Center General Manager Joel Heberlein.

His “Leadership Essentials” presentation in HB 451 encouraged the students to remember that the “essence of your strength is within you.” By staying true to their values, he said, and creating an environment where people have a say, young leaders can progress quickly in the dynamic hospitality industry.

In HB 237, Bob covered hospitality and economic trends in Chicago and around the globe tracing the recent growth in some sectors and downturn in others, and noting the resiliency of the hospitality industry.

Bob also explained what his company looks for in new staff members, including entrepreneurial, enthusiastic individuals with a sincere commitment to business. And the general managers at the 38 different hotels Bob operates are evaluated based not only on the financial performance of the properties, but also on the assessments of guests and staff members. Bob acknowledged that he is always looking for ways to affirm individuals’ good work.

In fact, he told the students of a time when Cher was having dinner one evening in the hotel’s restaurant. She sent Bob a note, which said simply, “Give this server a raise—Cher.”

At the roundtable and at both classroom presentations, Bob spoke of the benefits of giving back in his leadership positions with the Illinois and the American Hotel & Lodging Associations. His longtime commitment to both organizations impressed the students, some of whom already benefit from scholarships from the AH&LA and from the various state associations.

Bob works closely with School Alumnus and Chairman Emeritus of its Alumni Association Marc Gordon (MBA ’73), president and CEO of the Illinois Hotel & Lodging Association.

“We are proud of our relationship with Bob Habeeb, an exceptional leader in our industry,” says Ron. “Students and faculty alike learn from our Visiting Leaders, and we are honored to welcome Bob as an Honorary Faculty Member.”
The scene was unusual, even for The School, where on any given day, anything could be happening. But on a cold February day last winter, Coordinator of Undergraduate Programs Ed Batayeh was on the floor, kneeling in front of a brand-new mountain bike, attempting to re-attach handlebars that had been incorrectly assembled.

And you thought Ed was only responsible for academic actions!

The fact is, the scene highlights the entire atmosphere emanating from the Academic Programs staff: stepping in wherever they are needed, helping students in whatever way they can. In this case, the students planning the Annual Auction had received donated bikes to be sold to the highest bidder—but they came unassembled. So after School Director Ron Cichy tried his hand at helping (attaching the handlebars backwards!), Auction Chief Operating Officer Brian Weber (BA ‘11), Ed stepped in to remedy the situation. Then he brought his tire pump from home to finish the job the next day.

In this way, and in so many others, students see every day the commitment and dedication of the staff of Academic Programs. Ed, with a Masters degree in Student Affairs Administration, came to The School in August 2004 after having spent over four years in Undergraduate Advising Services in The Eli Broad College of Business and a total of 13 years advising. Ed received The Broad College’s 2008 Lewis Quality of Excellence Award for his leadership in the Broad Scholar Program. In fact, throughout his years of advising on campus, with The Broad College, with the Undergraduate University Division, and with the Office of Supportive Services, Ed has spearheaded several successful projects and programs.

As coordinator of Undergraduate Programs for The School, he is also chair of the Admissions Review Committee, he instructs HB 201 each semester, he oversees academic advising for the Hospitality Business Real Estate and Development Specialization, he advises and certifies degree completions for all The School’s undergraduates—over 850 of them, and provides a variety of reports and statistics for School faculty, Director Cichy, and the Dean of The Broad College Elvin Lashbrooke, Jr.

“Ed is a very special addition to our family,” says Ron. “He exudes hospitality to all those around him, whether they are students, faculty, staff, alumni, or industry friends. And while he treats our students with respect, he also treats them like the adults they are, with high expectations and standards.”

For Ed’s part, he says he loves being part of The School. “I enjoy the hospitable culture and service we provide our students, interacting with faculty to resolve student concerns, the flexibility and leadership opportunities in my professional role to serve our students better each year, and mostly interacting with Hospitality Business students on a daily basis.”

Another new addition to the Academic Programs staff is Advisor Jan Van Lente, who came to The School during Fall Semester 2008. Jan has over 15 years of experience, having served as assistant to the director of the Office of Study Abroad on campus, and later as the assistant director of Undergraduate Student Affairs for the College of Communication Arts and Sciences (CCAS). Most recently, Jan was both an academic advisor and the Study Abroad coordinator for the CCAS. For Jan, the best part of working at MSU is “the opportunity to connect with students and to be a part of their transition into adulthood.”

Jan has travelled to London and Scotland with the Office of Study Abroad, learning students’ perspectives on this important global opportunity. In The School, Jan is the “go-to” person for undergraduates who need help scheduling courses, checking on requirements, being admitted at junior standing, and navigating safely through any academic problems that might arise. With her unique background, Jan assists students interested in Study Abroad, and she joins Ed in The School’s recruiting and retention efforts, visiting with campus colleagues to spread the good word about The School and what it offers to students searching for a major with many opportunities. Both Ed and Jan also coordinate The School’s Academic Orientation Program each summer for incoming students.

“It has been a joy to discover the positive environment which is present in The School, created by the faculty and staff who are dedicated to helping students and each other to be productive and successful,” says Jan. “The emphasis on relationship building is what most attracted me to The School initially and it is the feature I find most satisfying as I interact with students and co-workers on a daily basis. I have great respect for the history of The School and the hard work which has been invested in creating and maintaining the high caliber of service to students and I’m very proud to be a part of this special team.”

Jan has a deep love for history, and is currently pursuing a Master’s degree in Historic Preservation at Eastern Michigan University. She has recently published a book which compiled her great-grandfather’s Civil War letters, and she runs a small business in an antique mall in Mason, near campus.

“I enjoy the hospitable culture and service we provide our students…”

Ed Batayeh

“...the emphasis on relationship building is what most attracted me to The School…”

Jan Van Lente
On the nation’s historic election day, November 4, 2008, students in *The* School of Hospitality Business at MSU met with the nation’s top hospitality companies in what has become one of the premier career fairs on Michigan State’s campus. CAREER EXPO XXX, presented by *The* School, featured a full day of professional development workshops and panels, an evening career “open house” with 63 companies and almost 200 recruiters, opportunities to explore internship and placement options, and formal interviews the following day.

A 20-member student Executive Board led by CAREER EXPO Executive Director Chelsea Hallman (BA ’08) very capably oversaw all aspects of the two-day event with guidance from their advisor and the director of *The* School’s Student and Industry Resource Center “SiRC,” Authella Collins Hawks. And a team of 125 volunteer students served as “corporate ambassadors,” seeing to the needs of the visiting recruiters as they set up booths and met with prospective interns and associates.

The professional development programs were wide ranging, with topics such as Act your Wage, Not your Credit Score; Insider Edition: Who Owns What, Brand Portfolios; Now We Are Talking GREEN: Today’s Sustainability Needs in the Hospitality Industry; and Changes for Tomorrow: Latest Trends and Investment Outlooks.

CAREER EXPO XXX also honored Ecolab, Inc., as its 2008 Industry Partner of the Year, chosen by School students because of its positive presence on campus, recruiting School students and providing speakers in classrooms and student clubs. James A. Miller, president, Institutional Sector – North America for Ecolab, Inc., was the keynote speaker for CAREER EXPO XXX. Ecolab, Inc. is the world’s leading provider of cleaning, food safety and infection prevention products and services. Institutional North America includes all of Ecolab’s foodservice and hospitality businesses.

Speaking directly to the students present, Jim discussed growing up in a Mayberry-like environment, learning early lessons in the value of education (he has earned a law degree), service, and hard work. He learned 12 critical lessons to live by:

- Rely on the foundation of family
- Value education, including learning how to learn
- Surround yourself with the best in peers and competition
- Find a mentor
- Don’t settle or let others set boundaries for you
- Be prepared for failure at some point
- Be the organizer—when it’s your turn to lead, step up
- Be an optimist—believe in yourself
- Help others succeed
- Play to your strengths and offset your weaknesses
- Always play to win—have the passion to push yourself
- Remember that people who have direct contact with your customers are the people who determine your company’s success

He closed his keynote address telling the students that in hospitality, people want to know you. They want you to be real. They are connecting with you as a person, and you are connecting with them. “Take the time to know something about others,” Jim urged. “Establish a relationship that shows you care about others. If people see you as real, they will remember you.”

Following his presentation, Jim Miller was designated an Honorary Faculty Member in *The* School.
A Career Highlight...

Election day was a busy one for students who wanted to perform their civic duty and attend the full-day and evening-long CAREER EXPO.

But November 4th probably held special meaning for Alumna Gloria Crawford, convention service manager at the Sheraton Denver Hotel. Back in August 2008, Gloria was convention service manager at the Westin Hotel in Denver, and as such, had a role in history being made. As she explains, “Denver hosted the Democratic National Convention, and I had all the big Democrats at my hotel. We had the Obamas, the Bidens, and all family and top staff as guests. I worked directly with the ‘Obama for America’ staff, and they were wonderful. It was such a great experience, and I am very glad to have had a role in it.”

Now with the Sheraton Denver, Gloria works for the largest hotel in Colorado, one which embarked last fall on a $70 million renovation.

Held at the Kellogg Hotel & Conference Center, CAREER EXPO XXX included professional development programs, a keynote address, and evening career fair.

Over 600 interviews were conducted on the 4th floor of Spartan Stadium.

CAREER EXPO XXXI is scheduled for November 3, 2009, with interviews on November 4. Plan now to attend!
Remote bidders joined in the Auction fun

Broadway Auction Executive Board with furry friend, Broadway Ben

Bidding on fabulous Silent Auction packages

Auctioneer Bob Howe works with a serious bidder

MARK YOUR CALENDAR!
Join us for The School’s 19TH ANNUAL AUCTION, Saturday, February 6, 2010.

Annual Auction Offers
Broadway Theme, Enticing Packages

Broadway tunes filled the air as hundreds of guests made their bids in the annual silent and live auctions hosted by students in The School of Hospitality Business on Saturday, February 7. The annual event, with this year’s “Broadway” theme, drew hundreds of students, faculty and staff, MSU and local community members, and alumni and friends of The School, and is sponsored each year by the student Hospitality Association and The School’s Alumni Association.

In spite of the weak economy, donated items and packages which totaled more than $120,000 in retail value, enticed bidders who were looking for excellent values and exotic vacation locations. “Our Alumni from The School and their industry friends came through for us with generous donations, even when business is down for many of them,” explained Auction CEO Rachel Inglot (BA ’09).

In fact, the Auction’s hundreds of remarkable offerings featured something for everyone, including:

- Four Pistons tickets, dinner at the Palace Grille, and an autographed Rasheed Wallace jersey with a VIP parking pass
- Five nights and six days in a preferred room at Disney’s Caribbean Beach Resort in Orlando, two four-day park hopper admissions to all four theme parks plus options to water parks, and a Hannah Montana watch
- Two-night stay in deluxe accommodations and $200 resort credit toward golf, spa, breakfast or combination thereof at The Ritz-Carlton Sarasota
- Golf at Muirfield Village Golf Club in Dublin, OH, for four
- Dale Earnhardt, Jr. Energy Car Fathead
- Autographed Broadway show posters
- Gift certificates to The Capital Grille

In addition, items included signed MSU, Red Wings, and Lions sports collectibles; accommodations in Hawaii, Colorado, Chicago, New York, and almost every other destination in the U.S.; original artwork; jewelry; homemade gourmet cheesecakes; and even certificates for custom-tailored men’s shirts!

Bidders won great deals on these items, particularly in a year when most people are looking for value. Auctioneer Extraordinaire Bob Howe led the action for the 18th year, with help from student “wranglers” and celebrity Master of Ceremonies Joe Castelli. Alumni Chuck Day (BA ’91) and Mike Rice (BA ’91) served as the alumni leaders and 50/50 raffle experts. And the dedicated and organized student Executive Board prepared for an entire year to produce a professional, memorable, profitable, and Broadway-worthy event.

In a new technological twist, this year’s Auction featured a remote webcast to Jocks and Jills sports bar and restaurant in Atlanta, owned by Jeff Trent (BA ’76) and Phil Hickey (BA ’77), where a group of School and other MSU Alumni had gathered earlier to watch the MSU/Indiana basketball game. The Atlanta Spartans (many of whom had donated items to the Auction) raised the bids and purchased several packages. Plans are underway to roll out several more remote locations next year.

“Our students produce an outstanding Auction every year,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School and one of the Auction advisors. “But this year, the students had to work in the midst of an economic situation in Michigan and throughout the nation which demanded their utmost creativity and cost control skills. They truly delivered.”

Proceeds from the Auction benefit The School’s student Hospitality Association, the Junior League of Lansing, the MSU Federal Credit Union Institute for Arts & Creativity at Wharton Center, and The School’s Alumni Association. A private reception before the Auction for members of the Junior League, hosted by Professor of Culinary Business Allan Sherwin (BA ’64) and a talented team of student volunteers, put everyone in a Broadway mood, and garnered the praise of Junior League Endowment leader Ginny Brooks. “Once again,” she said, “students in The School displayed hospitality of the first order. They are impressive professionals.”
Chuck Day and Mike Rice Work Their Magic

The School has a dynamic duo in Alumni Chuck Day (BA ’91) and Mike Rice (BA ’91). Both Alumni from the Class of 1991 are integral to the Annual Auction, with Chuck serving as the “face” of the Alumni Association, welcoming the guests, encouraging the student volunteers, and troubleshooting any problems. Mike has served for many years as the go-to guy for the 50/50 raffle, whose proceeds support the Young Alumni/Student networking events in New York City in the Fall, and in Chicago in the Spring.

These two high-energy and selfless individuals serve as excellent coaches throughout the year and role models for School students, both in terms of their success and leadership in their careers and in terms of “giving back” to their alma mater. Thank you to Chuck and Mike.

Of course, both Mike and Chuck look forward each year to working with Jerry McVety (BA ’67), who has been the Auction Alumni Advisor since the first Auction in 1992.

VEGAS NIGHT Brings High Rollers

Bitter cold weather did not detract students who made their way to the Breslin Center on the campus of Michigan State University to participate in The School of Hospitality Business’s annual “Vegas Night” on Friday, January 30. Offering a 120-person poker tournament and games such as bingo, blackjack, roulette, craps, poker, and the “money-wheel,” the evening’s minimal $5 admission fee raised money for the students’ Hospitality Association.

A small executive board of dedicated School students and their faculty advisor, Associate Professor John Tarass, planned and presented Vegas Night, led by Executive Director Lisa Danno (BA ’09). They had help from executives at Soaring Eagle Casino in Mt. Pleasant, MI, who hosted a “training session” for the student dealers. The food for the event—free pizza and snacks to all who came—was provided at deep discounts by Dominoes Pizza. And the board was assisted by nearly 200 student volunteers—double the number from last year!—who acted as dealers, servers, ticket takers, and even showgirls (all in good taste, of course!)

“This year we expanded our Executive Board and really focused on our marketing efforts, and together our team was able to produce the most successful Vegas Night in recent history, where people of all ages and walks of life were able to come and have a good time,” says Ms. Danno. “Seeing our guests leaving with smiles on their faces, thanking us for hosting the event makes it all worthwhile.”

Indeed, participants like engineering major Scott Gillard (BA ’09) were enthusiastic. He said, “I had heard about the event for awhile, so my roommates and I came to check it out, and we’re having a great time. I can’t believe how many people are here!”

The evening was also a valuable learning experience for the School students who learned first-hand about the gaming industry and the execution of a large event. “We worked so hard on this event for so long; it was great to see all our anticipation and efforts culminate into the best Vegas Night ever,” says Tyler Orr (BA ’10), Vegas Night 2009 assistant director.

With an estimated 600 players enjoying the casino throughout the evening, it is easy to see why the students were so enthusiastic with the turnout. Jamie Lyon, office supervisor in The School, agreed. “I look forward to Vegas Night every year. I love coming; I always have a good time.”

That is exactly what the student organizers and volunteers want to hear.
By now, the talented students on the Executive Board for The School’s premier event of the year, Les Gourmets, know to be flexible when planning the elegant, early April, black-tie champagne reception and five-course dinner.

After all, as long as Tom Izzo is coach of the Spartan men’s basketball team, guests with tickets to Les Gourmets have to be prepared for the very real possibility that the Spartans will be playing in the Final Four of the NCAA tournament the same evening.

“This has happened before,” explains Executive Director of this year’s Les Gourmets America the Beautiful, Chelsey Ingersoll (BA ’09). “So this year, we sprung into action right after the Spartans won their game against Louisville, realizing that guests were going to want to watch the Final Four game against University of Connecticut on the evening of April 4.”

Indeed, Chelsey and her fellow board members arranged for three huge, widescreen televisions, one for the reception in Big Ten Room C in the Kellogg Hotel and Conference Center, and two for the other Big Ten Rooms where the formal dinner was presented. And then, under the guidance of Professor of Culinary Business Allan Sherwin (BA ’64) and an indispensable team of Celebrity Chefs, they produced what one Chef called the “best planned, best organized, every-detail-perfect” Les Gourmets he had ever worked on. Chef Mike Manista, corporate chef with Nestlé USA, knows what he’s talking about: he has assisted with the annual event for over ten years.

In this special year, Spartans fans of basketball and of The School could observe Spartan students exceeding expectations—in two venues. Even better, The Big Ten Television Network and The State News were there to chronicle the outstanding student action—off the basketball court. In an effort to raise awareness of exceptional student talent beyond athletics, the two media outlets covered the reception and dinner.

Even without the game, Les Gourmets 2009, planned for nearly a year, was destined to be impressive. Using “America the Beautiful” as this year’s theme, students arranged for a red, white, and blue extravaganza. The reception featured hundreds of photos of American scenes throughout its rich history, an authentic (and elegant!) beer garden, and an ice sculpture of a saxophone, evoking American jazz, while guests enjoyed the sounds of the Chris Cheng Quintet.

In addition, as guests entered the reception, they were greeted with remarkable fruit sculptures, including watermelons intricately carved and lit from the inside to simulate the faces on Mt. Rushmore—with one exception: Coach Tom Izzo’s face was added, right beside Abraham Lincoln! The fruit carvings didn’t stop there. A huge American flag constructed of beautifully curled rutabaga and turnips resembling rosebuds, looked like an elegant parade float. It was apparent that hours and hours of preparation and artistry were on display.

When the doors opened for the dinner at 7:00, guests were already celebrating, the game being underway for nearly an hour, and the Spartans leading at halftime. But guests didn’t need to know the score to be overwhelmed by the scene: Beautifully framed, hand-painted portraits of important figures in American culture and history lined the walls, centerpiece of red and white roses adorned the tables, and at the front was an enormous Statue of Liberty, sculpted in ice. Guests were even provided with program booklets explaining the origins of the menu, highlights in American history, and recipes for many of the dishes that would be served. And there were those wide-screens...

After a warm welcome by Chelsey and Dr. Ray Schmidgall, Rev. Richard Hawks and Rev. Scott Miller offered a meaningful invocation of thanksgiving and blessing. What transpired after that was sublime, according to Eileen Emerson, a longtime supporter of The School, and guest at Les Gourmets for many years.

“From the first course to the last, each item was creatively prepared and presented. I don’t know how future students will top this dinner.”

The menu was impressive. Featuring American cuisine, some of the mouth-watering items included Maryland jumbo crab cake remoulade; cobb salad with applewood smoked bacon, Maytag blue cheese and fresh avocado; Michigan green apple sorbet served...
in a house-made miniature tuile cone; aged Montana grass-fed tenderloin brochette and Maine lobster à la Newberg. Oh, yes. Dessert featured double fudge chocolate pecan brownie, classic New York cheesecake, and key lime pie!

Les Gourmets is also a celebration of all students who earned scholarships throughout the academic year, and those students’ names are listed in the Les Gourmets program. They represent a total of $385,895 in external and internal scholarships—a record—awarded. In addition, four Les Gourmets scholarships are presented during the evening to students who have worked on the event, and whose applications are exceptional. This year’s top award went to Alexandra Clark (BA ‘10), a junior who served as this year’s director of Arts and Entertainment. She wrote in her application, “Les Gourmets is an excellent example of how the hospitality industry often mimics the theater. It is an art form, one that involves a huge amount of preparation and precise execution.” In addition to her Hospitality Business degree, she is also earning a Food Science Specialization.

It seems that all the stars were aligned for a perfect evening, and when the final score on the wide screens read “Michigan State - 82, UConn - 73,” the 250 guests, dressed in their elegant finest, erupted. The Celebrity Chefs paraded through the Big Ten Rooms at the end of the evening, and Chef Sherwin himself, attired in his full-dress U.S. Marine uniform, brought up the rear, to the delight of the overwhelmed guests.

“We had a truly wonderful time enjoying the delicious food, the friendly and talented students that excelled in their endeavor, and the enjoyable guests at our table,” wrote Mr. and Mrs. Ray Behan from East Lansing the following day. It is likely that all of the nearly 300 guests agree.

Congratulations and appreciation are due to the Les Gourmets 2009 student Executive Board, the almost 200 student volunteers, their faculty and industry advisors, the Celebrity Chefs, the staff at the Kellogg Hotel and Conference Center, the staff in MSU Housing and Food Service, and industry sponsors.

“Les Gourmets is an excellent example of how the hospitality industry often mimics the theater. It is an art form, one that involves a huge amount of preparation and precise execution.”

Alexandra Clark (BA ‘10)
Les Gourmets 2009

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Kellelogg Hotel and Conference Center

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BLACK TIE Formal Wear

Jim and Tami Koehler
Koehler’s Printing and Graphics Center

Melody Gurster
Allegro Printing

Robert Ross
Ross and Associates

A special thank you to staff members Lena Leoffler, Jamie Lyon, and Lois Schroeder.

Thank you also to faculty advisors...

Professor Allan Sherwin, MS, CCC, CCE, FCHP (BA ’84)
The School of Hospitality Business

Chef Rich Brown
Culinary Coordinator, The School of Hospitality Business

Ronald F. Cichy, Ph.D., HCCE, CHA, CHE, CBE (BA ’72, MBA ’77)
Director and Professor, The School of Hospitality Business

Carl Burghardt, Ph.D., CTHF
Associate Professor, The School of Hospitality Business

Bonnie Knutson, Ph.D., Professor, The School of Hospitality Business

Ray Schmigdel, Ph.D., CPA
Lillian Heidel Professor of Hospitality Financial Management, The School of Hospitality Business

Artiselle Collins Hawke, M.Ed
Director, Student and Industry Resource Center, The School of Hospitality Business

A special thank you also to faculty advisors...

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Director and Professor, The School of Hospitality Business

Carl Burghardt, Ph.D., CTHF
Associate Professor, The School of Hospitality Business

Bonnie Knutson, Ph.D., Professor, The School of Hospitality Business

Ray Schmigdel, Ph.D., CPA
Lillian Heidel Professor of Hospitality Financial Management, The School of Hospitality Business

Artiselle Collins Hawke, M.Ed
Director, Student and Industry Resource Center, The School of Hospitality Business

Les Gourmets 2009

Top GPA Award
Teodosic, Katherine (Masters)
Kim, Hyun Suk (Masters)
Bromley, Andrew (Senior)
Kim, Young Hoe (Junior)
Keetle, Sutton (Sophomore)
Erlingis, Michael (Freshman)

American Hotel & Lodging Educational Foundation – Pepsi Scholarship
Brown, Alvin
Hamilton, Jacqueline

Jennifer Bauer Award
Bromley, Andrew

Philip M. Becker Scholarship
Leah, Tabitha

Broad Undergraduate Scholarship
Walter, Deanna

Lindus L. Caulfield Memorial Fund
Bearden, Alexandria
Brown, Malorie
Chen, Stephanie
Christensen, Anna
Davey, Benjamin
Guinan, Courtney
Hargis, Dante
Hoyt, Alyssa
Iwanski, Matthew

Kale, Amanda
Kitchen, Michael
Lesh, Tabitha
Morris, Kendall
Parsch, Adam
Saquist, Mykal
Sprague, Ryan
Vang, Bee
Wagner, Sean
Yousif, Michael

Club Managers Association of America
Kale, Amanda

Club Managers Association of America – Joe Perdue Scholarship
Morris, Kendall

Richard and Cherrill Cregar Outstanding Hospitality Student Endowed Scholarship
Anderson, Matthew
Brown, Malorie
Brown, Paul

Dean’s Office Graduate Fellowship Award
Kim, Mi Ran
Tkach, Julie

Directors Fund
Cousino, Matthew
Doyle, Caitlin
Guimond, Mallory
Han, Youjung
Henderson, Tia
Heron, Jessica
Herpel, Thomas
Hung, Tzu-Fang
Jahn, Reese
Jaseck, Jennifer
Kale, Amanda
Kesler, Andrew
Killough, Laura
Kim, Min Ji
Kim, Min Soo
Kuder, Marc
Lamerato, Stephanie
Lee, Ho-yun
Lee, Jae Sung
Lee, Jimin
Meharg, Ashley
Miller, Katie
Morris, Kendall
Ng, Fu Lun
Nix, John
Pellet, Sydney
Peppe, Amanda
Plau, Katie
Pinwears, Joshua
Reiman, Rachael
Sweeney, Amanda
Taggart, Andrea
Wall, Ryan
Waller, Deanna
Winkley, Monica
Yntema, Steven
Yousif, Michael

The Ivan A. and Lois I. English Endowed Scholarship in Hospitality Business
Aguir, James
Marx, Erica
Steinberg, Allegra

First United Methodist Church Scholarship
Brown, Malorie

Grand Chapter Masonic Temple Scholarship
Hamilin, Stephanie

The School’s students earn an impressive number of scholarships each year. The awards come from within The School’s own scholarship accounts, established by alumni, friends, faculty, companies, and associations, as well as from outside of The School, through competitions conducted by companies and associations. Awards topped last year, coming in at over $385,000.
Students Earn Scholarships in 2008-2009

Greater Lansing Convention and Visitors Bureau Endowed Scholarship in The School of Hospitality Business
Doyle, Caitlin
Lee, Ho-yeun

Lester A. Gruber Memorial Scholarship in Hospitality Business
Hallman, Chelsea

Hagelshaw Scholarship
Bromley, Andrew

The Handley Foundation
Allos, Julia
Anderson, Matthew
Baxendale, Kristina
Beckman, Alex
Brown, Paul
Snyder, Raquel
Steinberg, Allegra
Stephens, Stephanie

Milford C. Harris HRIM Kellogg Center Fund
Konyha, Marie
Smith, Elizabeth
Weber, Brian
Zhang, Chen

Philip J. Hickey, Jr. and Reedy D. Hickey Endowment in The School of Hospitality Business
Baudo, Alana
Bromley, Andrew
Clark, Alexandra
Cutting, Andrew
McRae, Collin
McRae, Justin
Moore, Kristin
Wagner, Ryan

Hilton Hotel
Kuder, Marc
Lesh, Tabitha

Hospitality Finance and Technology Professionals (HFTP) Endowed Finance and Technology Scholarship
Mok, Chun Hei
Yousif, Michael

IFMA International Gold & Silver Plate Society
Ingersoll, Chelsey

Illinois Hotel & Lodging Association
DeLisio, Rachel
Roskowsky, Rebecca
Stephens, Stephanie

Illinois Restaurant Association
Stephens, Stephanie

International Flight Services Association Foundation – Harvey & Laura Alpert Scholarship
Brown, Paul

Jewish Philanthropic
Steinberg, Allegra

Kent County Lodging Association
Ingrist, Rachel

The H. William and Elizabeth A. Klare Memorial Scholarship
Amelse, Brooke
Chen, Yiqi
Chiu, Hsin-Yi
Choi, Young Hwan
Clark, Abigail
Danno, Lisa
Erlingis, Michael
Herpel, Thomas
Homma, Ayako
Hsu, Chun-Ning
Huang, Tzu-Fang
Jeon, Mee Kyong
Jun, Haejung
Kim, Hyun Suk
Kim, Mi Ran
Kim, Soo Hyun
Kim, Sung-Bum
Kita, Jennifer
Lada, Jennifer
Lee, Galim
Mercier, Chelsea
Morris, Kendall
Nguyen, Kha
Randall, Kristin
Salazar, Cesar Enrique
Reymundo, Shlaud, Kelly
Sio, Seungsong
So, Jee Hyun
Sohn, Jayoung
Sweeney, Amanda
Tkach, Julie
Wang, Yuan
Wu, Chia-Mei
Yang, Jing
Zhi, Wei

LaTour Family Endowment for Student Travel in The School of Hospitality Business
Christian, Anna
Mok, Chun Hei

Leesaw County Educational Foundation
Bates, Carly

The Chef Robert H. Nelson Les Gourmets Endowed Scholarship – Awarded for the 2008-2009 Academic Year
Behrman, Ross
Hallman, Chelsea
Lamerato, Stephanie
Lesh, Tabitha
Packard, Jeffrey

J. Willard and Alice S. Marriott Endowed Hospitality Business Scholarship
Altos, Julia
Atakora, Lawrence
Bearden, Alexandria
Behrman, Ross
Biddle, Alyse
Brown, Alvin
Brumagin, Kelly
Ciuffeletti, Randi
Clark, Abigail
Doll, Jennifer
Endres, Marguerite
Fedewa, Kelsey
Fisher, Emily
Griffin, Adam
Guimond, Mallory
Hamilton, Jacqueline
Harrison, David
Henrichs, Lily
Horton, Alexandra
Kale, Amanda
Kim, Min Ji
Kim, Min Soo
Kroening, Rachel
Lee, Jae Sung
Lee, Jimin
Lofland, Douglass
Mehegan, Ashley
Pennell, Ricky
Randhawa, Praneet
Ray, Kristen
Reiman, Rachel
Roskowski, Rebecca
Salquist, Mykala
Ward, Kelly
Zhang, Jiayu

Marriott Michigan State University Alumni Scholarship
Harriman, David
Kefler, Jason

Michigan Competitive Scholarship
Lesh, Tabitha
Mercier, Chelsea

Michigan Merit Award
Clark, Alexandra
Fedewa, Kelsey

Michigan State University Assistance Grant
Reiman, Rachel
Sweeney, Amanda

Michigan State University Family Fund
Reiman, Rachel

Michigan State University Honors College
Clark, Abigail
Doll, Jennifer
Hallman, Chelsea

Montgomery G.I. Bill Kefler, Jason

National Restaurant Association Educational Foundation
Anderson, Matthew
Moore, Courtney
Packard, Jeffrey
Stephens, Stephanie

Shirley K. Pasant Endowed Scholarship in Hospitality Business
Lee, Jimin
Ng, Fu Lun

The James F. Rainey Endowed Fund in Hospitality Business
Brown, Alvin
Burgess, Sean
Burt, Jenna

Schmidt Family Endowed Hospitality Business Financial Management Scholarship
Kitchin, Michael

George Schumaker Endowed Scholarship in Hospitality Business
Kuder, Marc
Sliper, Kara

Louis A. Shaffer Scholarship
Burl, Ashley
Hamilin, Stephanie

Fred A. and Eva G. Simonsen Scholarship
Han, Youjung
Iwanski, Matthew
January, Clayton
Jones, Walter
Kilough, Laura

Paul A. Smith Scholarship Awarded for Domestic and International Travel
Sweeney, Amanda

Society for Foodservice Management
McRae, Justin
Pfau, Katie

Starwood Foundation
Shyu, Jane
Walter, Deanna

United Auto Workers (UAW)
Kita, Jennifer

Washington D.C. Leap Scholarship
Atakora, Lawrence
Brown, Alvin
Hamilton, Jacqueline
Harrison, David

Washington Hospitality Student Scholarship
Lesh, Tabitha

Winegardner and Hammons, Inc. Hotel Student Endowed Scholarship
Bates, Carly
Singh, Sundeep

Alan and Bernice Suitor and Automatic Products International, Ltd. Endowed Scholarship in Hospitality Business
Stephens, Stephanie

F. Brooks and Jan Thomas Endowed Hospitality Business Student Scholarship
Lesh, Tabitha

Lou Weckstein Endowed Scholarship in Hospitality Business
DeLisio, Rachel
Fedewa, Kelsey
Ingersoll, Chelsey
Ingrist, Rachel
Kita, Jennifer

Fred A. and Eva G. Simonsen Scholarship
Han, Youjung
Iwanski, Matthew
January, Clayton
Jones, Walter
Kilough, Laura
Murphy, Katherine

Paul A. Smith Scholarship Endowment
Lesh, Tabitha

Society for Foodservice Management
McRae, Justin
Pfau, Katie

Starwood Foundation
Shyu, Jane
Walter, Deanna

United Auto Workers (UAW)
Kita, Jennifer

Washington D.C. Leap Scholarship
Atakora, Lawrence
Brown, Alvin
Hamilton, Jacqueline
Harrison, David

Washington Hospitality Student Scholarship
Lesh, Tabitha

Winegardner and Hammons, Inc. Hotel Student Endowed Scholarship
Bates, Carly
Singh, Sundeep
Students Learn about Issues Facing Industry in New Economy at ALIS

Students from the Real Estate Investment Club attended The Americas Lodging Investment Summit (ALIS) in San Diego, California, from January 26 through 28. As mentioned in this issue, ALIS is presented each year by The Burba Hotel Network, whose founder and president is Jim Burba, a 1977 graduate of Michigan State University. ALIS is one of several global conferences presented by the Burba Hotel Network, founded and led by Alumnus and Alumni Association Wall of Fame Class of Developers.

The Summit gathers hotel executives, investors, lenders, developers, and professional advisory community members to discuss pressing questions facing the hotel investment industry. This year, the Summit focused on the economic crisis, addressing questions such as, “What is the outlook and when do we get back to business as usual?” and “How will deals get done, and who will be doing them?”

The students who traveled to San Diego heard from keynote speaker Gene Sperling, former White House national economic advisor and former director of the National Economic Council. They also attended many of the over 30 seminars and breakout sessions including:

• How to optimize your hotel asset: The big issues, challenges, and opportunities
• Market demand track: The hotel customer segments—what can we expect in the next year in the key traveling segments?
• “For Sale” real estate; can’t live with it and can’t live without it: Understanding the problems of the past while navigating the need and necessity of branded residential, condo-hotel, and fractional components in luxury hotel and resort development
• The global travel and tourism outlook with a focus on the Americas
• Green hotels: Providing a road map to a greener hotel industry

The students—all seniors—attended the seminars and volunteered in various ways with the Summit. Each one of them is working toward earning The School’s Specialization in Hospitality Business Real Estate and Development. One student described the trip as “a unique experience and a wonderful opportunity to hear professionals address the market conditions and how to operate in this new economy.”

Scholarship News

The International Flight Services Association (IFSA) Foundation announced its scholarship winners for 2009, and included in the announcement was The School’s Paul Brown (BA ’09), who was awarded the 2008 Harvey & Laura Alpert Scholarship Award. Paul wants to begin work in the travel market, and hopes to transform the experience of the traveler. Harvey Alpert attended The School in the 1960s and was named its Alumni Association Alumnus of the Year in 2007. He founded Harvey Alpert & Associates/Oakfield Farms, Inc.

Stephanie Stephens (BA ’10) has been awarded a 2009 $2500 scholarship from the Illinois Restaurant Association Educational Foundation Scholarship Program. Stephanie is executive director of CAREER EXPO XXXI.

The American Hotel & Lodging Educational Foundation (AH&LEF) announced that the 2009 First Place Ecolab Scholar and First Place Arthur J. Packard Memorial Scholar is Richard Dallett, Jr. (BA ’09).

In fact, all of The School’s AH&LEF Scholarship winners were featured, along with School faculty, on the AH&LEF website. With 76 schools affiliated with the AH&LEF, MSU is first in scholarship winners. Richard is also a 2008-2009 Statler Foundation Scholar.

A New Club in Town:
Real Estate Investment Club

The Hospitality Consultants’ Club (HCC) and the Hospitality Financial and Technology Professionals student organizations merged this past Fall to form one club: the Real Estate Investment Club. Club leaders have coordinated projects with local consultants and developers, conducted feasibility studies, hosted guest speakers, and in January sent members to the Americas Lodging Investment Summit (ALIS) to represent The School and MSU. ALIS is one of several global conferences presented by the Burba Hotel Network, founded and led by Alumnus and Alumni Association Wall of Fame Class of Developers member Jim Burba (BA ’77).

A “Thank you” to Ryan Meliker from Professor AJ Singh

On behalf of the students, faculty, and alumni of The School of Hospitality Business, I would like to extend a special thank you to Ryan Meliker (MBA ’05) for hosting an alumni gathering at the Americas Lodging Investment Summit at the Hilton San Diego Bayfront. The informal get together was a great way for alumni to network while providing insight and guidance to the graduating class of The School of Hospitality Business’s Real Estate and Development Specialization.

After graduating from Colgate University, Ryan chose to pursue his Masters in Business Administration at The Eli Broad Graduate School of Management based on the focus given to the hospitality segment. He is now an associate in equity research in the lodging sector at Morgan Stanley. His knowledge of the industry is exceptional and his passion for bringing together and promoting The School is sincere. We are proud that Ryan represents our School with such dedicated professionalism.
Hands-on Approach to Learning about Meeting/Event Planning

Students in The School of Hospitality Business are learning first-hand about a fast-growing segment of the hospitality industry. HB 380 — Meeting and Event Planning Management teaches students about developing, budgeting, promoting, delivering, and evaluating meetings or special events in the hospitality industry. Students work an average of 20 hours per week—in and out of the classroom—on these events over the course of a 15-week semester. The events and groups are assigned to students who are working in teams of six or seven. During Spring 2009 Semester, 37 students were enrolled, and took their talents to the community in a number of ways:

- **The East Lansing Film Festival — March 20 - 22**
  Students planned receptions at Wells Hall and the International Center on campus for special guests of the film festival. They also coordinated travel plans for the directors of the films.

- **Business Etiquette Dinner — March 22**
  Held at Kellogg Hotel and Conference Center, this not-for-profit event hosted by The Eli Broad College of Business for its students was planned by HB 380 for the sixth year in a row. Alumna Patti McNeil (BA '96, MS '97) was the speaker.

- **Michigan Lodging & Tourism Association’s Stars of the Industry evening — March 24**
  This industry awards dinner and program, part of the ML&TAs Annual Conference, was held at the Detroit Marriott Renaissance Center. The students were responsible for writing scripts, for audiovisual work, and for coordinating the program’s theme, which this year was “Driving Tourism.” This was the fourth year HB 380 students have been involved with the Stars of the Industry, giving them important opportunities to network with industry professionals throughout Michigan.

- **The School of Hospitality Business Graduate Student Forum — April 16**
  This annual event encourages students enrolled in The School’s graduate programs to showcase and present their current research projects to faculty members and fellow graduate students. Students in HB 380 planned the meeting and event logistics of the Forum.

- **Wild Goose Inn Murder Mystery — April 17 and 18**
  Working with East Lansing business owner Al Bay, students for the sixth year planned and organized a murder mystery weekend for guests at the local bed and breakfast, The Wild Goose Inn. The theme is “Murder in Sin City,” with the inn transformed into a 1920s “speakeasy.” Every aspect of the weekend (except the script) was planned by HB 380 students.

Dr. Jeff Beck, who teaches HB 380, is enthusiastic about the course and the caliber of students who enroll in it. His list of the TOP TEN learning experiences that students gain from the course:

1. An understanding of how to work with and “manage” a client
2. A greater knowledge about the meeting and event planning industry, including the vendor and supplier side and an awareness of how broad the industry is
3. An increased ability to work with others in teams over extended periods of time
4. Experience in project management and organizing multiple priorities
5. An understanding of the requirements to become a Certified Meeting Professional (CMP)
6. A better understanding of the skills and capabilities necessary for CMPs, including the small things like appropriate registration styles and name badges
7. The opportunity to interact with industry professionals
8. Hands-on experience with event planning
9. Working in the community and interacting with local businesses
10. A sense of accomplishment—students leave HB 380 with tangible accomplishments, which transfer from their class projects to their resumes
Several students enrolled in HB 458 - Advanced Hospitality Business Ownership and Entrepreneurship in The School attended an early spring conference in Lansing, MI, on “Creating Entrepreneurial Communities.” Associate Professor of Hospitality Business Entrepreneurship Dr. Jeff Elsworth attended the conference with them, noting that the conference was an important opportunity for students to learn that entrepreneurship is about more than just an individual starting a business. “It is also about interacting with others and your community in order to develop a successful network and a successful business,” he said.

The students—Matthew Anderson (BA ’09), Jeffrey Packard (BA ’09), Eric Stone (BA ’09), Nicholas Vogel (BA ’09), and Michael Yousif (BA ’09)—learned more about how entrepreneurship affects communities and how communities can best embrace a culture of entrepreneurship to assist in economic development.

The conference featured distinguished speakers such as Michigan State University President Lou Anna K. Simon; the noted entrepreneurial economic development expert Erik Pages, president of EntreWorks Consulting; and Bob Fish (BA ’88), alumnus of The School and founder and CEO of Biggby Coffee.

The students also had the opportunity to attend a wide variety of workshops, including Resources for Entrepreneurs & Communities; Building an Entrepreneurial Culture; Entrepreneurs to Learn From; Social Networks for Entrepreneurs; and Conversations Between this and the Next Generation of Entrepreneurs.

Tyson Food Service Recognizes Students from The School

Matthew D. Anderson (BA ’09)
This student leader has been a standout, academically and in volunteer efforts in student clubs and events in The School. Working in the restaurant industry since before he started college, he has complemented his work experience and curriculum with a unique study abroad program in Sydney, Australia, studying history and golf!

Chelsey L. Ingersoll (BA ’09)
Chelsey learned to love the restaurant industry in resort areas in northern Michigan, and has since prepared for her career with excellent academics, meaningful work experiences, and an internship in Los Angeles with Hillstone Restaurant group. As a senior, she led The School’s premier event, Les Gourmets.

Katie Pfau (BA ’09)
As president of The School’s student chapter of the Society of Foodservice Management, Katie has continued learning about the restaurant industry, something she has been doing since she was 14. She has represented The School at trade shows and conferences in Chicago, New York, Toronto, and Austin, TX, while maintaining an outstanding academic record.

The School Launches New Public Relations Efforts...

Let the Spin Begin!

During Fall Semester ’08, The School implemented an entirely new public relations campaign, aiming to gain national media exposure for faculty research, student activities, School events and programs, and alumni accomplishments. Now, press releases and photos regularly go out to hundreds of selected media outlets.

The Alumni committee which spearheaded this effort included student leader Marc Kuder (BA ’08), who graduated in December 2008, after being an integral part of launching the new effort. He was particularly expert in installing a comprehensive media gallery on The School’s website using “Picasa” software by Google. He and the other committee members also began using Google Analytics to track website traffic and monitor the demographics of visitors. Before he graduated, Marc trained Kelsey Fedewa (BA ’11) and Lauren Jones (BA ’10) to continue the public relations work.

Additional committee members who worked diligently to envision and implement this important public relations effort included Alumni Association President Mary Ann Ramsey (BA ’75), Chris Durso (BA ’82), and Lena Loeffler.

The new public relations “system” is already spreading the word. Many of the news items released have been picked up by publications such as Fortune Magazine, Hotel Online, several MSU publications, HotelExecutive.com, Hotel Job Resource, and Restaurant Resource. News about the faculty’s latest research has been of particular interest, generating follow up interviews and stories.

All press releases and the media gallery can be located at The School’s website: bus.msu.edu/shb
December Graduates Celebrate Accomplishments, Remember Good Times, Look to the Future

It was a festive atmosphere in which many of the 73 December graduates of The School of Hospitality Business gathered to celebrate commencement at the University Club of MSU on December 6, 2008.

The graduation luncheon followed commencement ceremonies which took place earlier in the day, and allowed The School to recognize the new graduates and to share with their families and friends what the new alumni have accomplished. Sponsored by the student-led Hospitality Association (HA) and organized by its executive board and the Director of the Student and Industry Resource Center “SIRC,” Authella Collins Hawks, the luncheon featured dazzling decorations, a huge green and white cake, and an elegant meal (filet mignon)—with HA hosting all of the graduates who were present at the event.

After a welcome by Mrs. Hawks and School Director and Professor Dr. Ronald Cichy (BA ’72, MBA ’77), alumnus Derek A. Daniels (BA ’94), CDM, CFPP, gave the graduation “address.” Derek is the director of Food and Nutrition Services at West Suburban Medical Center, responsible for an annual budget of over $5 million and directing a staff of 75. His institution is part of Resurrection Health Care, the largest Catholic health care provider in Chicago.

As former president of the Hospitality Association and an active participant in the Spartan Sponsors Mentor Program—his own mentor was Bob Wills (BA ’70)—Derek recounted some favorite memories, ones that the new graduates could easily relate to.

“I remember my time on campus as a student leader and board member of the Hospitality Association,” he said, “and traveling to the Big Apple and the Windy City for trade shows, enjoying international dinners, touring country clubs, restaurants, and hotels.”

He also looked to the future, telling the graduates to continue to network with their alma mater for advice and connections. He encouraged them to find a work/life balance, saying that “a leader who spends too much time immersed in work is one who eventually loses sight of the future.”

However, he acknowledged that they must be willing to work hard in their careers. Stay on top of technological advancements, he urged, and “determine what your customers’ expectations are—then exceed them.”

Derek told the students that throughout their careers they should care about, motivate, and train their staff members. Finally, he said, “remember fondly what your alma mater gave you. . . walk with pride into your future, continue to make winning your specialty, and GO GREEN!”

New graduates Amanda Peppo (BA ’08) and Marc Kuder (BA ’08) both had unique memories and words of advice. Marc and Chelsea Hallman (BA ’08) were chosen by their peers as Outstanding Seniors in their December graduating class.

All in all, the graduates had a festive send off, and despite the somber economic conditions in which they begin their careers, it was a festive atmosphere in which many of the 73 December graduates of The School of Hospitality Business gathered to celebrate commencement at the University Club of MSU on December 6, 2008.

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All in all, the graduates had a festive send off, and despite the somber economic conditions in which they begin their careers, all appear to be well-equipped to enjoy success and fulfillment. Congratulations to all!
Advice for Graduates and Interns in Today’s Economy from The School of Hospitality Business

The economic downturn is leaving no one untouched, including students looking for internships and graduates looking for employment. Traditionally, a graduate from The School could expect four or five job offers upon graduation, usually in management or management training positions. Today, however, the outlook is decidedly different.

But even in these grim conditions, there are ways to improve one’s chances of landing that important internship or securing a position after graduation. With input from recruiters, several faculty members and the Academic Programs and Career Services staff of The School of Hospitality Business have created a list of important things to consider and do, whether searching for a position within the hospitality industry or in the wider business world.

This advice went out to all of The School’s undergraduate and graduate students, as well as to alumni and friends around the globe in the form of a press release to hundreds of media outlets.

For students seeking internships, they urge:

- Be positive and enthusiastic when interacting with potential employers.
- Choose an internship wisely—one where you can learn as much as possible and also be able to network, gain a competitive edge, and impress your employer.
- Remember that companies want to select the best overall candidate, so maximize your college experience and credentials and develop your leadership skills. Consider adding a specialization to your degree, studying abroad, volunteering, and/or taking a leadership role in a student organization.
- Networking and a polished resume can improve your odds. Our School’s Student and Industry Resource Center can help you showcase your strengths on a resume, not just list your employment history.
- Re-evaluate your finances. Make smart decisions and be willing to make sacrifices while in college. You want to minimize college debt, so rethink that exotic spring break trip and consider working more hours during college.
- Look for non-traditional opportunities. If you want a career in restaurant food service, take a position now in health care food service to gain valuable experience.
- Continue to maintain and build relationships with others. This social capital will help you stay in touch with potential employers and mentors.
- Find a mentor, inside or outside the hospitality industry, to whom you can go for advice and counsel.
- Remain hopeful! Hope is a powerful virtue.

For graduates starting their careers, their advice is:

- Remember that your sense of self worth is not found in the title you hold. You are capable and academically prepared. Students in The School are known for their work ethic. They roll up their sleeves and get the job done. Being a hard worker will always make you a success.
- Be flexible in your job search. Consider all positions and locations, even those that may not be your first choice.
- Accept the offer you receive quickly. Remember, “a bird in the hand is worth two in the bush.”
- Don’t compare your options to those of your peers. Job prospects and outcomes will vary for each individual. Many circumstances and variables affect the job search process.
- Look for jobs in different fields. Your degree is highly flexible. Experience gained will help you once the economy improves.
- Take an entry level job if you have to. That will put you in place to move into management positions once they become available. Managers will leave eventually, and you’ll be on the radar for a promotion!
- Accept a lower salary than you had hoped for. Once your foot is in the door and the economy improves, your salary could change.
- Remember that salary is only one part of your job offer. Consider cost of living and other parts of your compensation, such as vacation time, retirement plans, health care coverage, educational reimbursement, and even the kind of community where you will live.
- Be positive and optimistic in these tough times. Focus on possibilities, not the problems and pitfalls the economy is producing.
- Be adaptable and flexible as you start your career in terms of location, position, and company.
- Lower your expectations—make them realistic. You may not be a manager a year after graduation.
- Consider moving in with your parents (we know this may NOT be your first choice!) and taking an hourly position in an operational area you want to work in as a career. For example, work in banquet set up if you want meeting/event planning. Work at the front desk if your goal is a career in hotels. And, work as a server if you wish to be involved in the restaurant industry. In this way, you will save some money on food and rent, obtain experience, and be more prepared for supervisory/management positions either with that company or with another when the economic crisis passes.
- Contact the companies where you have done internships. They may be more willing to hire you than other applicants.
- Exercise good financial stewardship. What you spend your money on is as important as how much you spend. Minimize any new debt. Avoid a new car purchase, lots of new clothes, and renting/leasing an apartment by yourself. If at all possible, pay yourself first by saving a little of your income each month.
- Use all of the resources available to you: The School’s Student and Industry Resource Center (career center), electronic job boards, hospitality industry associations, and clubs.
- Network with your fellow graduates, contacts in the industry, alumni, the individuals who were Visiting Leaders in your classes, those you met at trade shows and School events such as Celebration of Leadership in New York and Annual Gathering of Leaders in Chicago. Contact those alumni whom you met at Homecoming and at other times when they visited campus. Spartans are loyal to fellow Spartans, and will be willing to help you if they can.
- Find or continue contact with your mentor—someone you can rely on for advice and counsel.
- Be hopeful.
- Remember that you are the CEO of YOU. You are responsible for finding your way in your career. Others can assist, but ultimately, it is up to you.

December Graduates (continued)

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Alumni and Friends Give Advice to Students about Economy

Since the advice to students was released, several alumni and friends of The School have added their suggestions:

From Bob Pierce (BA ’83), member of The School’s Alumni Association Appointed Board and general manager at the Dearborn Marriott in Dearborn, MI:

“The best interns/college grads we have had, when interviewing for or accepting a specific position, also indicated an interest in working in other departments to gain additional knowledge outside of their primary job. Their ‘any job, any time, anywhere’ attitude demonstrated the type of leadership we are looking for. It not only helps the associate to be well-rounded in preparation for a promotion, but it also opens the possibility that they will find their true passion in another area of the business.”

From Mike Murray (BA ’81), chairman emeritus of The School’s Alumni Association Executive Board, 2008 Alumnus of the Year, and chief operating officer of Hersha Hospitality Management (HHM):

“Students need to believe that they can get ahead in this industry by taking ‘non-traditional’ or ‘lower-titled’ jobs out of college. As industry leaders, we know firsthand that GREAT PEOPLE move up quickly in our industry no matter what position in which they started. If they make the sacrifice at 22, I am confident they will be far ahead of their peers going into other professions by the time they are 26... they need to look at the next 3-4 years as paid graduate school.”

In addition, he said, “I graduated from MSU in 1981 in the midst of a huge auto recession in Michigan. I couldn’t get out of town fast enough. I took a job that paid $250/week as a management trainee with an upstart hotel company in Florida. Three years later I was general manager at a hotel in Ft. Lauderdale Beach. And what happened to that upstart hotel company? It is now known as The Ritz-Carlton Hotel Company.”

From Gary Hernbroth (BA ’79), member of The School’s Alumni Association Appointed Board and chief motivating officer for Training for Winners:

“Students would be wise to not think too ‘nichey’ about what they want to do initially. It may take several years to get where they want, and it seems to me that many are in a hurry to get there right away. Be open instead to possibilities you never thought about before, and build on the opportunity someone gives you and make it your own. Be flexible, patient, and work brilliantly!”

From John Flood (BA ’80), member of The School’s Alumni Association Appointed Board and senior vice president of sales and marketing for King & Prince Seafood Corporation:

“These are very difficult times and I agree that those willing to step in and demonstrate, even at the entry levels, will be much further ahead when this is over. I am thankful for all the opportunities I have been given.”

From John King, co-instructor for 15 years in HB 415 and 451, and retired president of HDS Services, Inc.:

“Outsourcing companies grow rapidly during times like these. Companies such as ARAMARK, Sodexho, Compass, and many others are hiring and looking for ways to grow their ‘intelligence capital.’ The list of the top 100 outsourced food management companies can be found in Food Service Director magazine.”

“Do not confine your search to career opportunities in your primary field of study and endeavor. Take a broader approach to hospitality, PR, and service in general. For example, healthcare facilities operate food services, and are becoming more hospitality oriented. Another example: I had a premed degree with a smattering of business classes taken at MSU. In 1962 (another time of economic uncertainty), I responded to an ad for an assistant food service manager in a local college and got my first managerial job. This was the only open position in the food service industry in the Pittsburgh area at the time.”

“Be willing to offer your services on a part-time basis, or even on a volunteer basis for two weeks or a month just to get your foot in the door. During this time, your boss will be comparing you and your talent to others in the organization. Your boss will be more than willing to make a move to keep you on as a full-time associate, if you display value to the company. Again, most organizations are looking for intelligence capital for the long term.”

From Robert Habeeb, president and COO of First Hospitality Group (FHG), chairman of the Illinois Hotel & Lodging Association, The School’s 2008 Honorary Alumnus of the Year, and one of its Honorary Faculty Members:

“It is a crazy world out there. If I could pass a message to students it would be that they shouldn’t be discouraged with the current state of the job market. It is like being a builder during a hurricane: when this thing clears, there will be lots of work to do. It is important nonetheless to stay current and forward-thinking.”

Student and graduates are hungry for advice and encouragement. Though alumni admit they have never seen an American economy quite like this, they nonetheless are upbeat and positive about the long-term outlook for well-prepared, hard-working individuals.
Revenue Management was the topic when The School hosted its annual Hilton Lecture Series on Thursday and Friday, September 25 - 26, 2008. This year’s event marked the 19th time industry leaders and academic leaders gathered on campus to address one timely issue facing the hospitality industry.

Dr. Ray Schmidgall, the Hilton Hotels professor of Hospitality Financial Management, who has planned and produced each Lecture Series, was assisted this year by Dr. Jeff Beck, associate professor in The School. Serving as industry experts were John Luke, general manager of the Minneapolis Hilton; Greg Cross, senior vice president, revenue management for Hilton Hotels Corporation; JoAnn Cordary-Bundock, senior vice president, international revenue management, Marriott International, Inc.; Bill Winzer, vice president pricing and analysis – international revenue management, Marriott International, Inc.; and Bill Ninivaggi, area general manager of Detroit Marriott Renaissance Center.

Representing the academic perspective on revenue management was Dr. Stowe Shoemaker, associate dean of research and Donald Hubbs professor, Conrad N. Hilton College, University of Houston.

Hilton Lecture Series XIX included a classroom presentation from one Hilton executive and two Marriott executives on September 25 and a dinner that evening hosted by Professor of Culinary Business Allan Sherwin (BA ’64) and his HB 485 – Hospitality Food Service Operations class. The next day featured a lecture for faculty, graduate students, and Real Estate & Development Specialization undergraduate students by Professor Shoemaker. He discussed his research on price-sensitivity measurement and on pricing and the consumer. His presentation was followed by a panel discussion by all the industry experts. Both graduate and undergraduate students attended the panel. There were 12 different questions addressed to the panel, including the following:

- Historically, pricing/revenue management has been an accounting/finance function, yet decisions have strong implications for marketing. How do we demonstrate to the industry and our future leaders the impact on brand image and marketing?
- We heard from Dr. Shoemaker on the topic of price sensitivity. How great is the variability of price sensitivity by various market segments based on economic conditions?
- Revenue management evolved out of reservation management. In the past, franchisees and management companies bearing the brand flag were assessed fees based on the systems. How has that changed? Is there a “pay to play” model for those who select the brand to revenue manage the franchised or management company hotel?
- Revenue management has been operating in the US for over 20 years. What does the future hold in the US? Conversely, the global markets are emerging. What are the challenges that international revenue managers face in implementation?

It is remarkable how the focus for all businesses shifted in the days following the Lecture Series. The economic crisis we now face would surely result in different answers than those offered to the panel’s questions last September. As educators, we can only hope to use the crisis as a “teachable moment” in our classes and programs, helping students to analyze current issues in the context of the hospitality industry.

For information about past Hilton Lecture Series topics and the industry and academic leaders who presented them, please go to the Faculty section of The School’s website at www.bus.msu.edu/shb. Hilton Lecture Series XX is scheduled for November 2009, covering the topic of “Club Management: Past, Present, and Future,” and will be offered in collaboration with the Club Managers Association of America.
Faculty Member Contributes to Important Hospitality Texts

Dr. AJ Singh, associate professor in The School, is contributing author of the second edition of International Hotels: Development and Management. Written with lead author Chuck Yim Gee (MA ’58), dean emeritus of the School of Travel Industry Management at the University of Hawaii at Manoa, this new edition explores key issues in international hospitality.

According to the book’s publisher, the American Hotel & Lodging Educational Institute (EI), “readers will learn about new trends and developments that have changed the context of global hotel operations and management and explore international policies affecting travel, tourism, and hotel development.” Topics include:

- Sustainable development, global distribution systems, new hotel products, and consumer demographics
- The growing importance of China, India, and the Middle East to the travel and tourism industry
- Country-specific policies regarding investment regulations, visa programs, hotel classification systems, and travel advisories
- The European Union’s impact on tourism
- Preferences of international guests

In addition, Dr. Singh has served as an editor, along with Greg Denton and Lori Raleigh, of the second edition of Hotel Asset Management: Principles and Practices. The book features articles by 29 of the industry’s leading hotel asset management professionals.

Also published by EI, the book is designed to help practicing asset managers advance their knowledge of the profession by providing them with the latest thinking on topics relevant to asset management. EI says that the second edition takes a look at the challenges and opportunities hotel owners, lodging industry real estate professionals, and hotel company executives face today. Chapters are divided into three segments:

- Foundations and Principles covers the historical context, evolution, and development of the hotel asset management profession; the structural elements of the asset management cycle, and principles of the planning process
- Strategies and Tools to Manage the Investment consists of ten chapters that provide guidelines for asset managers to improve their effectiveness
- Emerging Trends is a new addition and consists of mini-chapters on topics that are currently shaping the practice of asset management

Research by Faculty Members Featured in FIU Hospitality Review

Four members of the faculty of The School had research published in the Fall 2008 issue of the Florida International University Hospitality Review.

Jeffery D Elsworth is associate professor of Hospitality Business Entrepreneurship; Jeffrey A. Beck is associate professor of Hospitality Business Marketing; and Ronald F. Cichy is professor and director of The School. Together they co-authored an article titled, “Think Like an Owner: Identifying the Characteristics that are Important for Ownership-like Thought in the Hospitality Industry.”

They explain that “companies want recruits who ‘think like an owner: managers who demonstrate entrepreneurial aptitude and skills, think on their feet, and possess good problem-solving abilities.” The authors’ study seeks to “identify the characteristics important for ownership-like thought in the hospitality industry.” A questionnaire based on a review of entrepreneurship literature drew responses from 182 hotel and restaurant industry operators, executives, and owners. Results suggested six factors or characteristics that lead to ownership-like thought or behavior: Intrapersonal Communications, Creative Savviness, Legacy Leader, Agility, Problem-Solving Pragmatist, and Interpersonal Communications.

Another article in the Fall 2008 issue is authored by Agnes DeFranco, professor in the Conrad N. Hilton College of Hotel & Restaurant Management at the University of Houston and Raymond S. Schmidgall, Hilton Hotels professor of Hospitality Financial Management in The School. Titled “Club Ratios: A Four-Year Trend Analysis,” the article is based on research of the United States club industry conducted over the four-year period of 2003-2006. Twenty ratios were reported, covering the five general classes of financial ratios. The ratio results suggested that 2003 was a banner year for the club industry.

The authors have explained that “management and owners have long been attuned to looking at numbers and the bottom line, not only of their own clubs, but also of the competition and, of course, the entire industry. This is a hallmark of most successful business people. However, simply reviewing sales levels, profit margins, net income, and various cost levels provides only surface information. A more detailed and thorough examination of these numbers, through ratios, can provide a deeper understanding of a business’s hidden effectiveness and weakness.”

Both research articles were published in the FIU Hospitality Review, Volume 26, Number Two, Fall 2008 issue.
Faculty Research Assists Industry Leaders

Faculty members in The School have been studying Emotional Intelligence (EI) in the private club industry and the automatic merchandising industry for a number of years. Their latest research, published in the January 2009 issue of the Journal of Human Resources in Hospitality & Tourism, and supported in part by a grant from the National Automatic Merchandising Association (NAMA) Foundation, studied the contribution of emotional intelligence to social skills and stress management skills among automated foodservice industry executives.

Drs. Ronald F. Cichy (BA ’72, MBA ’77), Jaemin Cha (MS ’98), and Seung Hyun Kim developed and examined surveys completed by nearly 200 NAMA executives, and using confirmatory factor analysis, t-tests, and a number of fit indices, concluded the following:

- Emotional Intelligence (EI) is a set of capabilities, competencies, and skills related to how leaders perceive, understand, utilize, and manage their emotions; perceive and understand others’ emotions; and how they integrate their thinking and interacting with others in relationships.

- EI has been proven to contain three dimensions: IN, OUT, and RELATIONSHIPS. IN is the ability to sense, lead, and utilize one’s own emotions. IN is a combination of self-awareness and self-leadership. OUT is the ability to be aware of, relate to, and understand others’ emotions. OUT couples an awareness of others with empathy. The RELATIONSHIPS dimension includes the ability to integrate one’s emotional experiences with one’s own thoughts and actions while interacting with others.

- Those with higher EI are more likely to manage their work-related stress better and have better social skills than those with lower EI.

- Those with higher EI scores are more likely to recognize different emotional patterns in themselves and others, and are likely to direct these feelings to appropriate outcomes.

- Vending and coffee service leaders who effectively practice EI are capable of assessing how staff members feel and effectively use EI to influence the emotions of the staff members.

- When one practices and develops EI abilities in order to understand, regulate, use, and manage one’s own or others’ emotions, these abilities contribute to acting professionally in stressful circumstances, managing highly demanding workloads well, and becoming more effective.

- One’s EI capabilities help in understanding what to say and how to behave, because they help you place yourself in others’ shoes.

- EI skills help you move in the direction you choose, adjust your behavior accordingly, and adapt to what is required in each situation.

- Effectively utilizing EI in vending and coffee service industries is an indicator of personal and organizational success.

“As with any research done with a business perspective, we hope that it is applicable to the industry we study and teach about,” says co-author, professor, and director of The School Ron Cichy. “Hospitality industry executives can practice what we learn to better lead their companies and train their associates.”

The next phase of the professors’ EI research will examine the relationship between EI and contextual performance (i.e., interpersonal facilitation and job dedication) in vending and coffee services executives.

Faculty Researchers Develop the “Hotel Experience Index”

A team of faculty researchers in The School has developed the Hotel Experience Index (HEI) and identified the four unique dimensions of a guest’s hotel experience. This innovative study was published in the January 2009 issue of the Cornell Hospitality Quarterly.

Elusive and indistinct, experience is difficult to measure because of its multiple elements and individualized, personal nature. Yet there are clear economic distinctions between experiences and such other items as commodities, goods (products), and services.

In 2003, Drs. Bonnie J. Knutson, Jeffrey A. Beck, Seung Hyun Kim, and Jaemin Cha (MS ’98) launched their investigation of the experience construct by reviewing nearly 600 articles, looking for connections, correlations, or relationships among value, service quality, customer satisfaction and consumer experience. In 2005, they developed the Consumer Experience Index (CEI), which in turn led to this latest research study that focuses on the hotel industry.

The researchers employed a two-phase, online survey methodology and exploratory/confirmatory factor analyses to uncover and validate the four underlying dimensions of a guest’s hotel experience:

- The most critical dimension of a hotel experience is Benefit or the advantage for the guest of staying at the hotel. It incorporates a practical nature, which includes safety, reliability and consistency.

- Convenience is the second most important aspect of the guest’s hotel experience. This factor is time-based and involves a logical configuration of the rooms and facilities, availability of amenities and services, as well as ease of making reservations.

- Ranked third is Incentive. Price, or price incentives, is the chief element of this dimension and embraces frequent guest programs or room upgrades.

- The final dimension is Environment, which is analogous to the tangible elements of their experience. The hotel’s surroundings need to be stimulating, entertaining, motivating, interactive, and thematic.
This breakthrough HEI study suggests two key findings for the lodging industry:

- The elements composing the four dimensions can become a checklist of sorts to ensure an optimal guest hotel experience for individual hotel brands.

- The index also offers a method for measuring the effectiveness of the hotel’s customer experience management (CEM) efforts. Managers can measure how important each dimension is to their target markets. Using parallel questions, they can then survey guests about their perceptions of their experiences. Differences in the scores can be calculated for each of the four components and for the overall HEI, thereby revealing strengths and weaknesses in the hotel’s guest experiences.

“Our bottom line goal for doing this study is to give hotels a cost-effective tool which they can easily use to raise revenues and manage costs,” says Professor Knutson. “This is particularly important in these tough economic times when the average revenue per available room—the standard measure of hotel performance—has been falling.”

The next phase of the professors’ research will focus on discovering the underlying dimensions of the guest’s experience in the various segments of the restaurant industry.

Faculty Member Leads “Green Vending” Movement

An executive white paper written by Dr. Michael L. Kasavana, CHTP, NCE5, and the NAMA endowed professor in The School, and commissioned by the National Automatic Merchandising Association (NAMA) Board of Directors reports that taking an environmentally friendly approach in business is responsible and often cost effective.

Dr. Kasavana found that through implementation of the three ‘R’s—Reduce, Reuse, and Recycle—self-service operations are better able to conserve energy, minimize unwanted waste, and perform effectively, all in the spirit of eco-consciousness. “Energy efficiency,” he says, “has become a competitive weapon as ‘green’ operators are discovering a competitive advantage can be derived through enhanced imaging based on energy conservation and sustainability initiatives. This report is designed to provide management with a better understanding of how technology and industry resources can help streamline operations and improve environmental functionality.”

The white paper analyzes all aspects of the subject, including the following:

- Efficiencies – self-service operators need to select and operate equipment and production facilities that are energy efficient and environmentally friendly.

- Innovation – technology can make gains in energy efficiency more easily attainable as sensors and cyclical control devices can be programmed to automatically adjust certain types of lighting, air conditioning, heating, refrigeration, and other enthalpy conditions through power-sequencing.

- Considerations – certain aspects of the industry lend themselves especially well to such initiatives, as evidenced by company websites and sales literature promoting energy efficient solutions.

- Opportunities – eco-friendly practices can be implemented in many aspects of the industry including machine operations, fleet operations, and office/warehouse operations.

- Factoring – a power factor is the measure of efficient use of energy consumption by a specific device as calibrated by Energy Star metrics.

- Sustainability – not only does being ‘green’ mean being environmentally friendly but it also involves sustainability; a concept implying an effective operational plan of 5-10 years.

- Certification – there are a variety of domestic and international programs leading to green certification based on a documented commitment to ecological responsibility.

- Competitive Advantage – seeking eco-friendly status should be an important component in a strategic plan of every company as consumers have grown increasingly interested in patronizing vendors that feature environmentally and organically-based products and services.

This white paper is the most recent in a series Dr. Kasavana has prepared for the National Automatic Merchandising Association. Other titles include: Cashless Vending; Remote Machine Monitoring; Understanding DEX, DTS, and MDB; and Coin and Currency Payment Systems. As NAMA Executive Vice President and COO Dan Mathews (BA ’66) commented, “Dr. Kasavana has done an exceptional job on this white paper just as he has on the previous four white papers he has written for NAMA members. Understanding how to ‘Go Green’ is an important issue facing our members and this publication includes a wealth of resources to help our members achieve that goal.”
Research Reveals Innovative Payment Technology

Also authored by Dr. Michael Kasavana is an article published in the Journal of Global Business Management (Vol. 4, No. 2) which discusses future contactless payment systems based on Near Field Communication (NFC) technology.

The article explains that NFC enables a mobile handset to exchange short-range high-frequency wireless communication messages between compatible devices. Although only in an early stage of development, NFC electronic payment technology is forecasted to settle more than $75 billion dollars in international transactions by 2013. However, few companies appear to be preparing for growth in this form of electronic settlement. This innovative payment platform involves NFC chip placement in a mobile device (PDA or cellular phone) with connectivity to a source of funds (credit or debit account). While the advent of the electronic purse (e-wallet) has been discussed for many years, NFC is expected to finally bring it to fruition and support its functionality.

Part of the challenge associated with this innovative settlement option is to assure the financial community it can be configured as a reliable and secure reconciliation network. Dr. Kasavana’s article explores the numerous successful NFC operational trials conducted globally over the past few years and leads to the following findings:

- Mobile Payments – the evolution of mobile payment (m-payment) devices has led to two distinct modes of operation: remote m-payments and proximity m-payments. A remote platform initiates transactions via text messaging (SMS) or via a wireless web browser while a proximity configuration involves a virtual electronic purse (e-wallet) containing digital cash for reconciliation of transactions at a compatible point-of-sale (POS).
- NFC Technology – a standards-based, short-range wireless connectivity technology that enables secure two-way interaction for contactless purchase transactions, access to digital content, and connectivity among devices with NFC-compliant devices. NFC facilitates an electronic interchange between two devices in close proximity by removing the need for the user to manually establish linkage and subsequent data exchange.
- Technological Advancement – NFC technology evolved from a combination of existing and evolving contactless identification and interconnection technologies and provides a platform for both reading and writing data that is expected to replace or extend Bluetooth, RFID, Zigbee, UltraBand, IrDA, and barcoding schemes.
- Network Security – contactless payment systems tend to be more secure than contact systems since account holder information is not exposed as data are encrypted and exchanged in extremely close proximity to a reader unit.
- Smart Tagging – NFC tags can be embedded into billboards, signage, and posters containing an advertisement or product promotion, when an NFC-enabled handset reads the tag it enables the user to actively engage with the content of the tag (downloadable video, promotions, coupons, and paperless ticketing).
- Interoperability – NFC is an intuitive methodology that provides a seamless platform for completing secure data transfer, accessing digital content, and connecting devices by proximity interaction.
- Global Appeal – NFC standards are supported by the world’s leading communication device manufacturers, semiconductor producers, network operators, information technology companies, and financial services organizations.

Dr. Kasavana concludes that, given the estimate that one-third of all mobile phones worldwide will be NFC-enabled by the year 2013, there is an urgent need for the development of a collaborative business model and it would be wise for the hospitality industry to participate as an early adopter.

Associate Professors Elected to Leadership Roles in MI Chapter of the International Council on Hotel, Restaurant and Institutional Education

Associate Professor Jeffrey A. Beck has recently been elected as president to the Board of Directors for the Michigan Chapter of the International Council on Hotel, Restaurant and Institutional Education (MICHRIE). In addition, Associate Professor Carl P. Borghgrevink has been elected as Secretary/Treasurer of the organization.

Michigan State University is one of 13 members of the MICHRIE council. Organizations such as The American Hotel & Lodging Association Educational Institute, Careerline Technical Center, and several Michigan colleges and universities are included in the chapter.

The council cultivates interactions among hospitality and tourism educators as well as industry representatives for the advancement of teaching, learning, research, and practice in the field of hospitality operations and management. Founded in 1975, the organization encourages the extension and dissemination of knowledge pertaining to the hospitality and tourism industry.

“I am honored to have been selected by my peers in Michigan to head our chapter at a time when there is great change in the national organization,” Dr. Beck said following the election.
Dr. Beck has been with The School since 2002 and specializes in hospitality business marketing. His research has been published in many areas, including hospitality marketing, ensuring quality service, and dimensions of the experience construct. With his marketing expertise and over 20 years of experience in the hospitality industry, Dr. Beck will be instrumental in carrying out MICHRIE goals.

Likewise, Dr. Borchgrevink will help move MICHRIE forward. He says, “I look forward to serving MICHRIE in this role. It is exciting to be part of MICHRIE at this time of CHRIE transition to a federation model.”

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

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**Adjunct Professor Dave Dow Returns to Gordon Food Service**

Adjunct Professor Dave Dow, who teaches a current topics in Hospitality Business course on the Food Distribution Channel, has “unretired!” Formerly an executive vice president and director of sales, marketing, and procurement for Gordon Food Service (GFS), Dave is returning to GFS as the vice president of sales for Gordon Food Service – Canada, responsible for national and regional chains and oversight for the independent street sales force.

“This is great news for Dave, but we will certainly miss his leadership in HB 347,” says Dr. Ron Cichy, director and professor in The School. “Dave developed the class on the Food Distribution Channel, creatively opening up the eyes of students to the entire foodservice distribution channel they might not otherwise consider pursuing as a career. We will always be grateful to him for his pioneering leadership and teaching in our School.”

In these days of economic downturn, it is important to note that the class that Dave taught was supported by funds from Gordon Food Service, creating a partnership of industry and academia which ultimately benefited students in The School. We wish Dave well in his “new career,” and this latest chapter in his life with Gordon Food Service.

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**Adjunct Professor Joel Heberlein Earns Accolades**

Adjunct Professor Joel Heberlein, who teaches HB 237 – Management of Lodging Systems, and who has served for many years as the general manager of the Kellogg Hotel and Conference Center and the MSU-owned Brook Lodge in Augusta, MI, has been named director of State Hospitality Services with MSU. In a restructuring of the Division of Housing and Food Services at MSU, Joel’s new department will oversee the Breslin Student Events Center, on- and off-campus catering, Conference Services and Sales, the Kellogg Center, Brook Lodge, Cowles House, the MSU Tennis Center, and the Forest Akers Golf Courses.

“The Kellogg Center—as well as the other units now under Joel’s direction—have been wonderful training venues for many of the students in our School,” says Ron Cichy. “Students who choose careers there or who serve in internship capacities there are well prepared to succeed in the industry. We appreciate Joel in all of his roles, and congratulate him on his new responsibilities.”

Joel was also honored last March by the Michigan Lodging and Tourism Association at its annual “Stars of the Industry” gala, where he was named Hotelier of the Year.

The School congratulates Joel on his achievements at MSU and on the honor he richly deserves.

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**Associate Professor John Tarras Remembered**

Those who knew and worked with Associate Professor John Tarras mourn his passing on June 8, 2009. John, 58, served in The School for over 20 years, and over that time taught many classes, including HB 210 – Introduction to the Casino Industry, HB 302 – Hospitality Managerial Accounting, HB 320 – Casino Operations and Management, and HB 489 – Hospitality Business Strategy.

John was the driving force behind The School’s gaming and casino education efforts, and served as advisor to the students’ annual Vegas Night, which, in addition to exposing its student organizers to the gaming industry, provided a fun and popular event for the whole community each January.

Fellow faculty member and dear friend Dr. Carl Borchgrevink spoke eloquently of John’s influence at a memorial service in East Lansing on June 16, noting that John felt he had succeeded when students were able to formulate opinions or conclusions and back them up with facts. In fact, Carl said, “Facts were very important to John. That was in part why he was such a voracious reader. In a sense I think he was the strongest empiricist on our faculty.”

Over the years in his classes, John believed it was important to go beyond regular academic content and share life-lessons with his students. Alumnus Joshua Smith (BA ’00) recalled fondly that John helped the young student to understand the “basic necessities of life, and spoke frequently of his love for his daughters. He pushed students away from the love of the ‘almighty dollar’ and warned them that family must be first.”

John was a “straight shooter,” continued Joshua. “He was definitely honest and blunt with his opinions and advice. All of us knew—past his tough exterior—he genuinely cared about OUR best interests.”

He is remembered by those who knew him for his dedication to family, friends and students; his demonstration of concern, compassion, and thoughtfulness; and his high standards for self and others.

John’s family invites you to remember him by visiting their memorial at www.MeM.com. Through that site, you may share your thoughts and fond memories with John’s family.
Jamie Lyon Featured in MSU News

In an April 10, 2009, video and written profile in the MSU News, Administrative Assistant to the Director/Supervisor in The School, Jamie Lyon admits that the average day in The School of Hospitality Business is “total crazy.” She goes on to explain that with all The School events, student stopping by, and the growth in total enrollment (to over 800), there is always a lot going on.

Jamie enjoys being “with people who really enjoy the field they’re in.” The students are excited, she says, about getting jobs “in hotels, foodservice, or event planning. There is a nice variety of jobs for them, and they go to many different places, such as Hawaii, Colorado, New York City—we have quite a few at The Waldorf=Astoria. So it’s a great field to be in.”

Jamie cares deeply about the students in The School, many of whom know that they can come to her with news of their days, or even with problems that need solving. “I’m here for them,” says Jamie, “and I think The School director, Dr. Cichy, knows I take good care of the office.”

Jamie also enjoys seeing the prospective students who visit The School. “It’s nice to welcome new students when they come in and get excited. I try to encourage them to come to our School—we’re one of the best Schools in the United States.”

It is no secret that Jamie is an integral part of the smooth functioning of The School. We thank her for her dedication—and for being such an effective cheering section!

An Invitation from The School’s Alumni Association
President Mary Ann Ramsey (BA ’75)

As a graduate or friend of The School of Hospitality Business at Michigan State University, you already know that The School is one of the strongest, most vital assets for the advancement of the hospitality and travel industry in the nation. The School of Hospitality Business graduates become leaders in the industry, serving as operating executives, financial managers, entrepreneurial owners and, in general, bringing great skill and knowledge to the industry and indeed the world.

Our Alumni Board works hard to further the goals of The School of Hospitality Business by enhancing the experiences of its students, providing speakers from the industry, mentoring our students, and assisting The School’s students with job placement.

The School graduates tell us how proud they are of their degrees; and once in the industry, how valuable their educational experiences at Michigan State University were in preparing them for the challenges and the rewards of the hospitality industry. We need your help to make sure our future graduates have these same advantages.

You can assist by joining the MSU Alumni Association. Further, “percentage of graduate membership” is a factor used by U.S. News & World Report in its annual college rankings; a higher percentage membership helps MSU by raising its rankings, and helps you by adding to the prestige of your degree.

Check out all the membership benefits at www.msualum.com/membership/mo-benefits.cfm. A Michigan State University Alumni Association membership (either annual or lifetime) would also be a great gift to give. Your support, through your membership in the MSU Alumni Association, will be invaluable to the advancement of The School of Hospitality Business at MSU.

When joining, you must indicate that you wish to be part of The School of Hospitality Business Constituent Group; by doing so, part of your annual dues will go directly to The School. Visit www.msualum.com and click on “We dare you to belong” under news and events.

Please join The MSU Alumni Association today and help The School of Hospitality Business at the same time!

Sincerely,

Mary Ann Ramsey (BA ’75)
President
The School of Hospitality Business Alumni Association

P. S. If you are already a member and have indicated The School of Hospitality Business Constituent Group on your application, thank you!
Two Alumni Named “Top Innovators” for 2009

The December 2008 issue of Lodging Magazine named twelve “top innovators” for 2009. Included in the stellar group of hotel executives, companies, and educators are two School Alumni: John Belden (BA ’85), president and CEO of Davidson Hotel Company and Ron Cichy (BA ’72, MBA ’77), director and professor in The School of Hospitality Business.

John was recognized for his management of a very successful hotel company, which under his leadership over the past 20 years has grown from $50 million to $500 million. According to Lodging Magazine, John’s approach to “creating career potential for his employees” helps set Davidson apart. John says, “We want them to know that they are part of something bigger than just one hotel. Their field of opportunity is much bigger by being part of a healthy, vibrant company. Their worlds can extend beyond one hotel.”

John earned his degree from the School of Hotel, Restaurant and Institutional Management (as it was then called) in 1985 then worked with the consulting firm Laventhal & Horwath where he specialized in the extended-stay concept. He next worked with the “father” of extended stay—and fellow MSU alumus and School Wall of Fame Class of Pioneers member—Jack DeBoer (BA ’52) and Residence Inn. It was when he was a member of the founding team of Homewood Suites that he met the owner of Davidson, Chuck Hill, who asked him to come aboard. When Chuck retired, John bought the company and the rest is history.

John says that with the bleak economic outlook, “we are going to be aggressive and very sharp. We tend to be a fairly optimistic company, and figure we’ll do the best we can if, at the end of the day, we make the best possible experience for the customer and the employees.”

As director and professor in The School, Dr. Ron Cichy has one mission. According to Lodging Magazine that mission is his calling in life: educating students for the future. “I try to connect the present with the future,” he says. “Educational excellence will be all about creating relationships between industry and educators.”

The author or co-author of 10 books, and a researcher, consultant, conference speaker, and teacher, Ron has connections throughout the hospitality industry, and he brings those connections to MSU.

Ron’s research is well known for its pioneering work on leadership qualities, keys, secrets, essentials, and emotional intelligence in hospitality leaders. Lodging notes that he is “particularly influential in the field of emotional intelligence, which he describes as the ability to be self aware.” He explains that in “an extroverted, relationship-based industry like hospitality, emotional intelligence is crucial.” His research is focused on all levels up to CEOs, and he and other MSU researchers are currently looking into the role of emotional leadership among volunteers such as board and committee members in private clubs.

It says much about the quality and influence of The School that two of the industry’s top twelve innovators for 2009 are among its graduates. Congratulations to John and Ron, and to their alma mater.

Lodging Magazine

Alumnus Mike Murray Appointed COO of HHM

Alumni Association Chairman Emeritus and The School’s Alumni Association 2008 Alumnus of the Year Michael Murray (BA ’81) was appointed as chief operating officer for Hersha Hospitality Management (HHM) last Fall. HHM is a leading hotel management company of more than 60 upper upscale, upscale, and midscale U.S. hotels. Mike relocated to Philadelphia and took over the responsibilities for all of the company’s operational functions at the corporate and property levels.

In the industry for 27 years, Mike previously was the operations leader at Sage Hospitality Resources, with responsibility for 48 hotels, $500 million in annual revenues, and 6,000 associates across the U.S. He played an integral role in the company’s expansion from a manager of select-service hotels in secondary markets to its current role as an owner-operator of full-service and urban-core, select-service hotels. He attracted new investment and developed and implemented many systems and processes to timely communicate performance and to develop interactive and transparent relationships with owners and institutional investors.

Tom Reese, president of HHM, spoke highly of Mike’s potential to strengthen the company’s operational capabilities, saying that Mike has “consistently run hotels with guest satisfaction scores that are in the top 10% of their respective brands . . . (he) brings with him a complement of management experience for some of the nation’s largest institutional hotel projects; understanding of diverse geographic markets; and in-depth expertise in hotels in all market tiers.”

Mike has long served with The School’s Alumni Association Executive Board of Directors, as vice president, president, chairman, and chairman emeritus. In May 2008, he was named the year’s Alumnus of the Year. Congratulations to Mike, and our best wishes in his new position.
Alumnus Hugh Andrews (BA ’71, MBA ’72) isn’t just any hotel developer. He has been known for some time as “the man with the longest and most successful record of tourism property turnarounds ever seen in Puerto Rico,” as noted in an editorial in Caribbean Business, November 20, 2008. In fact, the editorial explains that “Over the years, the president and founder of International Hospitality Enterprises has been responsible for the successful turnaround of a number of the island’s major hotels, including the refurbishing of Condado Plaza and the Flamboyán Hotel, El San Juan Hotel in Isla Verde, El Conquistador in Fajardo, and El Convento in Old San Juan in the 1990s, all of which had been abandoned or shut down and today are thriving hotel properties.”

The Caribbean Business issue devoted its front cover and several pages to Hugh’s latest successful project, the opening of La Concha, after a $220 million makeover. Hugh and his executive team were profiled and the 50-year-old history of La Concha detailed as the article celebrated “the modern, stylish, and sophisticated spirit of the top-to-bottom redesign and reconstruction of this local tourism ‘icon’ which has turned ‘La Concha into one of the absolutely ‘in’ places for the San Juan social scene.”

If that is not enough, the article went on to explain that the resort had just inaugurated its “spectacular Casino del Mar, a brand-new, 15,000-square-foot state-of-the-art casino.”

With beautiful photos, the article evokes the stunning design of the resort. It says, “The truth is that the décor and ambiance of La Concha are nothing short of spectacular.”

The School is proud to congratulate Hugh and all the staff at International Hospitality Enterprises on this latest successful project—and on the outstanding reputation for quality and creativity he has earned in Puerto Rico and around the world. And Hugh has been a positive force for our School for years. In fact, he served as one of its first “Visiting Professors” back in the early 1990s, conducting an intensive two-week course on International Hotel Development for select upperclassmen. Hugh was inducted into The School’s Alumni Association Wall of Fame Class of Internationals in 1997. He has been generously supportive of The School’s enhanced public relations efforts in recent years.
Jieun Kim (MS ’06) has been back in Korea for 2 ½ years, and is now working for Samsung as project coordinator in Park Planning, and sends along this photo of her on a business trip to Disneyland last year.

Well, Spartans are proud of each other, it’s true. And Chris Whitt (BA ’05) wrote in February that a fellow Alumnus, Dan Briks (BA ’04) was named Manager of the Year at The Waldorf-Astoria Hotel in New York. Knowing that Dan would not “toot his own horn,” Chris explained that “I would do it for him.”

The Waldorf-Astoria is filled with excellent managers (many of them Spartans!), so this latest honor for Dan is particularly meaningful. The best of the best. . . Congratulations to Dan on this fine award, and thanks to Chris for spreading the word.

Last November the Association of Hospitality Financial Management Education (AHFME) held its 19th Annual Research Symposium. Dr. Ray Schmidgall, The School’s Hilton Hotels professor of Hospitality Financial Management, served as the organization’s president in 1983 - 84, and currently serves as secretary. Dr. AJ Singh serves as its vice president.

The Symposium included a panel of past presidents discussing the ways in which AHFME has evolved over the years, and noting its accomplishments, including the AHFME Journal and various textbooks authored and co-authored by colleagues who are members of the association.

The Symposium also featured several panels, including an industry panel discussing Perspectives on the Current Financial Crisis: Implications for the Hospitality Industry. We note this particular subject because three of the four panelists were School graduates! Ryan Meliker (MBA ’05), now with Morgan Stanley Research (Investment Banking); Geoffrey Ryskamp (BA ’06), with Pricewaterhouse Coopers (Investment Advisory); and Blair Wills (BA ’02), with HotelAVE (Asset Management) lent their considerable expertise to the discussion, and were a point of pride to Drs. Schmidgall, Singh, and Michael Kasavana, the National Automatic Merchandising Association (NAMA) professor of Hospitality Business in The School, all of whom attended the symposium.

The American Hotel & Lodging Educational Institute (El) honored eight Certified Hotel Administrators (CHA) with “Emeritus” status during a breakfast “Celebration of Excellence” in New York City on Monday, November 10.

Dr. Ronald F. Cichy (BA ’72, MBA ’77), an alumnus and the director of The School, was one of eight individuals honored for having earned El’s CHA distinction over 25 years ago, recertifying over the years, and maintaining its high professional standards. Just over 12,000 executives have earned the CHA designation. With last week’s Celebration of Excellence, there are now 25 CHAs Emeriti. Of those, only three—Ernest Boger, Bob Reidel, and Ron Cichy—are educators.

Robert Steele, the El AH&LA president, spoke at the breakfast ceremony, saying that each nominee is voted by El’s Certification Commission and by the AH&LA Board of Trustees. This year’s honorees received unanimous support from each group.

“It is an honor to share the Emeritus status with true icons of the hotel industry,” says Ron, who has collaborated for years with several other 2008 honorees including Robert Reidel, retired professor at Florida State University and currently developing Florida Hospitality and Tourism Learning Center & Hospitality and Tourism Research Center on the FSU campus; Robert Hazard, president of Birnam Wood Golf Club and previously chairman, president, and CEO of Choice Hotels, International and Best Western; and Earle Jones, president, MMI Hotel Group/Dining Systems.

In addition to having earned his CHA 25 years ago, Ron has served as a member of the board for El and for nearly a decade was chairman of its Certification Commission, which regularly updated CHA requirements as well as other El certification programs. He served for many years as El’s vice chairman-academia, and on its Presidents Academy board of regents. Ron received the El Lamp of Knowledge Award in 1999, and the Anthony G. Marshall Award in 2006.

Dr. Cichy is the author or co-author of several hospitality management books, including Managing Service in Food and Beverage Operations, Managing Beverage Service, Food Safety: Managing with the HACCP System, and Purchasing for Food Service Operations.

Keep in touch! We would love to hear about your career successes!
Where are they now?

Jennifer Aznavorian (BA ’03) is general manager of Mitchell’s Fish Market in Tampa, FL.

John Alexander (BA ’73) is sales director, Southeast Region, for the National Restaurant Association. John served as the 1973 Les Gourmets executive director. jalexander@restaurant.org

Erin Bledsoe (BA ’98) is manager of meetings and special events for The Ritz-Carlton Hotels of New Orleans. erin.bledsoe@ritzcarlton.com

Chad Bellville (BA ’95) is director of business development for Compass Group in Novi, MI. ChadBellville@lamMorrison.com

Carol L. Campbell (BA ’98) is Manager, Operations – Resorts for Disney in Orlando, FL. Carol L. Cambell@disney.com

Douglas A. Cole (BA ’72) is vice president of asset management and corporate director of food and beverage for Pyramid Hotel Group in Phoenix, AZ. dcole@pyramidhotelgroup.com

Adam Covington (BA ’02) is general manager of clubs for Levy Restaurants at Ford Field in Detroit, MI. acovington@levyrestaurants.com

Dan Darrow (MBA ’61) is president of Palm Hospitality Company in Lake Buena Vista, FL. dan.darrow@disney.com

Grant F. Drake (BA ’79) is assistant general manager of The Quechee Club in Quechee, VT. Grant.Drake@quecheeclub.com

Lisa Garcia (BA ’81), is area director performance development for The Ritz-Carlton. Her region encompasses the North East properties. After positions with Sheraton Corporation and with Marriott International, she joined The Ritz-Carlton in 2003, and was promoted to regional vice president of Human Resources in the Eastern region in 2004. She has earned several Leadership Excellence Awards throughout her career. She is fluent in English and Spanish.

Dan Gennari (BA ’00) is president of VenueQuest Global Meetings & Travel located in Atlanta, Georgia. dan@venuequest.com

Michael H. Getto (BA ’56) was appointed in January as director of Franchise Sales for the western United States for America’s Best Franchising, Inc. mgetto@abestfranchise.com

Michelle Julien (BA ’09) has joined the staff at Frederik Meijer Gardens & Sculpture Park in Grand Rapids, Michigan as an event coordinator.

Paul Kruzel (BA ’76) is general manager and COO of the Country Club of Darien in Darien, CT. pkruzel@ccdarien.org

Stephen J. Koch (BA ’84) is chief operation officer of Global Vision Hotels in Worcester, MA. skoch@globallvisionhotels.com

Martha Zehnder Keller, CMP (BA ’03) is catering & convention service manager for the Sheraton Chicago Hotel & Towers. martha.keller@sheraton.com

Kerri Malinovich (BA ’05) is the director of revenue management at the Westin Book-Cadillac Hotel in Detroit, Michigan. Kerri.malinovich@westin.com

Jessica Molter (BA ’00) is catering manager for the Gaylord National Hotel in Washington, DC. jemolter@yahoo.com

Jonathan M. Nii (BA ’87) is marketing associate for Sysco Food Services of Detroit in Canton, MI. nii.jonathan@det.sysco.com

Jada Paisley, CMP (BA ’95) is member services coordinator for the Michigan Golf Course Owners Association in Lansing, MI. jpaisley@mgcoa.org

Angelica Ponder, ASQ, CQPA (BA ’03) is Area Performance Improvement manager for The Ritz-Carlton Hotel Company, LLC. angelica.ponder@ritzcarlton.com

Dave Rossman (BA ’81) is general manager of the Doubletree Atlanta – Buckhead. drossman@doubletreebuckhead.com

Geoffrey Ryskamp (BA ’06) is with the Market Research Group of Choice Hotels International and lives in Washington, DC. Geoffrey_Ryskamp@choicehotels.com

Sarah Villeneuve (BA ’80) is with Impact Hospitality Consulting, Inc. svillen@impacthc.com

David Ur (MBA ’98) is the founder and manager of David Ur Marketing Solutions, LTD – a company providing outsourcing marketing and sales services for tourism businesses and strategic consulting. david.ur@gmail.com

Bhavin Vivek (BA ’06) has begun work on a Master’s of Management in Hospitality Real Estate at Cornell University’s School of Hotel Administration. Bhavin.vivek@gmail.com

Edward L. Xanders, CHA (BA ’67) is president of Interim Hospitality Consultants, LLC in Tallahassee, FL. ihcex@comcast.net

To be included in the next issue, please complete the “You Found Me!” section of the insert to this magazine.
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 2009

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

Thursday, October 15, 2009
• Alumni-Student Golf Outing
• Alumni-Faculty Roundtable
• Spartan Sponsors Mentor Program

Friday, October 16, 2009
• Alumni Association Appointed & Executive Boards of Directors Meeting
• Homecoming Parade
• Homecoming After-Parade Reception

Saturday, October 17, 2009
• Homecoming Pre-Game Reception
• MSU vs. Northwestern Game

November 1-5, 2009
CMAA BMI III

November 3-4, 2009
CAREER EXPO XXXI

November 7, 2009
International Hotel/Motel & Restaurant Show
• Young Alumni Network Gathering
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
• Celebration of Leadership

November 19-20, 2009
Hilton Lecture Series

December 12, 2009
• Graduation Ceremony
• Graduation Luncheon

January 29, 2010
Vegas Night

February 6, 2010
Jazz Auction 2010

March 27, 2010
Les Gourmets Mediterranean Cuisine

March 28 - April 1, 2010
CMAA BMI III

April 15, 2010
Graduate Student Forum

May 8, 2010
• Graduation Luncheon
• Graduation Ceremony

May 24, 2010
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
• Young Alumni Network Gathering
• Annual Gathering of Leaders

June 4, 2010
50-Year Alumni Reunion Days Legacy Breakfast
The School's longstanding philosophy of relationship building and connectivity means our students, alumni and faculty are all part of an ongoing, influential network that has mentored, empowered, assisted, and influenced generations who have chosen the path of hospitality.

- Our students actively engage in dynamic coursework, run student clubs, spearhead special events, and learn hands-on through internships that take them all over the world.
- The School's alumni greats return to campus each year to share their stories and insights with students.
- Our nationally recognized faculty puts students first, sharing knowledge, research, and a passion for the business every day.

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

Take Your Seat...

in the new Demonstration Theater within the Culinary Business Learning Lab.

Watch for details on unique naming opportunities early Fall 2009!
ANNUAL GIVING PROGRAM

Your gift will be applied to the area of greatest need in The School of Hospitality Business, including:

- The School’s Culinary Business Learning Lab revitalization
- Student travel to restaurant, hotel, and club industry shows
- Mentoring programs for students

“Membership in MSU’s and The School’s Alumni Association does more than show your Spartan Spirit. Your involvement helps create a strong organization dedicated to The School’s mission of preparing the next generation of hospitality industry leaders. Thank you for your commitment.”

Ken Weber (BA ’77)
President, The School of Hospitality Business Alumni Association
Executive Board of Directors
President
Weber’s Inn & Restaurant

By completing this card you will become a member of the MSU Alumni Association, the Regional Club in your area, and The School of Hospitality Business Constituent Association.

Please mail with your check if necessary to:

Michigan State University Alumni Association
242 Spartan Way
East Lansing, MI 48824
Or call: (517) 355-8314
GIVING for the FUTURE

☐ I/we are pleased to enclose this unrestricted gift to address the greatest needs of The School of Hospitality Business.

Amount: $__________________ Date: _______________

Your Name(s) _________________________________________________________________________________________ Class Year ____________

Company Name  _____________________________________________________________________________________________________________

Address ____________________________________________________________________________________________________________________

City, State, Zip Code ____________________________________________________________________________ Phone (______) _____________________

Signature __________________________ Email __________________________

☐ I work for a company that provides gift-matching funds (please enclose completed gift-matching form).

☐ I would like information about The School’s Presidents Club, Beaumont Tower Society, and other giving societies.

☐ I would like information about a planned or deferred gift.

Contributions qualify as an itemized deduction under Federal law and as a tax credit under Michigan law. Please make your check payable to Michigan State University. Thank you.

MEMBERSHIP APPLICATION

Please return this application with your payment (make checks payable to Michigan State University). If JOINT membership, please include spouse’s name (as indicated below):

Applicant Name___________________________________________________ Class Year ______

Former Name (if applicable) ________________________________________________________

Spouse’s Name____________________________________________________ Class Year ______

Former Name (if applicable) ________________________________________________________

Address _________________________________________________________________________

City, State, Zip Code ____________________________________________________________________________

Business Phone (______) _____________________

Home Phone (______) _____________________ Email __________________________

PAYMENT PLAN for MSU Alumni Association

I: Annual Membership

$25 recent graduate (within 3 years) • $45 single • $55 joint

☐ Check enclosed.

☐ Bill me through ☐ Visa ☐ MasterCard

Card # __________________________ Exp. Date ________________

II: I wish to become a Life Member.

$700 single • $750 joint • $400 senior single • $450 senior joint

☐ Check enclosed.

☐ Bill me through ☐ Visa ☐ MasterCard

Card # __________________________ Exp. Date ________________

CONGRATULATIONS! YOU FOUND ME!

Name ___________________________________________________________________________

Former Name (if applicable) ________________________________________________________

Degrees/Class/Year ________________________________________________________________

Your Title _________________________________________________________________________

Company Name ________________________________________________________________

Company Address ________________________________________________________________

City, State, Zip Code ________________________________________________________________

Business Phone (______) _____________________

Home Address ____________________________________________________________________

Home Phone (______) _____________________ Email __________________________

Other Information/News ____________________________________________________________

☐ I am an MSU School of Hospitality Business Alumnus/a. Please update my records and include my news in the next “Where are they now?” section of The Leader.

☐ I am an MSU School of Hospitality Business Alumnus/a. Please update my records.

☐ I’m interested in offering an internship for a qualified student from The School of Hospitality Business in my hospitality organization. Please contact me with more information.

☐ I’m interested in becoming a mentor in the Spartan Sponsors Mentor Program. Please contact me with more information.

The Leader • 2009
Donor Form

Referred by: _____________________________________ (Solicitor, please complete)

Contact Name_______________________________________________________________ MSU Alumni? Y or N       Class Year __________________

Company Name _____________________________________________________________ Title ____________________________________________

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City ________________________________________________________________________ State _______________________ Zip ________________

Phone (________) ________________________________________ Fax (________) ______________________________________________________

E-mail Address ________________________________________ Web Site  _______________________________________________________________

Authorized Signature___________________________________________________________________ Date  __________________________________

Federal ID/SS # (Required by the IRS and MSU) ___________________________________________

Item to be donated ____________________________________________________________________________________________________________

Donation Description (please include any restrictions and/or special instructions) ____________________________

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Retail Value Is $ _______________________________________ Expiration Date  _________________________________________________________

(If possible, please allow expiration date to be one year from the date of Auction or later.)

OTHER DONATION OPTIONS:

☐ I would like to make a cash donation of : ☐ $50  ☐ $100  ☐ $150  ☐ Other _______________

☐ Please send me information about advertising in the Auction catalog.

DONOR: PLEASE RETURN THIS FORM BY DECEMBER 19, 2009.

Please send this completed donation form along with the item (or certificate) to be donated to:

The Auction 2010
232 Eppley Center, Michigan State University, East Lansing, MI 48824-1121
Phone: (517) 353-9211 • Fax: (517) 432-1170

☐ This original certificate is the agreement.       ☐ A separate certificate is provided.

INSTRUCTIONS TO THE BIDDER:

To redeem this certificate for the item purchased, please:

☐ Contact the authorized representative listed above after the Auction to make arrangements to receive your purchase.

☐ Collect the merchandise from the cashier on the night of the Auction.

☐ Other: _____________________________________________________________
How Your Contribution to Auction 2010 Helps...

The Hospitality Association/The School of Hospitality Business Alumni Association Auction began in 1991. This exciting event is the annual fundraising extravaganza for the two organizations. The Auction coordinates the efforts of hospitality business students, faculty and staff, as well as alumni and industry leaders. Net proceeds are divided between the student Hospitality Association and The School of Hospitality Business Alumni Association to support programs and clubs within both organizations. In the past, the Auction Committee has chosen different charitable organizations to share in the proceeds from the event. This year, a share of the net proceeds will be donated to MSU FCU Institute for Arts & Creativity at Wharton Center and the Junior League of Lansing.

The new MSU Federal Credit Union Institute for Arts & Creativity at Wharton Center will serve as the cornerstone on which the Center will deepen its mission “to enrich the lives of Michigan residents and strengthen the value of the arts in everyday life by serving as a leading resource for renowned arts entertainment and education programs.”

The Junior League of Lansing is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action of trained volunteers. Its purpose is exclusively educational and charitable. A volunteer powerhouse in the greater Lansing community for over 50 years, the JLL is well known for the valuable volunteer hours and critical financial support members have provided for many of the community’s most successful nonprofit organizations.

The Hospitality Association is the parent organization to all the clubs and events in The School of Hospitality Business at Michigan State University. The mission of the Hospitality Association is to develop hospitality leaders through opportunity, guidance and responsibility. The Hospitality Association gives Hospitality Business students the opportunity to get involved in roundtable discussions, industry tours, sales blitzes, and many other professional development and leadership activities. The Hospitality Association provides its ten clubs and four major events with the financial resources to help fund such events.

The School of Hospitality Business Alumni Association hosts two national Alumni Award Events, two national Board meetings, a Legacy Breakfast, Homecoming activities and tailgate reception, and other meetings each year. The mission of The School of Hospitality Business Alumni Association is to provide active leadership in support of the mission of The School through membership participation, image enhancement, financial commitment, and promotion of synergies among students, faculty, alumni and friends. Since 1988, The School’s Alumni Association has helped The School raise over $17 million; 80 percent of this total has been placed in endowments that will be available to The School forever. The Alumni Association funded The School’s web site, the Spartan Sponsors Mentor Program linking students and alumni with similar career interests, and the Alumni Association’s Wall of Fame.