SUMMER 2010

The Original and Still The Leader

CAREERS BUILT UPON

HARD WORK
CREATIVE DECISION-MAKING
Respect for Colleagues
&
BUSINESS INTELLECT

CELEBRATION OF LEADERSHIP
2009 INDUSTRY LEADER OF THE YEAR
&
The CLASS OF EXEMPLARS
Why are we a School?

Every now and then I take the time to dissect some of the activities that keep us busy in our School, and ask myself, "Do these things live up to our mission?" And if our mission is to "continually enhance The School's leadership position in hospitality business education through teaching, research, and service," how does that leadership position affect our students and the hospitality industry?

Fortunately, I believe we develop our curriculum, engage in research, and deliver alumni events with all the right reasons in mind, and they stand the test of our mission. But other questions sometimes arise: Just why are we a School? What makes us special? What follows are some of the answers to these questions. I share them with you here because you have proven over and over again to be alumni with an uncommon and generous interest in and dedication to your alma mater.

As you know, our School grew out of the establishment in 1927 of “Hotel Training Course,” and The School of Hospitality Business became independent within the Eli Broad College of Business in 2001. We are a School because, among other reasons, we . . .

- are industry specific and focused, as we have been since 1927,
- have a constituency Alumni Association, as recognized by the MSU Alumni Association, on the same level as the Broad Alumni Association; our Alumni Association has a very active and engaged committee structure,
- have an evolving curriculum crafted by faculty in collaboration with alumni and industry leaders,
- have dedicated academic advisers for undergraduate and graduate students,
- have a Student and Industry Resource Center (SIRC) that provides concierge services for recruiters who visit campus to select our interns and graduates,
- utilize adjunct instructors to complement our full-time tenure system faculty and bring a real-world focus to our curriculum,
- conduct research and publish in Tier 1 and other refereed journals, books, and industry magazines to dispense the new knowledge that we create to both hospitality industry practitioners and the hospitality academy,
- as a faculty, provide much service and outreach to industry and academic boards, committees, and task forces, as well as journals,
- have our own self-funded development director and support staff to manage our own major gifts, annual gifts, direct mail, telemarketing, and special project (e.g., Culinary Business Learning Lab revitalization) fund raising campaigns, working with alumni volunteers,
- award our own scholarships by our Scholarship Committee from our School scholarship endowments,
- plan and deliver our own industry-specific CAREER EXPO (XXXII in 2010), and three other events—Annual Auction (20th in 2011), Vegas Night (9th in 2011), and Les Gourmets (60th in 2011)—utilizing undergraduate students, faculty advisers, and alumni advisers,
- require internships (a minimum of 800 hours at two different levels),
- have our own admissions criteria for junior undergraduate students and graduate students,
- advise the student Hospitality Association (founded as Hotel Association in 1928) and its ten industry segment-focused clubs and four major events,
- have developed a School positioning look and feel to our printed and web promotional materials based on our School’s vision, mission, and values that tie closely to those of the Broad School and Michigan State, and
- compete with peer institutions that are largely colleges (e.g., University of Houston’s Hilton College, University of Nevada Las Vegas Harrah’s College) or independent schools (e.g., School of Hotel Administration at Cornell, School of Hospitality Management at Florida International University).

The above is the beginning of the explanation for why we are a School and not a department within the College of Business. It just begins to tell the story, because behind each point made here is a complex set of connections through relationships in our networks: students, alumni, industry, and faculty. But most of all it confirms why our mutual dedication and unity of purpose are valid, guiding us as we prepare our students to be the next generation of leaders in the global hospitality industry.

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
An increasingly complex world demands exceptional teaching facilities and equipment. To that end, The School’s revitalized Culinary Business Learning Lab project is in full swing, with opportunities still available to “Take Your Seat” by purchasing a seat in the new demonstration theater. The cost of your personalized seat is $5,000—that is $1,000/year for five years. Corporations can take their seats for $10,000, or $2,000/year for five years.

Eighteen seats remain to be claimed. Take Your Seat by contacting Shelley MacMillan at macmill7@msu.edu or phone (517) 884-1586!
It’s about more than football, brats, beautiful fall colors, and marching bands. Alumni of The School certainly enjoy all those aspects of Homecoming weekend, which occurred this year from Thursday, October 15 through Saturday, October 17. But in a whirlwind of seven “events” in 72 hours, School alumni return “home” to connect with current students, reconnect with each other, and help guide The School in its leadership mission in hospitality business education.

Thursday morning brought the third annual alumni/student golf outing at Forest Akers West golf course on campus. The pairings allowed eight students to get to know eight alumni in an informal golf setting.

That afternoon, The School hosted an annual faculty-alumni roundtable, where current research efforts and industry challenges were discussed. Each year this roundtable highlights how academic and industry issues intersect, as well as the important connection between School alumni and faculty.

The roundtable was followed by the Spartan Sponsors Mentor Program kick off, with each returning alumnus formally paired—for the entire year—with a student who shares his or her career interest. The mentoring partnership provides the students with information about the industry and advice about career paths, and often results in lifelong friendships.

For most of the day on Friday, the Executive Board of Directors and the Appointed Board of Directors of The School’s very active and involved Alumni Association met, including their various committees. The Boards’ committees developed several action plans, heard from student and faculty leaders, and nominees for the Association’s 2010 alumni awards were selected and affirmed. The awards include the Alumnus of the Year, Emerging Alumni Leaders of the Year, the Faculty/Staff Award, the Wall of Fame Class of Alumni Leaders, and the Industry Leader of the Year.

Even in the recession, the Board members came to campus from all over the nation. The group included 15 from Michigan, five from California, four from Georgia, two from Illinois, two from Colorado, two from Minnesota, two from Florida, and one each from Arizona, South Carolina, Washington, and Washington, DC.

Of the alumni and the day-long work sessions, Director and Professor (and Alumnus) Dr. Ron Cichy (BA ’72, MBA ’77) said, “I get a little emotional when I think about the number of our Board members who return to campus at their own expense and then work so diligently and give so much to our students. These individuals are selfless.”
On Homecoming Saturday, The School hosted the best tailgate reception on campus, presented across from The School’s dining room and kitchens in the Kellogg Hotel & Conference Center by Professor of Culinary Business Allan Sherwin (BA ‘64) and the students in his HB 485 class, as well as hard-working student volunteers. The event began early to accommodate the noon kickoff, and featured Michigan foods creatively prepared, including cheese blintzes with apple topping, potato latkes with homemade applesauce, Cherries Jubilee—homemade ice cream with Michigan cherries, potatoes O’Brien, made-to-order omelets with eggs farmed locally, homemade donuts and pastries, apple sausage, and hickory smoked lox with bagels.

Dr. Roy Simon helped welcome the guests, acknowledging that The School’s reputation spans the globe, and whenever he and President Lou Anna Simon travel, they are reminded of the influence of its alumni. Prizes in the drawings included School aprons, lunchboxes, caps, and even tickets to next year’s Homecoming reception.

The whirlwind concluded with faculty, students, and alumni enjoying a Spartan victory over Northwestern, certainly one of many.

“I come back for Homecoming each year to this beautiful campus, but not just for football,” says School Alumni Association President Ken Weber (BA ’77), president of Weber’s Inn & Restaurant in Ann Arbor. “I am proud of what our alumni stand for, and grateful for the genuine friendship and connection we feel for the students and faculty. I think it’s an unusually close bond.”

Alumni Association Chairman Marc Gordon (MBA ’73) said, “Students, faculty, and alumni are a triple-decker treat that I treasure each Homecoming. What is reinforced each autumn on campus at Homecoming continues throughout the year.”
Honoring Industry Leaders

The School’s Alumni Association hosted its annual Celebration of Leadership during last Fall’s International Hotel/Motel & Restaurant Show (IH/M&RS).

The elegant evening reception at The Waldorf-Astoria on November 7 honored The School’s Alumni Association Industry Leader of the Year, Patrick M. Nesbitt, Sr., chairman & CEO of Windsor Capital Group, Inc. It also inducted five new members of its Wall of Fame, the Class of Exemplars.

The honorees were:

James F. Anhut (MBA ’85)
Chief Development Officer, the Americas InterContinental Hotels Group

George P. Fischer (BA ’79)
Vice President & Managing Director Destination Hotels & Resorts
The Inverness Hotel & Conference Center

David T. Johnstone (BA ’79)
Executive Vice President & Principal Miller Global Properties, LLC

Michael J. Kelly (BA ’85)
Executive Vice President of Planning & Development Linger Longer Communities President Reynolds Golf Management

Robert Underwood (BA ’58)
Retired Assistant Vice President Housing & Food Services Michigan State University

Introducing the Class of Exemplars and the Industry Leader of the Year, Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School, said the following:

“Though they come from different backgrounds, varied careers, and even different generations, each honoree serves as a role model. Each displays to our students a career built upon hard work, creative decision making, respect for colleagues, and business intellect. Each sought advice and learned from industry leaders who went before them, and each has, in turn, mentored others. And every Exemplar has lived a life and enjoyed career success that models for others how to build a legacy in an industry filled with legendary leaders and in a world that is increasingly complex and difficult to navigate.”

Guests at Celebration of Leadership included the honorees’ families, alumni of The School, industry executives, faculty members, over 50 School students, and Dean Elvin Lashbrooke of the Eli Broad College of Business at MSU and his wife Meg. Also present were executives and alumni from The Waldorf-Astoria who graciously host the event each year.

Alumni Association Chairman Emeritus Marc Gordon (MBA ’73), president & chief executive officer of the Illinois Hotel & Lodging Association, commented on the evening’s atmosphere. “It is inspiring to hear from these true success stories in the industry; but the real story here is the lasting friendship among these leaders, and the way they give back to our School and the students.”

Over 50 students from The School traveled to New York for the event, and are chosen based on their leadership and volunteer activities within The School, as well as on their academic records. Sponsorship funds were generously donated to complement the endowed funds which provide for their expenses.

Believe it or not, this industry leader’s career actually began at the age of 13, when he began rehabilitating residential projects in his native Detroit, MI.

Pat Nesbitt has been flying high ever since, including as a graduate of the United States Air Force Academy. The company he founded over 36 years ago, Windsor Capital Group, Inc. (WCG), based in Santa Monica, CA, has become the largest private owner and operator of Embassy Suite Hotels. WCG also owns and manages a number of other hospitality assets under the Marriott and Radisson brands. In total, WCG owns and/or operates 37 branded hotels in 13 states across the U.S.
Honoring Industry Leaders

Over the years, Celebration of Leadership has celebrated School students, as well. Each honoree addresses the students with career advice and life lessons.

James F. Anhut

From the tundras to the rainforest, Jim Anhut is responsible for the development of the InterContinental Hotels Group brands, whether franchised or managed, which must be a record! He also leads the initiative for enhanced strategic market planning and the New Business Delivery and Market Insight team for IHG, bringing together owner and market information and strategy, along with the development of new business ventures.

Jim comes to his current position having already had a huge impact at IHG as senior vice president, franchise development. And as senior vice president, brand management, Hotel Indigo, he was responsible for overall direction of IHG’s branded boutique hotel concept.

Jim is a third generation hotelier, and he began his career in the hospitality industry in 1980, learning hotel operations from the best—his father—as a general manager for his family’s hotel and restaurant business in Farmington Hills, MI. After earning his bachelor’s from Emory University and then his MBA in HRI at MSU, Jim again had an “exemplar” to learn from: Jack DeBoer (BA ’52)—Wall of Fame Class of Pioneers—with whom he worked to establish Residence Inn and Summerfield Suites.

Jim and his wife Patti (also an MSU graduate!) live in Atlanta, have three children, and are members of the MSU Presidents Club giving society. Jim is a member of the Executive Board of Directors for The School’s Alumni Association, and he is a member of The School’s Real Estate & Development Advisory Council.

“Save early and often. Be lifelong students. Thank someone everyday. Give more than you take.”

Jim Anhut

George P. Fischer

George Fischer is more thoroughly Spartan than most, having grown up in East Lansing and first learning the hospitality industry at Owen Graduate Center’s food services on campus. He also recalls working at the Kellogg Center during the front office conversion from a manual to computer system!

After serving in the Navy and then graduating from the School of HRI, George’s career took him to the The Greenbrier Hotel in White Sulphur Springs, WV; the Sagamore Hotel in Bolton Landing, NY; and to the Broadmoor Hotel in Colorado Springs, CO, where he managed $75 million in construction and renovation projects as hotel manager.

By 1997, George accepted the position of president of the Ida Carson Callaway Foundation, a non-profit foundation in Pine Mountain, GA. He also served as president for The Resort at Callaway and The Preserve at Callaway, both foundation holdings. With Callaway Gardens, George led major repositioning and building programs, and built the first LEED-certified conference center in the country.

In 2004, George and his wife Robin returned to Colorado, this time to Denver, where he is vice president, managing director for The Inverness Hotel & Conference Center in Englewood, CO, with regional responsibilities for the Vail Cascade Resort & Spa in Vail.

“Establish your own personal guiding principles. Think about how you will treat people. Behave in an ethical manner. Take personal responsibility. Decide how you will measure success and give back to your community. And try to live a balanced life.”

George Fischer

WCG’s development projects also include office buildings, shopping centers, apartment complexes, and exclusive residential developments.

After graduating from the Air Force Academy, Pat came back to Michigan to earn a master’s degree in systems engineering from the University of Michigan, and then went on to earn a JD from Whittier College in California. He has been a member of the Los Angeles County and the American Bar Association since 1982.

When he founded Windsor Hospitality Management Company to manage his hotel portfolio, he hired School alumnus and Wall of Fame Class of Contributors member Lou Weckstein (BA ’58), the former senior vice president of Embassy Suites, to lead it.

Through the 1990s, the company expanded its portfolio to 26 properties and became Embassy Suites’ largest franchisee.

Pat is a member of MSU’s Beaumont Tower giving society. He lectures on real estate law at the USC Graduate School of Business and has served on the Imperial Valley College faculty.

Pat and his wife Ursula live in Carpinteria, CA, and have four children: Paige, Patrick, Madison, and Ashton.

“This is a time of opportunity for the hospitality industry. Like a canary in a coal mine, this industry is the first one down in difficult economic times, but it’s also the first one to emerge when things get better.”

Pat Nesbitt
George gives back to his alma mater and to the industry and his community. He is an active member of the Colorado Restaurant Association, and the Colorado Hotel & Lodging Association. He is a board member of the American Hotel & Lodging Association (AH&LA), and serves on its Resort Committee. He and his wife, Robin, who have three grown children, are members of MSU’s Presidents Club giving society, and he is a member of The School’s Alumni Association Appointed Board of Directors.

**David T. Johnstone**

After over 30 years at senior levels in hospitality acquisitions, development, asset management, and disposition, Dave has established himself as an expert and has written chapters in three books on asset management and real estate portfolio management. He is currently a principal and executive vice president of Miller Global Properties, LLC in Denver, CO.

With Miller Global, the 21st century has been eventful for Dave, who in 2003 created, developed, and sold the most expensive and most profitable Residence Inn by Marriott. And two years later, he opened the first and only Nickelodeon Suites Resort in Orlando. In January 2010, he opened the J.W. Marriott Hill Country Resort & Spa and the TPC San Antonio, with two 18-hole, PGA-branded and -managed, tournament-ready golf courses. This is the first resort project with Marriott and the Professional Golfers’ Association (PGA) managing side-by-side, under one ownership. And it will be the first resort to host two PGA golf tournaments in the same year—one on each course.

Clearly, “firsts” come naturally to Dave. In 1992 he helped establish the Hospitality Asset Managers Association (HAMA), providing a common forum since that time for hotel owners to discuss the issues and concerns that face them. Dave is understandably proud of this pioneer organization, and served as its founding president from 1992 to 1994.

Another “first”: Dave helped found the MSU student chapter of the Club Managers Association of America (CMAA) while a student, and became its first president!

Dave and his wife, Phyllis, have two daughters, and are members of MSU’s Presidents Club giving society. Dave serves on The School’s Real Estate & Development Advisory Council.

“**In this economic situation, be open-minded and learn to network. Be willing to deviate from your original plan. Find a passion outside of your work, and find time to give back.”**

*Dave Johnstone*

**Michael J. Kelly**

Mike currently serves as the executive vice president of Planning and Development for Linger Longer Communities and as the President of Reynolds Golf Management, the developers of Reynolds Plantation: Reynolds Landing, Achasta; and Lake Oconee Village. He is located in Greensboro, GA.

Mike is responsible for all of the master planning, development, residential construction, architectural control, and the model home divisions for these developments. With Reynolds Golf Management, he oversees the club and golf management of 18 golf courses. In his previous role as senior vice president of operations for Reynolds Plantation, he was responsible for all of the operational areas of the community, including golf operations, golf maintenance, club operations, cottage rental, property owners association, security, membership, marinas, recreation, and more.

Mike began at Reynolds Plantation as director of operations in 1989 and served for seven years, followed by three years as general manager of The Boulders Club in Carefree, AZ. He returned to Reynolds Plantation in 1999 as executive vice president of Reynolds Lodges, a company which developed a 250-room Ritz Carlton resort, clubhouse, golf academy, spa, and golf course.

Active in a number of civic and professional organizations, Mike is proudest of serving as chairman of the Board for the Lake Oconee Golf Academy, a charter school that he helped to found. He is also a member of The School’s Alumni Association Appointed Board of Directors, as well as a member of The School’s Real Estate & Development Advisory Council.

Mike and his wife Stephanie have one daughter, Abby, who is enrolled at Mississippi State University (the other MSU?).

**“It’s all about relationships. Form a strong relationship with your professors, network with alumni, put forth the extra effort.”**

*Mike Kelly*

**Students Experience Big Apple Excitement**

In addition to attending Celebration of Leadership, the students who come to New York experience much more. They are responsible for The School’s exhibit booth at the IH/M&RS over several days; they participate in several professional development tours and events in the City, arranged by The School’s Student and Industry Resource Center; they attend a Young Alumni—Students Networking Gathering and they experience the gracious hospitality of The Waldorf-Astoria.

In fact, the professional development program conducted by The Waldorf-Astoria allowed the students to meet with Hotel Manager Mark Lauer (who has also visited The School several times as a Visiting Leader) as well as with several School alumni who now work with The Waldorf. And later, 30 students and eight alumni attended the Young
Robert Underwood

Bob Underwood’s name is synonymous with MSU Housing & Food Services, and he is one of several outstanding Alumni who over the years helped keep MSU students well-housed and well-fed over many, many decades.

Bob graduated in 1958, and the 1960s were years of career growth and success for Bob. In 1960, he was promoted from food supervisor to assistant manager of the Brody Complex. By 1962, Bob was manager of Case Hall, and soon after opened the brand-new Wonders Hall. By 1965, he was promoted to area manager of the entire South Complex, and only two years later was made personnel administrator for the Division of Housing & Food Services. After serving as manager of all residence halls through the 1970s, Bob was named assistant vice president of Housing & Food Services in 1982, a position he held until his retirement in 1997.

Bob led the transformation in residence halls to giving student residents a great value for their room and board; flexible meal plans; new opportunities for cultural events, intramural sports, and student government; and new privileges. “The bottom line is customer satisfaction,” Bob explained at the time. The residence halls have been full ever since, and other universities have emulated the service provided by MSU.

Bob led the effort to rejuvenate the Kellogg Center during the 1980s, including The School’s dining room, teaching kitchen and laboratories, which when reopened in 1989 were named the Food Production and Management Education Facility. The renovations brought what one reviewer called a “new era of food and beverage production and test labs.”

Bob is The School’s 1989 Alumnus of the Year, and he is a member of MSU’s Presidents Club giving society. He lives in Northport, MI, with his wife Theresa Stamos-Underwood and has four grown children.

Bob Underwood was not able to attend Celebration of Leadership for health reasons. However, his daughter Ellen Maher and her husband Nathan, as well as Bob’s granddaughters Cori Jean (Black) Flowers (BA ‘07) and Ellie Peaney and her guest Jake Barber were on hand to help induct Bob.

CORPORATE

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Other
Thomas E. Donovan (BA ’57, MBA ’64)
Lt. Col. Juan A. Figueroa, USMC (Retired) (BA ’79)
Weldon Garrison (BA ’46)
Cheryl Schubel (BA ’93)
Dr. James & Kathleen M. Swanson
Hannah Wilson (BA ’06)
The Waldorf=Astoria Alumni...

The Waldorf=Astoria enjoys a storied history and a stellar reputation for luxury, guest service, and unparalleled events. It is a landmark in New York City. The School enjoys a close relationship with the legendary hotel, whose executives regularly come to the MSU campus to meet with School students and to recruit them for internships and permanent positions.

Mark Lauer, hotel manager,* and Eric Long, general manager, have become familiar faces in School classrooms, providing students with relevant and compelling insights on quality service, running upscale operations, and meeting the varied needs of guests in a major metropolitan center.

Each fall since 2002, The School’s Alumni Association has hosted its Celebration of Leadership at The Waldorf=Astoria, forming longstanding and beneficial relationships with the meeting planners and convention and catering staff. Honorary Professors Mark and Eric and other Waldorf executives are hosts of the Celebration each year.

The Waldorf=Astoria staff also generously host professional development programs and tours for School students who come to New York for the Celebration, not only igniting students’ interest in the hotel, but also providing valuable information about what it takes to be successful in that environment.

Always a big part of The School’s annual CAREER EXPO, The Waldorf=Astoria was honored in 2005 as that event’s Industry Partner of the Year.

But perhaps the strongest indication of the bond between the legendary hotel and The School is the large number of School graduates who have enjoyed careers there over the years. Just last Spring, new graduate and past Hospitality Association president Kaitlynn Murphy began her career with The Waldorf=Astoria staff, joining no fewer than seven other recent School graduates. The hotel’s Management Development Program orients them to a variety of positions and has served as an effective stepping stone to their management placements. They have earned glowing reports, and The School is proud to be part of The Waldorf=Astoria story.

*As this publication went to press, Mark took the position of general manager at Hilton New York, one of the premier executive positions in the Hilton corporation. The School congratulates Mark and looks forward to a continued close relationship.

Back row left to right: Eric Long, General Manager; Mark Lauer, Hotel Manager; Dan Briks; Marc Kuder. Front row left to right: Kenna Hewitt, Katherine Teodosic, Jackie Collens, Deanna Walter, Chelsey Ingersoll, Jennifer Jorgensen.
Dan Briks** (BA ’04)
Assistant Director of Capital Projects
I oversee the renovations and construction at the hotel. This includes guestrooms, meeting rooms, public space, and infrastructure upgrades. I completed the Management Development Program in the rooms division and then took the position overseeing the capital projects.

Christina Dace (BA ’05)
Senior Food & Beverage Manager
My current position is senior food & beverage manager in the banquet services department. After rotating through several roles in the food and beverage department while in the Management Development Program, I have gained experience in various restaurants and lounges, beverage, purchasing, and banquet services. My favorite aspect of working for an upscale luxury hotel in New York City is that I never have the same day twice. I enjoy meeting guests from all over the world. It is my personal goal to ensure each interaction I have with a guest of the hotel is meaningful and that I do my best to exceed expectations every chance I get.

Chelsey Ingersoll (BA ’09)
Rooms Division Manager
Currently in the Management Development Program at The Waldorf=Astoria, I have been with the team since June 2009. Thus far, I have been immersed in front office and housekeeping operations. The responsibility and level of expectation are more challenging than I could have ever imagined, but are backed by a team of extremely talented and supportive peer leaders and upper-level managers. All of this, combined with a commitment to excellence, creates a working culture I find most rewarding.

Marc Kuder*** (BA ’08)
Property Operations/Project Manager
My focus at the hotel is to oversee all public and meeting space maintenance. This includes coordinating the work for our painters, carpenters, electricians, and various other trade shops to maintain The Waldorf=Astoria’s luxurious appearance. In addition, I have recently taken on the role of project manager in which I oversee contractor renovations to our guestrooms/meeting space. This new position has given me the opportunity to work with our director of capital projects in managing a capital expenditure budget of over $20M annually.

Deanna R. Walter (BA ’09)
The Waldorf Towers Front Desk Manager
In my position I have the pleasure of serving the elite guests of The Waldorf Towers. Each day presents itself with new challenges and opportunities for growth. What makes my job special is that I learn from the great leaders at the hotel and at the same time I lead my team. No matter what a day may hold I am learning the role of a true leader in the hospitality industry; and my future prospects at The Waldorf=Astoria are very exciting.

Katherine Teodosic (MS ’09)
Food & Beverage Manager in the Management Development Program
In my first position within the Management Development Program, I am overseeing Oscar’s Brasserie and Starbucks, as well as Mini-Bar within the room service department. While working in these three departments, I’ve been able to see not only the vast amount of work that goes into running each one, but also the interconnection between every department within the hotel, as well as with the local union. Although I had only worked in restaurants previous to my position at The Waldorf=Astoria, my education at Michigan State has greatly prepared me for it. I’ve acclimated quickly to the fast-paced, hustle and bustle of working in a hotel in New York City—and I love it!

Jennifer Jorgensen (BA ’06)
Senior Sales Manager
My job is to sell, sell, sell the guestrooms (1,416) and our event space (60,000 square feet)! I was promoted to senior sales from our conference center sales team in July 2009 and now handle the Latin American markets as well as global group tour. Both are new segments for The Waldorf=Astoria and are proving to be very successful with a Spartan in charge!

Marc Kuder*** (BA ’08)
Property Operations/Project Manager
My focus at the hotel is to oversee all public and meeting space maintenance. This includes coordinating the work for our painters, carpenters, electricians, and various other trade shops to maintain The Waldorf=Astoria’s luxurious appearance. In addition, I have recently taken on the role of project manager in which I oversee contractor renovations to our guestrooms/meeting space. This new position has given me the opportunity to work with our director of capital projects in managing a capital expenditure budget of over $20M annually.

Jackie Collens (BA ’07)
Sales Manager
I began my career at The Waldorf=Astoria as a summer intern in 2006 and full time in July 2007 as part of the Management Development Program. I have had the fortune of managing several different departments throughout the hotel including: front office, group services, guest services, housekeeping, and meeting & banquet operations. I also led a service team for one of the high profile diplomatic delegations that was in the hotel for six months. In May 2009, I was promoted to be a group sales manager and have been able to apply all of my operational knowledge in order to sell The Waldorf=Astoria dream.

Kenna Hewitt (BA ’09)
Sales Assistant
I am one of the newest members of The Waldorf=Astoria MSU “Alumni” family, accepting a job at The Waldorf=Astoria in March 2010. I spend half of my day working in the group sales department as an assistant to two different sales managers. The other half of my day is spent learning the front office operations where I will serve as guest service agent and participate in the day-to-day operations of the rooms division.

Assistant Director of Capital Projects
I oversee the renovations and construction at the hotel. This includes guestrooms, meeting rooms, public space, and infrastructure upgrades. I completed the Management Development Program in the rooms division and then took the position overseeing the capital projects.

Senior Food & Beverage Manager
My current position is senior food & beverage manager in the banquet services department. After rotating through several roles in the food and beverage department while in the Management Development Program, I have gained experience in various restaurants and lounges, beverage, purchasing, and banquet services. My favorite aspect of working for an upscale luxury hotel in New York City is that I never have the same day twice. I enjoy meeting guests from all over the world. It is my personal goal to ensure each interaction I have with a guest of the hotel is meaningful and that I do my best to exceed expectations every chance I get.

Rooms Division Manager
Currently in the Management Development Program at The Waldorf=Astoria, I have been with the team since June 2009. Thus far, I have been immersed in front office and housekeeping operations. The responsibility and level of expectation are more challenging than I could have ever imagined, but are backed by a team of extremely talented and supportive peer leaders and upper-level managers. All of this, combined with a commitment to excellence, creates a working culture I find most rewarding.

Property Operations/Project Manager
My focus at the hotel is to oversee all public and meeting space maintenance. This includes coordinating the work for our painters, carpenters, electricians, and various other trade shops to maintain The Waldorf=Astoria’s luxurious appearance. In addition, I have recently taken on the role of project manager in which I oversee contractor renovations to our guestrooms/meeting space. This new position has given me the opportunity to work with our director of capital projects in managing a capital expenditure budget of over $20M annually.

The Waldorf Towers Front Desk Manager
In my position I have the pleasure of serving the elite guests of The Waldorf Towers. Each day presents itself with new challenges and opportunities for growth. What makes my job special is that I learn from the great leaders at the hotel and at the same time I lead my team. No matter what a day may hold I am learning the role of a true leader in the hospitality industry; and my future prospects at The Waldorf=Astoria are very exciting.

Food & Beverage Manager in the Management Development Program
In my first position within the Management Development Program, I am overseeing Oscar’s Brasserie and Starbucks, as well as Mini-Bar within the room service department. While working in these three departments, I’ve been able to see not only the vast amount of work that goes into running each one, but also the interconnection between every department within the hotel, as well as with the local union. Although I had only worked in restaurants previous to my position at The Waldorf=Astoria, my education at Michigan State has greatly prepared me for it. I’ve acclimated quickly to the fast-paced, hustle and bustle of working in a hotel in New York City—and I love it!

Senior Sales Manager
My job is to sell, sell, sell the guestrooms (1,416) and our event space (60,000 square feet)! I was promoted to senior sales from our conference center sales team in July 2009 and now handle the Latin American markets as well as global group tour. Both are new segments for The Waldorf=Astoria and are proving to be very successful with a Spartan in charge!

The School is proud of these emerging leaders whose own reputations for professionalism and diligence add to the reputations of both The Waldorf=Astoria and The School, strengthening the energetic bond between the two.

**As this publication went to press, Dan was named director of front office operations. He oversees the front office, guest services, and the fitness center. Dan will also be the main point of contact for recruitment at The School.

***As this publication went to press, Marc was named overnight manager, managing all overnight hotel operations, learning to think like a general manager and gain a broad perspective on what it takes to operate a 1,400-room landmark hotel.

The School is proud of these emerging leaders whose own reputations for professionalism and diligence add to the reputations of both The Waldorf=Astoria and The School, strengthening the energetic bond between the two.
J. Bruce Lange (BA ’78), managing director of The Westin Kierland Resort, Spa & Villas in Scottsdale, AZ, came to The School of Hospitality Business on October 19, 2009, to speak to students in Adjunct Instructor Joel Heberlein’s HB 237 – Management of Lodging Systems course.

As an alumnus, Bruce also participated in MSU’s and The School’s October 15 – 17 Homecoming celebrations, which included seven events in 72 hours.

Bruce is a senior operating executive for Starwood Hotels & Resorts, one of the world’s largest owner/operators of hotels and resorts worldwide. As managing director of The Westin Kierland, Bruce is directly responsible for all aspects of what is Arizona’s second largest resort. He manages revenues well in excess of $100 million and the payroll for 1,200 associates nearing $40 million. Prior to moving to Arizona, Bruce has had regional operations responsibilities with Starwood in Colorado and Missouri and with Promus Hotels (now Hilton) in Michigan.

Under his leadership, The Westin Kierland has won numerous awards, including the 2008 “Top 10 Hotels” by U.S. Businesses and Celebrated Living and in 2008 Bruce earned the “General Manager of the Year Award” from Host Hotels & Resorts.

Bruce is a member of numerous professional organizations, and is a member of the Appointed Board of Directors of The School’s Alumni Association.

Speaking to the students in HB 237, Bruce discussed the lodging and cultural experiences of the American public, as well as the various operating and ownership structures commonly found in lodging businesses in the U.S. He also gave interviewing tips and motivational wisdom, saying, “With 1/3 of the American workforce in the tourism business, we do more to confirm or dispel the U.S. image throughout the world than any politician can do.”

Bruce was inspirational, saying, “What matters is taking the initiative in moments when your core values are challenged—doing things right as well as doing the right things.” He reminded students to always give back, that humility matters, to make a difference, and to “lead. . . always lead!”

The students and their instructor were very impressed. “Bruce is one of the best alumni speakers I have heard come to the classroom and give back to his School,” said Mr. Heberlein.

At the end of the class session, Bruce was designated an Honorary Faculty Member in The School.

Honorary Faculty Member J. Bruce Lange
When Visiting Leader and Alumnus Richard Farrar (BA ’73) returned to campus to speak to students in The School of Hospitality Business on January 20, 2010, he found there was quite a bit more to his trip than just a classroom.

Richard, vice president of Owner & Franchise Services for Marriott International, Inc., and his wife Nancy are both alumni of MSU, and met each other while students on campus. Nancy is from the Lansing area, and Richard, chairman emeritus of The School’s Alumni Association and the 2007 Alumnus of the Year, advises and assists The School in a number of ways. So they return to East Lansing from their home in Maryland with some regularity.

But their visit last January was especially memorable. Arriving on Wednesday, January 20, they were treated by Beth Marinez, recruiting secretary for the men’s basketball team, to a tour of the Breslin Center and the men’s basketball facilities, including a visit with Coach Tom Izzo. Dinner followed at the Tip-off Café in Breslin Center just before the start of that evening’s game against Iowa. The Spartans obliged them with a win, which Richard and Nancy enjoyed watching from one of Breslin’s luxurious suites. For these die-hard Spartan basketball fans—who, by the way, do not get regular broadcast of MSU games in their area—the evening was spectacular.

“I knew Richard was having fun when I saw him imitating the MSU Motion dancers with 9-year-old Steven Izzo,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School.

The next day, Richard spoke in THREE classes, addressing the topics of “How Marriott Makes Money” in Dr. Kim’s HB 375 – Hospitality Marketing; “What to Consider Before and After Graduation” in Dr. Beck’s HB 380 – Meeting & Event Planning & Management; and “Strategic Marketing” in Dr. Beck’s HB 476 – Applied Marketing – Lodging. He told students to “be engaged. Take leadership roles on campus, whether in sororities and fraternities, School clubs and events, or other campus organizations. Leadership development is perhaps even more important than grades in determining whether you are hired in most companies.”

Dr. Beck said afterward, “Richard always does a fantastic job in capturing the students’ attention. His effectiveness in the classroom can be measured by the number of students who make a point to speak to him after class.”

Dr. Kim also observed Richard’s impact on the students, saying, “Students were truly impressed with his lifetime industry experience and they were challenged to understand different market pricing methods and trends to maximize the profit for Marriott.”

Following his presentations, Richard was designated an Honorary Faculty Member in The School.

The next day, Richard and Nancy visited Shaw Hall, the residence hall where their romance began, and then enjoyed a tour of MSU’s football practice facility conducted by Dylan Marinez, the team’s equipment manager.

Their visit provided students with Richard’s expertise and hospitality industry wisdom, but also gave Richard and Nancy yet another set of campus memories.
When Alumnus and Visiting Leader Thomas J. Thomas (BA ’78) returned to campus on February 8, 2010, to address students in The School, they learned from someone who has done it all.

For 32 years, Tom has pursued his passion for hospitality, beginning with Hyatt Hotels right after he graduated in 1978. Through 20 different positions with numerous iconic companies, he excelled in nearly every segment of the industry. Food and beverage, private clubs, resorts, suites and extended stay, full-service urban hotels, conference centers, and now real estate and development—Tom has experienced it all.

With his wife Brenda, he has learned to see life—including 15 different moves—as an adventure, with something new around every corner.

Most recently the general manager of the legendary Drake Hotel in Chicago, Tom is now the president of Herrington Hospitality, headquartered in Oklahoma City, OK, which specializes in the ownership and management of hotels, resorts, and clubs.

“The hospitality industry provides choices,” he told the students in Adjunct Instructor Joel Heberlein’s HB 237 – Management of Lodging Systems course. “It is a great industry, especially if you’re not yet sure about what you want to be. Career opportunities exist in food and beverage, rooms, marketing and sales, finance, retail, and more.”

Tom advised students to remember that the industry is “about customer service,” and no matter how technically sophisticated our society gets, “this is still, and always will be, a people business.”

“Continually improve,” he urged. “Your versatility will increase your value.”

After he addressed the students, Tom was named an Honorary Faculty Member in The School. The next day, he visited several memorable spots on campus, including the office of MSU men’s basketball Coach Tom Izzo, with whom he visited before enjoying dinner with Brenda at the Tip-Off Café in the Breslin Center and watching the Spartans play Purdue that evening.
Philip M. Hoag (BA ’67), beloved member of MSU’s renowned championship football team, alumnus, and legendary entrepreneur from Baltimore, MD, returned to campus on March 23, 2010, to speak with students in The School of Hospitality Business and share his business insights with them.

Christened “Emperor” many years ago by School Director Dr. Ron Cichy (BA ’72, MBA ’77) for his empire of 40 Burger Kings, Phil wears the name well. He began his entrepreneurial “conquests” in New York City right after he graduated, building and operating its first national fast food brand restaurant, Kentucky Fried Chicken.

In 1975, the “Emperor” became a franchisee for Burger King Corporation. Over the past 35 years, he has not only owned and operated 40 Burger Kings in several states, but during that time he has also developed and operated Duff’s Cafeteria and two table-cloth restaurants (Richard’s). He is currently “growing” seven Qdoba Mexican Grill restaurants.

Phil spoke to students in Dr. Seung Hyun Kim’s HB 375 – Hospitality Marketing on “Practical Marketing Tips.” He also addressed Dr. Jeff Elsworth’s HB 358 – Hospitality Business Ownership on “Development, Financing Franchises, Lessons Learned— Positive and Negative—in Being an Entrepreneur.”

He kicked off his first Qdoba in 2003 with only $10,000 in the budget for marketing. He said, “We grew and marketed our seven Qdoba’s with no TV, no radio, and no print, We connected with local community and high schools.” We decided to “get the food in people’s mouths and minds.”

In addition to marketing, Phil shared his thoughts with the students in HB 375 on the keys to success in building not just one business but several—from the operations, building, banking, and real estate perspectives.

“You have to care about your people,” he said. “It takes time to care, to build the relationship with each of them. The experience of being an entrepreneur is more important than making lots of money.”

Speaking to students in HB 358 about franchising and entrepreneurship, Phil said that franchisors today want fewer franchisees, each of whom develops more stores. The keys, he said, are “good locations, the right brand, building them right, and then grinding it out.”

He shed light on other particulars: the store has to have the right square footage, for example, because “it will be what your costs are based upon.”

He said, “Real estate is the ‘real’ business. You have to have the right concept and then own the real estate.” He shared his own consolidated financial statements, his profit and loss statements, and his cash flow statement—amazing real-life insights from a very successful leader.

With both groups, Phil’s generosity and humility shone through. He offered his cell phone number to the students, so they could phone him anytime and discuss ideas.

As a defensive end on the MSU football team, playing on the same line as Bubba Smith and with other legendary players such as Charles Thornhill and George Webster, Phil also enticed the students with sports references fresh in their minds. He spoke to the students only two days after the game in the second round of the NCAA basketball tournament, in which MSU player Korie Lucious hit a 3-pointer with under a tenth of a second left to beat Maryland.

Phil may live and work in Baltimore, MD, but he is a true Spartan fan. He said, “Shoot the shot, like the shot at the buzzer against Maryland. And practice, practice, practice. The player who made that shot must have practiced that shot hundreds, thousands, maybe a million times.”

He urged students to get involved and participate in clubs, saying, “Be part of developing your leadership while you are an MSU student.”

Phil met with five specially selected students, all budding entrepreneurs, for a small group luncheon on campus, and after each class he had one-on-one chats with those student interested in becoming entrepreneurs.

The students were privileged to hear Phil’s perspective on marketing. He discussed Burger King’s marketing strategy. It spends $300 million in advertising a year, and it is driven by the media, particularly TV and some radio. Phil has been on the Burger King Marketing Team for three different terms. The team includes “corporate, franchisees, and J. Walter Thompson Advertising Agency.” All three, Phil said, “have different goals.”

Phil went on to explain that through Burger King development, he knows real estate, bankers, and the community in Baltimore.
This headline statement is how Dr. Ron Cichy (BA’72, MBA’77), Director and Professor of The School of Hospitality Business at MSU, explains The School’s effective use of industry leaders and alumni as visiting leaders in many of its courses.

“We believe in a strong industry/academic connection. Bringing leaders to the students gives them real-time, real-life perspectives on the industry as they are preparing to begin their careers. These experts provide added dimensions and a strong motivation to students who are already hard working and enthusiastic.” Many of The School’s “Visiting Leaders” are also alumni of The School, which makes their message even more meaningful to a classroom filled with Spartans.

Granite City Food & Brewery was established in 1997, and now has 26 restaurants, primarily in the Midwest. Steve, the former CEO and director of Champps, received the Ernst & Young Entrepreneur of the Year award in 2007. He advised the students on setting up an effective business plan and on working in a down economy. Using examples and insights from Granite City specifically, the students learned about creating a “concept,” and about menu architecture, operations principles, expansion, and capitalization.

In an energetic presentation, Steve conveyed to the students that recessions mean businesses do “more with less,” and with creativity and flexibility, they will emerge as the economy turns around. He told them one thing all recessions have in common: “they all end sometime!”

Shortly after Steve visited campus, Michael Gibbons, president and CEO of Mainstreet Ventures, was a Visiting Leader in HB 267. Michael leads 17 restaurants with 10 different “concepts,” including Real Seafood Co., Ristorante Gratzi, Blue Pointe Seafood, Palio Ristorante, and La Dolce Vita. Mainstreet Ventures employs 1,200 associates in five states. An industry leader, to be sure, Michael is also very active in state restaurant associations, having served as president of the Michigan Restaurant Association, and receiving its highest honor, the Distinguished Service Award. He is also chairman of the National Restaurant Association (NRA), having served in various important roles in that association, as well.

He explained his dedication to the associations that serve the restaurant industry, saying that his purpose was to “serve as an advocate for the restaurant industry in the world of politics.” He stressed the importance of making sure “your voice is heard by policy makers so you aren’t left out of decisions—or worse, hurt by those decisions.” He described for the students some fairly grim reminders of the state of the economy, saying that in the last year some 514 restaurants had closed in New York City, including some landmark restaurants.

New campaigns, however, are underway to encourage dining out, and the NRA has undertaken new strategies for prosperity. Michael predicts that by 2015, the restaurant industry will be two million workers short, so the NRA is working to promote the industry as a good place to work, and to provide scholarships to students interested in the industry. The NRA is also working on increasing sustainability, profitability, and advocacy for the industry.

Later in the month, Jeremy Mourey (BA ’00), corporate operations director of Premiere Food Service, Inc., a company started by his father and mother in 1992, returned to the classroom. Jeremy discussed the onsite/managed services segment of the hospitality industry represented by his company, explaining that Premiere provides food service centers on the corporate level, and manages corporate dining centers. Some of the partners of Premiere Food Service include Wolverine WorldWide, Jackson National Life, Lincoln Financial Group, Michigan Farm Bureau, Auto Owners Insurance, and Zondervan/Family Christian Stores.

In addition to the corporate dining centers, Premiere provides executive catering, departmental catering, service for company picnics, and unique “menu-ing,” marketing, and promotional strategies. Jeremy also discussed the very profitable vending aspect of his business.

Jeremy gave the students insight as to why clients choose Premiere, including its accessibility, its transparency, its excellent reputation, and its customer-driven programs. He also discussed why companies contract with onsite/managed services firms in general, and how it makes financial sense to do so. He closed with the latest trends in his industry, from buying local and organic to using sustainable practices, and from trying new cuisines to educating customers.
Vegas Night: The only thing missing? ELVIS.

On Friday, January 29, Vegas Night for The School of Hospitality Business included lots of fun games, the Impulse Dance Team, a jazz band, and even professional poker players, giving over 575 guests a true feeling of casino action, Las Vegas-style. And students who organized and led the event got real-world experience in planning, opening, and managing a casino all in one night.

The annual event, led by a 13-member student Executive Board and supported by over 100 student volunteers, was moved to The Stadium Club in Spartan Stadium this year to give participants more room and a separate section for the poker tournament. Close to 100 players competed in the poker tournament alone.

Other games included Bingo, Black Jack, a Money Wheel, Roulette, and poker. A new game, Let it Ride, was added this year. The top pay out was $660! Guests milled about, holding chips, enjoying the complimentary food and soft drinks, choosing their games, and occasionally looking up when loud cheers rose from winners at the roulette wheel. Others focused on their cards, some with hoodies over their heads and sunglasses, revealing nothing of their hands.

While offering a fun and sometimes profitable diversion from studies and wintry weather each year for the students and community members who attend, Vegas Night serves other purposes, as well.

Tyler Orr (BA '10), executive director for this year’s Vegas Night, explained that his passion for the hospitality industry and his desire to have a career in the gaming and casino business motivated him to take the leadership role in this particular School event, one of four major productions for The School throughout the year. This year, Vegas Night raised over $7,000 supporting students in The School with scholarships and funds for the Hospitality Association, the organization which oversees ten student clubs and four events.

Like Tyler, “I got involved in Vegas Night because it gives us great experience,” says Chris Cheng (BA ’10), director of donations. “I mean, where else am I going to get gaming experience and have accountability with real money?” he asked.

And this year’s president of the student chapter of the Lodging and Gaming Management Association, Andrew Blumberg (BA ’12), Vegas Night’s director of Black Jack, agrees.

Indeed, all the Executive Board members spoke of the real-life experience Vegas Night had given them, requiring organizational, marketing, budgeting, and human resource skills. And just like in a “real” casino, they had to see to the training needs of their staff: all dealers had to attend training sessions offered by “Pit Bosses” and “Gaming Directors.”

“You and his team are to be commended for putting on one of the best Vegas Nights ever,” said Dr. Jeff Beck, Vegas Night faculty adviser.

But there was something else. Asked why she volunteered for Vegas Night, Alexandra Clark (BA ’10), this year’s executive director of Les Gourmets, The School’s premiere reception and dinner each spring, said, “I’m learning a lot about gaming, yes, but it’s just fun because so many of my friends are here working, too. And I want to support them.”

Friendship seemed to be a theme among the volunteers and student leaders. When asked why the Impulse Dance Team volunteered their time to the event, dancers Melissa Snyder and Haley Miller explained that a roommate of theirs is on the Vegas Night Executive Board. Jack Marvin (BA ’10), and Rob Eyers (BA ’10), said that they and other Board members started volunteering for the event as freshmen, when they were hallmates in Hubbard Hall.

Several faculty and staff members showed their support for the students’ efforts, as well. Jamie Lyon, administrative assistant in The School, Ed Batayeh, Undergraduate Programs coordinator, and his wife Randa, all agreed that Vegas Night is a “fun” way to support the students. And Professor Don Holecek came early to try his hand at a little friendly gambling and left impressed by the fact that students saw to every detail of the event. “I like the fact that it’s student-run. They do a good job,” he said.

“Tyler and his team are to be commended for putting on one of the best Vegas Nights ever,” said Dr. Jeff Beck, Vegas Night faculty adviser.

MARK THE DATE! Vegas Night 2011 is February 25!

VEGAS NIGHT EXECUTIVE BOARD

Tyler Orr (BA ’10) - Executive Director
Rob Eyers (BA ’10) - Assistant Director
Jack Marvin (BA ’10) - Assistant Director
Cara Easterbrook (BA ’12) - Director of Finance
Chris Cheng (BA ’10) - Director of Donations
Rose Halle (BA ’11) - Director of Marketing/PR
Kathryn Wahl (BA ’11) - Director of Marketing/PR
Cassandra Weisman (BA ’11) - Director of Poker
Courtney Vader (BA ’11) - Director, Roulette/Money Wheel
Rick Eckert (BA ’10) - Director of Craps
Andrew Blumberg (BA ’12) - Director of Blackjack
Brian Carroll (BA ’11) - Director of Bingo
Katie Murphy (BA ’10) - Director of Human Resources

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Rose Halle (BA ’11) - Director of Marketing/PR
Cassandra Weisman (BA ’11) - Director of Poker
Jack Marvin (BA ’10) - Assistant Director
Rob Eyers (BA ’10) - Assistant Director
Chris Cheng (BA ’10) - Director of Donations
Jack Marvin, Tyler Orr, Rob Eyers

Enthusiastic volunteers
For thirty-one years, students in The School of Hospitality Business at MSU have enjoyed unprecedented access to recruiters and companies each fall at CAREER EXPO. This year’s event, held November 3 and 4, 2009, featured a full day of professional development workshops conducted by industry executives and alumni and an evening career fair with close to 60 companies filling the Big Ten Rooms of the Kellogg Hotel & Conference Center, networking with students and setting up interview appointments for the following day to be conducted at the Spartan Stadium Club.

In all, 822 students participated in CAREER EXPO XXXI, with 110 recruiters interviewing 608 potential staff members and interns.

In addition, each year CAREER EXPO honors an Industry Partner of the Year. The 2009 honoree was Las Vegas Sands Corp. (LVs) and its subsidiaries, The Venetian and The Palazzo. LVs is a hotel/gaming, and resort development company headquartered in Las Vegas.

Las Vegas Sands Corp. has long been a meaningful partner to The School and its students. For many years, senior executives have come to campus to participate in CAREER EXPO, serving as guest speakers in its professional development workshops and in School classes. The company has been EXPO’s only financial sponsor for the past four years. In fact, Las Vegas Sands has generously sponsored other School events as well, both at the platinum and at the gold levels.

And this year, CAREER EXPO’s keynote speaker was Pete Boyd, senior vice president of operations for The Venetian/The Palazzo. His talk was attended by 620 students, faculty, and recruiters. Dan Nogal, director of compensation & administration/human resources, who has represented The Venetian over several years at CAREER EXPO, and Yoni Leitner, front desk manager, joined Mr. Boyd to speak with students, present professional development sessions, and interview prospective interns and associates.

CAREER EXPO is student-led, with student volunteers overseeing the many details involved in the event. “We are very fortunate to have outstanding student leadership again this year,” says Dr. Cichy. “Executive Director Stephanie Stephens (BA ’10) and her executive board have done an impressive job. Students such as these are the reasons recruiters return again and again to The School’s CAREER EXPO for their talent needs.”

**CAREER EXPO EXECUTIVE BOARD - 2009**

Stephanie Stephens...... Executive Director
Rachael Ballas ............ General Assistant
Andrew Bromley ........... Director of Finance
Lauren Jones ............... Director of Industry Relations and Registration
Ivy Qiu ......................... Director of Data Analysis and Surveys
Erika Skalski .................. Director of Marketing
Cheng Zhang .................. Director of Marketing
Jessica Ritz ................... Director of Professional Development Program
Mykala Salquist .............. Director of Professional Development Program
Sarah Tillison ............... Director of Professional Development Program
Julia Allos ..................... Director of Corporate Ambassadors
Julia Malara .................. Director of Corporate Ambassadors
Jason Hawkins ............... Director of Student Registration and Relations
Lisa Smith .................... Director of Student Registration and Relations

Honorary Faculty Member Pete Boyd with Yoni Leitner (left), Ron Cichy, and Dan Nogel (right) and the CAREER EXPO Executive Board
Many Hospitality Companies Visit Michigan State to recruit new interns and graduates. In fact, the SIRC office regularly schedules company open houses and interviews all through the year. For example, during Spring Semester 2010, the following companies came to Eppley Center to seek out the best and the brightest:

- Marriott International (Feb 1 & 2)
- Boyne Resorts (Feb 2 & 3)
- Nestlé USA (Feb 10)
- Winegardner & Hammons, Inc. (Feb 16, 17 & 18)
- Fairmont Hotels & Resorts (Feb 22 & 23)
- J. Alexander's (Feb. 24)
- Darden Restaurants (Feb 25 & 26)
- White Lodging Services (March 1 & 2)
- Starwood Hotels & Resorts (March 2 & 3)
- Marcus Hotels & Resorts (March 4)
- ECOLAB (March 16 & 17)
- ARAMARK (March 23 & 24)
- Disney College Program (March 25)
- Mission Point Resort (March 29 & 30)
- Hyatt Hotels & Resorts (March 30 & 31)
- Westfield Group (March 31 & April 1)
- RIM Hospitality (April 5 & 6)
- Lake Shore Country Club (April 7 & 8)
- Levy Restaurants (April 13 & 14)
- Nomads, Inc. (April 16)
- The Elysian Hotel (April 19 & 20)
- Archon Hospitality (April 20 & 21)
- Potbelly Sandwich Shop

If you or your company wish to know more about recruiting, whether on campus or off, please go to [www.bus.msu.edu/shb](http://www.bus.msu.edu/shb) and select “Recruiters.” You may also contact the Student and Industry Resource Center (SIRC) at (517) 353-9742 or shbsirc@msu.edu

Las Vegas Sands Corp. Honored as Industry Partner of the Year 2009

With MSU students and future leaders always in the forefront, Las Vegas Sands Corp. has partnered with The School in many ways. It has hired interns and employed several School graduates in Las Vegas and in Macau. Las Vegas Sands Corp. has provided a summer orientation on campus for students embarking on The School’s Study Abroad program to China and Macau, and has hosted the students once they arrive in Macau. Company executives also encouraged and helped facilitate a cooperative agreement between The School and the University of Macau.

An additional educational partnership exists as well: in 2008, School faculty worked with the corporation to develop and conduct a customized, four-week executive development course at The Venetian Macao.

Introducing Mr. Pete Boyd, senior vice president of operations for The Venetian/The Palazzo and keynote speaker for CAREER EXPO XXXI, Dr. Ron Cichy (BA ’72, MBA ’77) said, “We celebrate the long-standing partnership between Las Vegas Sands Corp. and The School, and thank the many individuals who through the years have helped cultivate that relationship and benefit our students and faculty.”

In the standing-room only Kellogg Center Auditorium, Pete told the fascinating story of how Sheldon Adelson brought his vision of “Venice in Las Vegas” to fruition, and how that vision has evolved and grown, even to Asia. He spoke of the many innovations introduced by Las Vegas Sands, including pursuing the convention market in Las Vegas beginning in the late 1990s.

Advising the students to always keep their minds open to see possible opportunities, he encouraged them to “get in at any level you can; any job you are successful at will prepare you for the next job. Just get in the door.”

He closed his remarks by noting that CAREER EXPO has brought Las Vegas Sands over two dozen “wonderful team members from MSU, both in the U.S. and in Asia.” Following his presentation, Pete was designated an Honorary Faculty Member in The School of Hospitality Business.

CAREER EXPO XXXII is scheduled for November 2, 2010, with interviews on November 3. Plan now to attend!
The School, the oldest business-based hospitality school in the nation, boasts thousands of alumni, a great many of whom now manage and own some of the finest restaurants, clubs, resorts, entertainment businesses, and hotels in the world. They donate extraordinary vacation packages and dining experiences to the Auction, as well as one-of-a-kind gift items, signed sports memorabilia, golf vacations, and even fitness club memberships. Students also creatively combine donations, binding hotel stays with sporting events and dining experiences to provide all-around enticing packages. All told, the silent auction featured 250 items, and the live auction 110. Over time, bidders have gotten the deals of a lifetime.

Jazz Auction was energetic from the outset, with most items drawing high bids. Auctioneer Extraordinaire Bob Howe and Master of Ceremonies Joe Castelli kept the pace quick and encouraged friendly (and profitable!) competition, even between bidders at the Kellogg Center and those at the “remote” sites in Atlanta and Denver. The results were record-breaking earnings, with bidders seeming to understand that while they were getting great deals, the money raised would be for good causes. Remote bidding alone increased 300 percent from last year, the first year remote bidding was offered.

Junior League members, who are treated to a pre-Auction cocktail reception each year by Professor of Culinary Business Alan Sherwin (BA ’64) and his student volunteers, were impressed. “It’s like opening and closing a small business in one night,” said Junior League liaison Ginny Brooks. “The students are in charge, they have managed every detail, and they have exceeded our expectations once again.”

Auction Supporters

Auction could not happen without alumni who donate the fabulous items that people want to bid on, especially those who go the extra, extra mile and bring in multiple packages.

It also could not happen without the alumni who through the year mentor and advise the Auction Executive Board. A debt of thanks are owed to Jerry McVety (BA ’67), Ron Cichy (BA ’72, MBA ’77), and Chuck Day (BA ’91). In addition, the 50-50 drawing has been organized for many years by Mike Rice (BA ’91), who also served as the food and beverage mentor. An adopted alumnus, Joe Castelli, whose daughter Christy was Auction CFO in 2007 and 2008, has served for three years as Celebrity MC for the Auction. Thank you to all of these selfless individuals.
“We think of education and preparation as coming from one’s formal, classroom education. And certainly that’s true. But from my work with the Auction, it is clear to me that The School provides another dimension to the students’ education with events such as this. “I have seen well-intentioned but inexperienced young men and women begin to think like business people, exhibiting a new excitement when they come in under budget, or find new ways to market. They start thinking of the big picture, and with confidence and poise begin interacting with powerful alumni to produce a memorable and successful evening. “In short, they grow up before our eyes. And I know that whatever companies hire these young leaders will get more than meets the eye. They will be hiring true professionals.”

Chuck Day (BA ’91)
Revenue Management
InterContinental Hotels Group

“The Auction will always have a historic place in my heart. At the 2009 Auction, my future son-in-law pulled me aside before the event started and asked my permission to ask my daughter, Christina (BA ’08), to marry him. As I informed my wife, she immediately went into “buy” mode and bought (at the Auction) the four-day trip to the Ritz in Hawaii which, of course, was gifted to the newlyweds for their honeymoon. It was a great setting, a great event, and a lot of history I won’t forget. “While the 2010 Auction was special, for me, it didn’t compare to the 2009 event! I am almost afraid of what the 2011 Auction might bring....

Joe Castelli, Celebrity Master of Ceremonies
Jazz Auction 2010
“This group of students has exceeded all expectations.” These words were spoken by Professor of Culinary Business Alan Sherwin (BA ‘64) at the close of the 59th annual Les Gourmets on Saturday, March 27. The event has evolved over the years into an elegant champagne reception and an evening of unique entertainment and dining, showcasing student talent and creativity. Planned for nine months by a student Executive Board led this year by Alex Clark (BA ’10) and presented by hundreds of student volunteers under the guidance of Chef Sherwin and, on the day before and during the event, more than a dozen mentoring chefs from around the country, this year’s Les Gourmets was exceptional.

With the theme Beneath the Mediterranean Sun, the whole evening presented delights for all the senses, including artistic visual, auditory, and gastronomic surprises evoking the traditions and culture of the countries in the Mediterranean region.

Les Gourmets was sold out, and the more than 250 alumni, faculty, staff, and friends of The School who gathered at the Kellogg Center’s Big Ten Rooms were already in high spirits, with the MSU men’s basketball team having advanced the previous night to the Elite Eight in the NCAA tournament.

But the pre-dinner reception produced even more smiles as awestruck guests gazed at the live statues dressed in traditional Moroccan, Turkish, Egyptian, Greek, and other Mediterranean countries’ costumes. Various food stations and butler service provided delicacies such as Moroccan chicken phyllo rolls, Grecian lamb lollipops, Spanish paella, Southern French oysters on the half shell, Turkish grape leaves, and Moroccan beef kabobs. Champagne and Bells Oberon beers flowed. And guests were surrounded by intricate ice carvings and elaborate fruit carving displays, one featuring a waterfall flowing through carved papaya. Words don’t do justice.

“We wanted to transport our guests,” Executive Director Alex Clark later said. Mission accomplished—and that was just the reception.

Drums beat as the walls opened from the reception to the dining area, revealing bold colors of reds, blacks, and golds. Alex Clark welcomed the guests and, as hundreds of black-clad servers filed into the room, declared, “Meet the Spartans!”

Dr. Ron Cichy (BA ’72, MBA ’77) also welcomed those gathered, acknowledging that all kinds of students at MSU reach elite levels, not just the impressive basketball team. “And this evening,” he said, “we congratulate our own elite students who bring you Les Gourmets.”

Impressive course after impressive course followed: antipasto of assorted cured meats, imported olives, assorted cheeses, and ciabatta and focaccia breads with imported extra virgin olive; insulate caprese with baby arugula and micro greens with basil–citrus vinaigrette, baby heirloom tomatoes, and buffalo mozzarella; pasta of wild mushroom raviolis with sage butter; and intermezzo of melon basil cucumber sorbet; a secondo di manzo of petite filet mignon filled with lamb sausage and herbs, accompanied with gorgonzola polenta and baby vegetables; and dolce featuring vanilla bean panna cotta with blood orange coulis, amaretto truffles, and cannoli tartlet. Even the menu itself was folded to represent the leaning tower of Pisa. Wow.

But that is not all. Between courses, entertainment brought Greek dancers, fencing (with origins in Egypt), Turkish dancing, and opera from Italy—all presented by talented MSU students. And just before the last course, Les Gourmets scholarships were presented to three deserving School students.

Members of The School’s scholarship committee revealed each of the three winners, with Dr. JaeMin Cha introducing John Triblo (BA ’10) as a Les Gourmets book scholarship awardee who served as this year’s heart of the house co-director; Dr. Jeff Elsworth introducing Jordan Howell (BA ’10) as the second book scholarship winner, who was one of this year’s directors of human resources; and Dr. A.J. Singh introducing the $800 scholarship winner Andrew Bromley (BA ’10), who, as a senior with a dual degree in Hospitality Business and Dietetics, and a specialization in Food Processing & Technology, has earned a 4.0! He served as one of this year’s Les Gourmets directors of marketing.
The end of the evening brought thank yous to the Executive Board and volunteers, and introductions and acknowledgment to the guest chefs and other industry leaders who gave of their talents and tutoring to help the students present a flawless evening beneath the Mediterranean sun. Guests went home with more than just memories: each one was presented with a Les Gourmets cutting board, with an image of the Mediterranean sun burned on top.

Perhaps the guests most impressed were alumni who remember their own Les Gourmets. Zoe Slagle (BA ’59, MA ’64), who helped organize Les Gourmets 1959, said afterward, “Last night was truly a pleasurable experience—unsurpassed hospitality, excellent food presented beautifully, enjoyable entertainment, outstanding decorations including the marvelous live statues, historical gallery, exceptional creativity, impressive organization and topped off with the wonderful Les Gourmets cutting board that I will treasure always.”

Even the chefs who gave so much of their time to the students’ efforts were grateful, however. In a kind message to Dr. Cichy the day after the event, Chef Jason Keusch, executive chef at Troppo in Lansing, wrote, “Thank you for the opportunity to participate this weekend. I enjoy the entire activity of Les Gourmets for selfish reasons. I hope I contribute with the students in a way that is beneficial to their careers. Please let me know if there is any way I/we can help further.”

School students are fortunate indeed to have the influence of alumni and industry leaders such as these. The end of the evening brought thank yous to the Executive Board and volunteers, and introductions and acknowledgment to the guest chefs and other industry leaders who gave of their talents and tutoring to help the students present a flawless evening beneath the Mediterranean sun. Guests went home with more than just memories: each one was presented with a Les Gourmets cutting board, with an image of the Mediterranean sun burned on top.

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A Budding Leader...

Executive Director of Les Gourmets Alex Clark (BA ’10) has a bright future. After suffering major injuries in a taxi cab accident in May 2009 during the National Restaurant Association Show in Chicago, she was nonetheless able to serve in her leadership role in Les Gourmets, volunteer for other School events and clubs, as well as for the MSU Student Food Bank, and continue her research at MSU with Partnership in Food Industry Development – Fruits and Vegetables (PFID-F&V).

Alex will attend Massey University in Palmerston North, New Zealand, to continue her studies of value-chains in cocoa and chocolate, focusing on fair trade and entrepreneurship through a graduate program in Agri-commerce.

Our best wishes to Alex in her future endeavors.
Les Gourmets Guest Chefs

Doug St. Souver  
Artisans in Culinary

Patrick Merz  
Cowles House

Mike Clyne  
Gerhard Steiner

Matt Wilson  
Kellogg Hotel & Conference Center

Scott Miller  
Miller Ice Sculptures

Cyntia Manning  
Carl Peabody

Michigan State University

Wayne Wells  
Radisson–Kalamazoo

Shawn Mickaels  
Jeff Murray

Muhammed Siddiqui  
Sodexo

Jason Keusch  
Troppō–Lansing

Bob Zehnder  
Zehnders–Frankenmuth

Mike Manista  
Twayna McKenzie

Sanford Sherwin

Les Gourmets Industry Sponsors

Bell’s Brewery  
Buffalo Wild Wings

Champps Americana  
Chapelure – Fine Pastries & Espresso

Claire’s Restaurant  
Dublin Square

Great Lakes Gourmet  
Jimmy John’s

Hannah’s Koney Island  
Menna’s Joint

Michigan Milk Producers Association  
Mitchell’s Fish Market

Outback Steakhouse  
P F Chang’s China Bistro

The Riveria Café  
Stillwater Grill

A letter from our Alumni Association President

It has been a source of great pride for me to have served as president of our School’s Alumni Association over the past year. I believe all of us who engage in Alumni Association efforts, mentor School students, serve on School projects or committees, and return to campus to recruit or speak with students are convinced of the worthiness of our endeavors and of The School’s special purpose.

For me, however, the pride I feel comes from a deeper involvement in the industry. Specifically, I am proud to be part of The School which educated me to help continue and grow a family-owned and operated business in Ann Arbor with a stellar reputation and history of quality service and dining excellence.

Even more, I am proud of my sons, two of whom who have also been educated in our School. Their Spartan experiences were as memorable as mine, and I am certain they will be actively involved in our Alumni Association. Most of all, I am certain that they will be successful in our industry, ready to lead when their time comes.

One thing has always struck me when I have interacted with other alumni from The School—whether at School events or in the classroom, walking in the Homecoming Parade, or meeting with the Board of Directors of the Alumni Association—and that has been the genuine friendship we share and connection we feel to our School. We are all Spartans, yes, and we take a great deal of pride in our “green” roots. But more, we are all part of a unique institution, a School which for over 80 years has helped in a distinct way to literally define the hospitality industry in the United States, and even around the world. That knowledge of our history creates a kindred spirit among us.

I feel fortunate to have had an opportunity to contribute to our Alumni Association by serving as its president this year. I am touched and humbled, too, by being honored as the 2010 Alumnus of the Year. Perhaps best of all, I am grateful to share a special “School” spirit with all of you, and with my two favorite Spartans, my sons Mike (BA ’07) and Brian (BA ’11).

Sincerely,

Kenneth C. Weber (BA ’77)  
President  
The School of Hospitality Business Alumni Association  
President  
Weber’s Inn & Restaurant
The end of March brought a flurry of activity in The School and brought a number of industry leaders to campus.

Both the Real Estate & Development Advisory Council and the Entrepreneurial Advisory Council for The School met from March 25 through March 27, with several members staying in East Lansing through The School’s annual Les Gourmets event that evening. Drs. Ray Schmidgall and A.J. Singh hosted the real estate group and Dr. Jeff Elsworth hosted the entrepreneurs.

While the two councils met separately for the most part, they did share a luncheon on March 26, as well as a roundtable discussion following lunch, with Ed Watkins, editor of Lodging Hospitality, addressing the topic of “Industry-Focused Financial Metrics: Real Estate Development.” Lodging Hospitality, in affiliation with HVS Hotel Management, will produce the 3rd annual Midwest Lodging Investors Summit in Chicago July 11 through 13, with The School serving as the MLIS Academic Partner (www.midwestlodginginvestors.com).

During its full day of meetings, the Real Estate & Development Advisory Council was briefed on the status of The School’s Real Estate & Development Specialization, shared a discussion of its curriculum and internship requirement, and met with students currently enrolled in the Specialization, one-on-one.

Another feature of the Real Estate & Development Advisory Council’s deliberations was a presentation by senior Kaitlyn Murphy (BA ’10) of her research, guided by Dr. Schmidgall, on “Real Estate Activities at U.S. Universities.” Identifying ten universities with real estate centers and examining some of the centers’ activities, it was encouraging to note that The School already engages in some of those activities. These include the use of multiple guest lecturers and a one-credit special topics course for students, taught by Jones Lang LaSalle, titled, “Real Estate School.” In addition, The School supports a Real Estate Investment Club for students. In further discussion of the research findings, a case was made for students engaging in student case competitions, and making use of the social networking site Linked-In through The School’s Real Estate Investment Club.

The members of the Entrepreneurial Advisory Council, during the introduction to their proceedings, agreed that entrepreneurship is more than just creating new enterprises. It is also about “creating value, managing assets, inspiring people, dealing with change, and shaping and re-shaping opportunities when failure occurs.” It is also about “transformational leadership.”

The group heard a report on entrepreneurship initiatives in The School, including the two approved courses in Hospitality Business Entrepreneurship, one an introduction, and the other advanced. The objective for both courses is for students to learn how to “think like an owner” in whatever role they have in business.

A discussion followed regarding the opportunities for entrepreneurship-focused internships, executive development, research, and community outreach.

In fact, Dr. Elsworth reported, his entrepreneurship students are involved with the community in a new East Lansing Restaurant Incubator Project (see story on page 28) aimed at establishing a “workspace complete with a modern kitchen, shared storage and waiting areas,” along with “separate, small seating zones for possibly five restaurants”—all to “reduce startup costs for original ideas.” (MSU State News)

The Council also discussed the possibility of a “Center for Hospitality Entrepreneurship” within The School, and heard about current entrepreneurship-focused research being conducted by School faculty.

Students in The School played a role in the Council meeting, as well, with presentations regarding the opportunities for hospitality business entrepreneurship involvement both inside and outside the classroom. The students also encouraged Council members to continue helping students with advice, mentoring, internships, and setting life goals.
EXECUTIVE PANELS
INTERACT WITH
SCHOOL STUDENTS

Last Fall Semester, two panels comprised of industry leaders came to campus to share their expertise and experiences with School students.

On October 29, a panel assembled by Dr. JaeMin Cha for her HB 267 – Management of Food and Beverage Systems class included Gerry Fernandez, founder and president of the Multicultural Food Service & Hospitality Alliance (MFHA); Kasey Comnick, ECOLAB campus staffing specialist; Elizabeth Bugg (BA ’01), ARAMARK director of catering; and Mark Smith, vice president of human resources for U.S. Foodservice. The panel discussed diversity and cultural differences awareness in the hospitality industry.

Gerry, after serving as a general manager for The Capital Grille and later for General Mills, began to see a need for “diversity management” programs, helping those in the industry to “learn to communicate across differences” in order to be more effective. He told the students that 50% of 5-year-olds today are African American or Latino, which means that in 20 years, they will be 50% of the workforce, so businesses must “effectively implement diversity management in order to attract the best and the brightest.”

Elizabeth has worked with ARAMARK since she graduated from The School in 2001, and is now the director of catering at Chrysler headquarters near Detroit. “Not all companies value diversity,” she said. “Try to choose a company building a diverse and inclusive environment for your success.”

Kasey’s first job was at Subway, where she says she learned early on the importance of good customer service. At ECOLAB, there are strong ties to MFHA, as well as a global workforce in over 170 countries. Teamwork is essential, she told students. “Your company and your operations, including diversity management, are only as good as how well your people work together.”

Mark worked for nine years at Daimler Chrysler, and has been with the U.S. Foodservice for the past four years. The organization is committed to diversity management. He told the students to “bring your whole self to work—don’t be afraid to let your company know who you are.”

The panel, led by Gerry, presented the concept of cultural intelligence and cultural quotient (CQ) to the students. With the help of the panel, the students were able to increase their awareness and knowledge of cultural intelligence. The panel members encouraged the students to start engaging in cross-cultural interactions on campus. The students also learned that “working effectively with diverse groups” is one of the essential keys to become a successful hospitality leader.

An Executive Forum entitled “Sharing the Quality Journey,” convened on November 17 in Carolyn Rigerink and Julie Tkach’s HB 415 – Managing for Quality in the Hospitality Industry. Members of the forum included Ted Gillary (BA ’75), executive manager of The Detroit Athletic Club; Sue Lantzsch, regional vice president of Morrison Senior Dining; and Jeremy Mourey (BA ’00), corporate operations director of Premiere Food Service, Inc.

The executives discussed their individual quality journeys, philosophies, and strategies, both personal and professional, during the first part of the forum. Also mentioned were the quality goals for their organizations and their current status in achieving those goals. The panelists then took part in two concurrent breakout sessions and concluded with a networking reception during which the speakers spoke informally with the students in small groups, allowing them to ask additional questions.

Ted Gillary advised them to look for a company which embraces a quality mentality for the greatest success in their careers. Sue Lantzsch said, “In order for you or your work environment to be known for quality, you must first exceed customer expectations. The only way that this can be achieved is to really know what your customers want and strive to achieve the expectations through established monitoring processes. Remember—what a customer wants today is not necessarily what the same customer may want tomorrow!”

Carolyn Rigerink noted, “The time the students spend with the industry leaders brings great value to their educational experience. The exchange brings an invaluable insight into navigating the world of business and understanding how the journey to excellence impacts the culture of business. This is the type of learning that focuses our students as they approach the beginning of their careers.”

With both panels, students had the opportunity to engage in give-and-take discussions with industry leaders from varied backgrounds and industry segments.

“This sort of exposure to diversity of all kinds is important for our students,” says Dr. Cha. “The more they can have access to executives who are not only successful, but also thoughtful, dedicated, and quality-oriented, the better prepared they will be for the careers they have chosen.”
Two events celebrated in September marked the ten-year partnership between The School of Hospitality Business and the National Automatic Merchandising Association (NAMA).

On Friday, September 10, several members of the NAMA Board and its executives traveled with their spouses to East Lansing to enjoy a weekend on campus hosted by Dr. Michael Kasavana, NAMA endowed professor of Hospitality Business (who also happens to be MSU’s faculty athletic representative to the Big Ten Conference and NCAA). The group enjoyed a celebratory dinner at the University Club on Friday, an MSU football game on Saturday, and a casual get together hosted by Holly and Michael Kasavana at their home that evening.

Almost two weeks later, another celebration occurred at the NAMA Expo in Chicago, where Dr. Ron Cichy, director and professor in The School, spoke at the NAMA Certified Executive (NCE) luncheon. He recalled the history of the special relationship between The School and NAMA.

It was ten years ago that NAMA CEO and President Rich Geerdes and NAMA Executive Vice President and COO Dan Mathews (BA ’66) were searching for a university with which NAMA could partner to provide educational opportunities and academic research for its members. They looked at several schools and chose The School, providing (along with NAMA members) $500,000 to create the NAMA Endowed Professor in Hospitality Business. On September 21, 1999, Chairman of the NAMA Education Committee and member of the NAMA Board John Arnold, along with Rich and Dan, presented a check for $250,000. Over the next several years, NAMA friends and members donated the remaining $250,000. Dr. Kasavana was chosen as the NAMA Endowed Professor, and as a well-known expert on the technology aspects of the hospitality industry, he was a perfect fit for NAMA’s strategic focus on technology to upgrade the status and professionalism of their members and their association.

Indeed, Dr. Kasavana’s impact was immediate. Conducting research in the field, his white papers gained the attention of the media and even the Federal Reserve. His presence at the annual NAMA Expos gave members access to the latest knowledge in automatic merchandising technology. Dr. Kasavana also serves on several NAMA committees and task forces, and is an active contributor to NAMA strategic summits.

Dr. Kasavana, with several other School professors, MSU professors, and industry executives, is a faculty member for NAMA Executive Development Programs and Supervisors’ Development Programs, teaching and conducting relevant research.
HB 347: The Food

As a Senior Vice President of Sales and Marketing, King & Prince Seafood and Mrs. Friday’s Seafood, Mr. Flood’s presentation focused on quality assurance in product development. He emphasized that adding value to product development is about giving customers what is important to them. To achieve this, John described five areas that should be given close consideration: trends, sustainability, food safety, wild over farm-raised seafood, and product development. To make his point and provide a clear understanding of these concepts, John presented the class with a specific example of a real project for product development in the company. He also specified how important product development is in the business because a product is critical to a company’s reputation. Consequently, it is imperative to put the time and effort into producing products of the best quality possible.

Pat Corcoran
Campus Sales Specialist, Rich’s Product Corporation

Mr. Corcoran explained the business of the diversified company as a manufacturing firm in the food distribution channel. Generating over $3 billion in annual sales, Rich’s Product Corporation does business with 3,000 direct customers (distributors – supply chain) and 9,000 indirect customers (operators – demand creation). As Pat explained, the foodservice consumer may be focused on the value for the dollar; be time sensitive; need flexibility of services; be increasingly health conscious; and have higher expectations than ever before. Key customers of the firm include Tim Hortons, Subway, Marriott, Sysco, Red Lobster, and Applebee’s. Pat described foodservice as a business that is about people identifying food solutions for people that feed people.

Additionally, Pat emphasized the importance of sustainability and described the philosophy of the company:

We will Do What’s Right to promote a more environmentally friendly and sustainable business by improving our operations and innovating products and solutions in ways that delight our customers and use our resources more efficiently.

Further, Pat specifically addressed seafood, recycling, energy, packaging, pollution, wastewater and water usage, hazardous waste, and awareness as examples of areas of sustainability in action at Rich’s Product Corporation. The company defines its dedication to sustainability by its values: cherish its culture, innovate, be the trusted first choice, better their communities, and do what is right no matter what.

Dave DeWalt (BA ’79)
President, Franklin Foodservice Solutions

Mr. DeWalt presented the role of the foodservice redistributor, discussing a trend that is emerging in the food distribution channel. After working fifteen years in foodservice marketing and sales and then later at a consulting firm, Dave started Franklin Foodservice Solutions in 1996, a firm centered on redistribution. Traditionally, foodservice operators do not deal directly with the food manufacturers because it would consume too much time, cost a fortune, and require minimum order sizes. For the manufacturer, administrative costs would be outrageously high, freight would be prohibitive, and poor service would result from not being able to keep up with orders. A distributor provides value to both the operators and manufacturers by bringing order and efficiency.

Although distributors benefit operators and manufacturers, Dave indicated distributors do face the dilemma of too many orders, slow inventory turns, out-of-stocks, and high cost shipments. Consequently, that is where the redistributor enters the food distribution channel, enabling distributors to source products both directly and through a redistribution source. Because the redistributor consolidates delivery of products from many manufacturers, in the end, both the distributor and manufacturers benefit from the redistributor.

Dave Dow
Vice President, Canada Gordon Food Service

Mr. Dow, who developed and previously taught HB 347, spoke to the students about making a difference and “achieving the mark.” He discussed with the students what could distinguish them from everyone else. His very popular “Servant Leadership” presentation discussed some of the characteristics of the servant leader, who is results oriented, able to make tough decisions, and is secure in his or her position. Yet that same leader is also known for listening, having empathy, walking the walk, respecting others, treating associates fairly, mentoring, and being honest.
Denis Jennisch
Produce Director, Sysco
Kevin Mahoney
Vice President of Merchandising & Marketing, Sysco

Good things come from Sysco. Through the presentation by Mr. Jennisch and Mr. Mahoney, students were able to get a better grasp of what makes the company so successful—a global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities, lodging establishments and other customers who prepare meals away from home.” The speakers said the company is always looking for ways to be the best it can be as the leader in the foodservice industry. Sysco is dedicated to its customers and looks for ways to improve service and overall productivity.

Denis and Kevin made it evident that Sysco is committed to sustainability:

“We will continually seek out new ways to grow, harvest, and distribute food in a manner that not only preserves and protects the environment, but strengthens our ability to deliver the best possible quality to our customers.”

To reduce Sysco’s carbon footprint, the company focuses its efforts in all areas, including the farm, the products it sells, its distribution facilities, the delivery process, saving energy, and offering sustainable non-food products.

Pat Mulhern (BS ’84)
President, Monarch Food Group

Mr. Mulhern is president of Monarch Food Group, a private food distributor and division of U.S. Foodservice. In his presentation he emphasized the opportunities for a career in the foodservice industry. In addition to restaurant operations, other options include food safety, sales, logistics, distribution, marketing, and advertising. Pat firmly believes the food service industry is a great place to work because it is consistent, global, dynamic, innovative, important, equal opportunity, lucrative, and diverse.

With $191 billion in sales, the foodservice distribution industry is growing and successful. It provides food, equipment, and services to foodservice operators. The industry’s customer mix includes the contract customer, a power buyer with control over supply chain, and the street customer, an independent establishment whose buying power is set by the distributor sales representative (DSR). The second largest national broadline distributor in the United States is U.S. Foodservice. It serves three primary customer segments: street, national accounts, and national chain restaurants. Specifically, Monarch Food Group, one of U.S. Foodservice divisions, is a private brand label providing great choices for operators and a great margin for distributors. In 2009 the U.S. Foodservice private label sales totaled $5.7 billion.

Steve Preston (BA ’74)
Division President, U.S. Foodservice Michigan Market

Mr. Preston’s presentation was focused on customer relations, especially with U.S. Foodservice. Additionally he discussed what sets U.S. Foodservice apart: heritage, food safety, innovation, and responsiveness.

Steve shared his Pyramid philosophy of what a company stands for. At the base of the pyramid is the foundation: Food Safety and Integrity. At the core of the pyramid are the operating principals: Respect and Diversity, Innovation and Openness, Accountability and Partnership. At the pinnacle of the pyramid is focus: the Customer.

U.S. Foodservice as a distributor demonstrates these philosophies in the marketplace, and reflects them in its vision statement, “Going beyond the Plate.”

Dr. Ken Wasco (BA ’76)
Value-Added Services, Gordon Food Service

Dr. Wasco began his presentation emphasizing that the foodservice industry offers many opportunities to individuals seeking a profession in this area, especially in the current economy. To engage the students, he covered many trends in the industry that also set the stage for his discussion on value-added services.

The purpose of dealing with a distributor must come down to one of three things: it must save money, make money, and/or save time. This is added value. The process begins with determining value: product, package, place, and price. After reading the basic requirement, the distributor then must supply its value-added services based on a customer’s needs. For instance, Gordon Food Service has an array of brands (ranging from higher end to lower end), which are geared towards different values of services.

The students in HB 347 also had the educational experience of touring two businesses.

GORDON FOOD SERVICE

The students traveled to Grand Rapids, MI, to take a tour of the Gordon Food Service facilities—all 293,000 square feet! Each student received a set of earphones for the tour conducted by Mr. Gerry Cooke. The students were able to observe first hand GFS associates inspecting products, packaging products, assembling orders, and loading delivery trucks. Gerry guided the students throughout the entire distribution site so students gained a better understanding of the stock areas, grocery-receiving areas, loading docks, coolers, and freezers. At the end of the tour, Gerry provided a question-and-answer session.

After the tour, students were required to review what they had observed and to describe three key performance indicators (KPIs) they felt were important to Gordon Food Service. Each student evaluated the three selected KPIs of their choice and based on their evaluation, summarized how Gordon Food Service addresses each KPI.

PARAMOUNT COFFEE COMPANY

The second tour was to Paramount Coffee Company, a specialty regional distributor located in downtown Lansing, MI. Students were able to see first hand all the aspects of the facilities. During the tour, students were able to smell the different types of coffee beans and observe the physical differences in the beans.

As a follow up to the Paramount Coffee Company tour, students were once again required to select three KPIs unique to the company and beverage sector of the industry and evaluate each in regards to the company.
ENTREPRENEURSHIP IS KEY FOR MANY STUDENTS

It is no secret that many government leaders believe Michigan’s economy will rebound only if it diversifies. And many believe the key to that diversification lies in the state’s entrepreneurs—those individuals who are willing to take the risk of starting a business, hiring a small staff, working long hours, and hoping it all pays off.

The School also knows the value of entrepreneurship. In fact, many students choose to major in Hospitality Business because in a nebulous way, they someday hope to “own my own restaurant,” or “establish a bed and breakfast.”

Well, Assistant Professor of Hospitality Business Entrepreneurship Jeff Elsworth is determined to help these students develop the skills, knowledge, and behaviors they will need to see their dreams come true. For the past two years, he has taught two new courses on entrepreneurship, and, according to an article in the January 21, 2010, issue of The State News, he participated last winter in the planning stages of an “incubator project” which could provide “steady financial footing for restaurateurs.”

Organized by officials in the City of East Lansing, the project will be aimed at establishing a “workspace complete with a modern kitchen, shared storage and waiting areas,” along with “separate, small seating zones for possibly five restaurants”—all to “reduce startup costs for original ideas.”

The article explains that “winning ideas potentially could be determined by a panel of judges who would decide which ideas were best and offer the restaurateur hopefuls space to begin operation.”

Dr. Elsworth sees a benefit for students in The School. He notes that East Lansing is home to about 900 of these students, about a third of whom are interested in restaurants as a career. He predicts that “restauranters could work with an experienced and educated group of students to help with crafting a business plan, marketing strategy, training program, and financial plans.”

He further explains that “project collaborators hope the small-scale enterprises develop a committed clientele that could transform into multiple investors, allowing the concepts to branch out into their own buildings.”

Because startup costs are often deterrents to market entry—and getting loans in today’s economy is extremely difficult, almost all restaurants open with a fair amount of debt. Says Professor Elsworth, “I always tell people when I’m consulting them, ‘Whatever you think it will cost you to open, multiply that by three.’”

Over two years ago, The School established its Entrepreneurial Advisory Council, made up of leading Alumni entrepreneurs who have helped advise the faculty in developing the two new entrepreneurship courses. The Council is also looking into the feasibility of establishing an Entrepreneurship Specialization within The School (see article on page 23).

Dr. Elsworth is enthusiastic about the entrepreneurship courses, noting that the enrollment in both has increased in each of the semesters they have been offered, starting in January of 2008. The advanced course offers students a hands-on project, requiring the kind of research and planning that an actual start up demands, legally, financially, marketing, and operationally. “We want our students to begin thinking like an owner,” he says.

It appears to work. Hospitality Business students and aspiring entrepreneurs like Nick Hy (BA ’10), Melissa Linquist (BA ’10), and Katie Eimers (BA ’10), who already have begun work on their restaurant/bakery idea and finished in the top five in a local idea pitch competition say, “We have always dreamed of opening a restaurant. Now we know the strategies for opening a successful business.”

“We want our students to begin thinking like an owner,”

Jeff Elsworth
Assistant Professor of Hospitality Business Entrepreneurship

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The School hosted the 20th annual Hilton Lecture Series last November, focusing on Club Management. The series was established in 1991 by Dr. Ray Schmidgall, Hilton Hotels Professor of Hospitality Financial Management.

Dr. Schmidgall has developed and successfully implemented a forum which addresses a single issue facing hospitality businesses each year, both from an industry perspective and from an academic perspective. Past themes have included Globalization, Ethics, Leadership, Trends in Franchising, Hospitality Valuation, Consulting, and other vital hospitality business topics.

Because the theme for 2009 was Club management, the industry speaker was James B. Singerling, CCM, CEO of Club Managers Association of America (CMAA), and the academic speaker was Dr. Jason P. Koenigsfeld, senior vice president of professional development of CMAA, whose dissertation topic on competency-based professional development programs was the basis of his discussion.

The lecture series began on Thursday, November 19, with a presentation by Jim in Dr. Jeff Beck’s HB 375 – Hospitality Marketing. A reception and dinner followed that evening, planned and presented by Professor of Culinary Business Chef Allan Sherwin (BA ’64) and his HB 485 – Hospitality Foodservice Operations students, featuring an elegant, golf-themed menu.

The following day began with Jason making his presentation, “Developing an Industry Specific Managerial Competency Model for Private Club Managers in the U.S. Based on Important and Frequently Used Management Competencies.”

With research that actually began at MSU with Professor Jack Ninemeier and Professor Bob Woods, collaborating with University of Nevada - Las Vegas Professor Joe Perdue, Jason noted that through the years, club managers have increased their professionalism through certifications which are competency based. In fact the competencies are the core of the CMAA Business Management Institutes, including BMI III, housed at MSU.

Jason discussed his current research on the Management to Leadership Model which suggests that for club chief operating officers and general managers, leadership, communication, and accounting skills appear to be of top importance, in that order.

Jim then gave a club industry update, acknowledging the very close relationship enjoyed by CMAA and The School at MSU, saying, “It is pleasure to be home again,” and that the relationship with School faculty is a “treasured one.”

He noted that CMAA was established in 1927, the same year as The School, and is focused on leadership, education, and professionalism. The Business Management Institutes, with over 9,000 graduates, fulfill the educational and developmental needs of the club industry by teaming closely with academia for the professional development programs based on the identified competencies. Certifications all the way to Master Club Manager are offered, and earned by increasingly professional executives who lead private clubs, including social, golf, yacht, and even health.

The Hilton Lecture Series closed with two panels of industry experts addressing what they viewed as pressing issues facing their industry. One panel of COOs/GMs covered “Revenue Growth Strategies for the Future,” with Rick Bayliss (BA ’85), CCM, CCE, chief operating officer of The Lost Tree Club in North Palm Beach, FL, and national director on the Board of the CMAA, serving as moderator. Panel members included Jeff Anderson (BA ’90), CCM, general manager of the Traverse City Golf & Country Club; Todd Beals, chief operating officer of the Detroit Golf Club; and Richard Bruner, general manager of the University Club of MSU.

The panel of controllers discussed “Cost Control Strategies for Tough Times,” with Tom Smith, CHAE, chief financial officer of the Westmoor Country Club, serving as moderator. Panel members included Frank Agnello (BA ’80), controller of The Wyndgate Country Club; Cheryl Brennan, controller of the Bloomfield Hills Country Club; and Rosemarie Harmon, controller of The University Club of MSU.

Both groups presented creative ideas, and both concluded that early student involvement in the CMAA is critical to the future of the club industry.

Hilton Lecture Series XXI is scheduled for October 31, 2010, with the topic of hospitality accounting.
The SCHOOL LINKS WITH
UNIVERSITY OF MACAU

A “General Agreement for Academic Cooperation” between The School and University of Macau, Macao SAR, The People’s Republic of China, was signed last Fall to “foster cooperation in education and research” between the two institutions.

The agreement, which continues The School’s efforts to extend its reach globally, encourages academic collaboration between the faculty and students in both universities in a number of possible ways:

- The exchange of materials in education and research, publications, and academic information
- The exchange of faculty and research scholars
- The exchange of students
- Joint research and meetings for education and research
- Technical assistance

Signatories to the historic agreement include Dr. Ronald F. Cichy, director and professor in The School; Dr. Elvin C. Lashbrooke, Jr., interim dean of The Eli Broad College of Business; Dr. Jeffrey M. Riedinger, dean of MSU’s International Studies and Programs; and Dr. Lou Anna K. Simon, president of Michigan State University. Signing for University of Macau are Professor Michael Gift, interim dean of the Faculty of Business Administration, and Professor Wei Zhao, rector of the University.

Faculty in The School are enthusiastic about the agreement and the opportunities it presents. Associate Professor Dr. A.J. Singh, who leads The School’s Study Abroad program to China, Macau, and Hong Kong, looks forward to joint research projects and faculty exchanges, as well as the involvement of graduate students from China in joint research. “There is also potential for engaging The Venetian Macao, University of Macau, and The School in applied and proprietary research,” he says.

Dean James Rainey, The School’s director of Academic Programs, agrees, saying, “The Agreement provides a wide variety of possible linkages for our faculty and students. I am particularly hopeful that Study Abroad opportunities will continue to develop. Completing a Study Abroad experience is one of the most valuable complements to their classroom instruction here that our students can have.”

Jan Van Lente, undergraduate academic adviser in The School, who marshaled the Agreement through the approval process at MSU, is particularly enthusiastic about the global possibilities for students who will have potential access to University of Macau facilities and faculty while studying abroad. In addition, she says, “I welcome the possible exchange of students between the universities.”

Dr. Cichy has yet another benefit in mind: the collaboration of MSU and University of Macau faculty in providing executive development programs for businesses in Macau and China. “We have already developed and presented a four-week Executive Development Course for executives from The Venetian Macao; surely this agreement will open more doors.”

The Agreement is an example of the increasingly global nature of The School’s programmatic endeavors across its teaching, research, and outreach missions.
It has become a meaningful tradition for The School each year to thank members of the MSU community for their help in spreading the word about The School to potential students and in other ways aiding in the mission of The School. It takes a village, after all.

So, on Thursday, February 18, University-wide advisers, admissions officers, and other special guests came to the annual “Friends of The School” cocktail reception, enjoying filo cups with wild mushroom quiche, miniature crab cakes; fresh jumbo shrimp; smoked salmon crostini with dill cream cheese; apple wood smoked pork tenderloin, carved to order; fresh vegetarian egg rolls; artichoke and spinach stuffed mushroom caps; bruschetta; chicken satay with bourbon glaze; and a chocolate fountain with varieties of fruit. In addition a number of Bells beers were served, along with red and white wine.

With no set program—the evening was only about appreciation and thanks—guests were able to mingle and converse, and after introductions of The School’s Academic Programs team and Director and Professor Ron Cichy (BA ’72, MBA ’77), each guest was given a glass candy jar (with a Spartan green lid!) filled with wrapped butter cream mints (with The School’s logo!), and an attached, colorful brochure with fast facts about The School.

Jan Van Lente, academic adviser for The School, and mastermind of the evening’s event, was clear about the purpose of the gift. “This is a large university, and many people have a hand in sending good students to us, and then helping them as they progress and finish their degrees. We want to thank them.” In addition, she explained, “It is wise to provide as much information about The School as we can to people throughout the university who meet with a number of prospective students each day.”

Another way to leave a lasting impression is of course to let the students do their thing! The cocktail reception was planned and produced under the guidance of Professor of Culinary Business Alan Sherwin (BA ’64) by the students in HB 485 – Hospitality Foodservice Operations. Moreover, Lena Loeffler, coordinator of Alumni Relations and assistant to the director for The School once again provided a tutorial in event planning with her behind-the-scenes logistical support. She was ably assisted by Kathy Keesaer.

“Both Jan Van Lente and Cathy Keesaer have helped us build and keep friends. We wish them well as they leave our School.”
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 in excess of $231,000 were distributed.

Top GPA Award
Jayoung Sohn (MS ’10)
Andrew Bromley (BA ’11)
Sutton Koeltje (BA ’11)
Kristin Randall (BA ’12)
Paul Firstad (BA ’13)
Rachel Geer (BA ’12)

American Hotel & Lodging Educational Foundation
Creighton Holden Memorial Scholarship
Lauren Jones

American Hotel & Lodging Educational Foundation Investment
Susan Caviccioli
Kaitlynn Murphy
Stephanie Stephens

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

Philip M. Becker Scholarship
Samantha Lindenbusch

Lindus L. Caulum II Memorial Fund Scholarship
Emily Fisher
Kaitlynn Murphy
Mykala Salquist
Neil Naran
Raquel Snyder
Lucas Maginni
William Horgan
Morgan Zahul
Kelsey Fedewa

Director’s Fund Scholarship
Kaitlynn Murphy
Jessica Ritz
Mykala Salquist
Lauren Jones
Alyssa Hoyer
Neil Naran
Jonathan Riddle
Rachel Snyder
John Triblo
Lucas Magnini
Stephanie Stephens
Emily Smith
Jason Watson
William Horgan
John Soave
Morgan Zahul
Kelsey Fedewa
Brian Carroll
Cheng Zhang
Cesar Reymundo Salazar
Sung-Bum Kim
Yiqi Chen
Yuan Wang
Matthew Anderson
Alexandra Clark
Julia Allos
Girodana Sobel
Alvin Brown
Margaret Ferrara
Luyao Wang
Paige Des Jardins
Matthew Iwanski
Jessica Clark
Nicholas Hy
Alyse Biddle
Katherine Eimers
Katherine Murphy
Natalie Kirylo
Christopher Sullivan
Algeron Bartell
Matthew Vara
Christine Kriebel
Emily Lustig
Corrina Serra
Marie Konyha
Alana Baudo
Spencer Goodman
Nicole Snabes
Brett Werblow
Rachel Kroening
Chris H. Cheng
William Horgan
Patrick Beal
Garrett Ross
Andrew Bromley

Sharita Haygood
Courtney Jackson
Reece Jahn
Jeffrey Keilen
Tabitha Lesh
Jeffrey Packard
Seungyong Seo
Kelly Ward
Logan Wolverton

The Ivon A. and Lois I. English Endowed Scholarship in Hospitality Business
Paige Des Jardins
Melissa Lindquist
Emily Shook
Alaina Mueller

The Lester A. Gruber Memorial Scholarship
Matthew Anderson
Alexandra Clark
Julia Allos
MiRan Kim

Ilinois Restaurant Association Scholarship
Stephanie Stephens

Kim County Lodging Association Scholarship
Paige Des Jardins

The H. William and Elizabeth A. Klare Memorial Scholarship
Andrew Bromley
Julie Tkach
Yiqi Chen
Jelena Chung
Lan Jiang
Sung-Bum Kim
Yi-Jen Lin
Joonho Moon
Jing Ning
Haeik Park
Cesar Reymundo Salazar
Jee Hyun So
Jayoung Sohn
Yuan Wang
Qifan Wu
Chia-Mei Wu
Jing Yang

Sung sik Yoon
Tao Zhang
Lauren Jones
Kellie Kaplan
Rachel Kroening
Jessica Ritz
Mykala Salquist
Kelly Schlaud
Emily Shook
Emily McCandless
Tracy McKellar
Jacelyn Johnson
Sung-Bum Kim
Matthew Anderson
Alvin Brown
Girodana Sobel
Julia Allos
Alexandra Clark
Luyao Wang
Jayoung Sohn
Yuan Wang
MiRan Kim

Matthew Anderson
Alexandra Clark
Susie Jung
Kathryn Wahl

J. Willard and Alice S. Marriott Endowed Hospitality Business Scholarship
Alvin Brown
Youn Soo Lee
Artasia Myers
Stephanie Hamlin
Courtney Jackson
Jane Cerovina
Jacqueline Hamilton
Xiaoli Chen

LaTour Family Endowment for Student Travel In The School of Hospitality Business
Matthew Iwanski
Paige Des Jardins

Dr. William and Mrs. Joyce Lazer Endowed Fund
Stephanie Stephens

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 in excess of $231,000 were distributed.
in 2009-2010

The School’s Scholarship Committee with 2010 Statler Foundation Scholar Kelsey Fedewa

Susan Cavicchioli
Lauren Jones
Kaitlynn Murphy
Stephanie Stephens

Marriott Michigan State University Alumni Scholarship
Maureen Reimann

Michigan State University Federal Credit Union Study Abroad Award
Ashley Lebel

Michigan State University Honors College Scholarship
Jennifer Doll

National Restaurant Association Educational Foundation Scholarship
Andrew Bromley

Shirley K. Pasant Endowed Scholarship in Hospitality Business
Matthew Iwanski

The James F. Rainey Endowed Fund in Hospitality Business
Jessica Clark
Katherine Eimers
Katherine Murphy
Natalie Krylo
Christopher Sullivan
Algeron Bartell
Christine Kriebel
Matthew Vara
Alysse Biddle
Corrina Serra
Emily Lustig
Nicholas Hy

Schmidgall Family Endowed Hospitality Business Financial Management Scholarship
Ashley Lebel
Kathleen Normand

George Schumaker Endowed Scholarship in Hospitality Business
Anna Christina
Margaret Ferrara
Mykala Salquist
Jake Forbes

Fred A. and Eva G. Simonsen Scholarship
Emily Fisher
Meghan Clark
Paul Finstad
Jordan Levine
Emily McCandless
Samantha Thomas
Jennifer Doll
Jiayu Zhang
Kelly Baarman
Sooyeon Kim
Danielle Liparoto
Leah Rice
Jenna Stretemski
Kathryn Wahl
Rebecca Ginsberg
Rose Halle
Alexander Parke
Allison Turner
Courtney Jackson
Alysse Biddle

Paul A. Smith Scholarship
Endowment for Domestic and International Business Travel
Marie Konyha
Rachel Kroening
Alana Baudo
Christopher Cheng
Nicole Snabes
Spencer Goodman

Starwood Foundation Expendable Scholarship
Stephanie Stephens
Jordan Howell

Endowed Scholarship
Kelsey Fedewa

Alan and Bernice Suiton and Automatic Products International, Ltd. Endowed Scholarship in Hospitality Business
Katherine Eimers
Haley Eder
Michael Erlingis
Lucas Magnini

F. Brooks and Jan Thomas Endowed Hospitality Business Student Scholarship
Alyse Biddle
Kaitlynn Murphy
Jessica Ritz

Washington D.C. Leap Scholarship
Alvin Brown
Jacqueline Hamilton

Lou Weckstein Endowed Scholarship Fund in Hospitality Business
Raquel Snyder
Kelly Rafferty
Morgan Zuhl

Winegardner & Hammons, Inc. Hotel Student Endowed Scholarship
Jacob Dondzlia
FuFaan Lai
Briana McKeon
Jessica Wiggins
Cathleen Zuzelski

ENDOWMENTS

THE KEY TO STUDENT OPPORTUNITY

When alumnus and Industry Leader of the Year for 2010 John Beldin (BA ’85) spoke with Director and Professor Ron Cichy (BA ’72, MBA ’77) last winter, he asked how he could best help The School and its students.

Ron did not hesitate. “Establish an endowed scholarship for student travel and Take Your Seat in the revitalized Culinary Business Learning Lab,” he told the president and CEO of Davidson Hotel Company.

In fact, Ron explained, endowments to support student travel are critical in The School. Travel scholarships may be awarded based on financial need, student organization leadership, and/or student interest area (e.g., hotel operations, real estate development). These funds assist students attending the International Hotel/Motel and Restaurant Show in New York City, including The School’s Celebration of Leadership and student professional development programs while there.

In addition, funds support student travel to the National Restaurant Show in Chicago, and The School’s Annual Gathering of Leaders and professional development activities with Chicago hotels and restaurants.

But more and more students are interested in attending specific industry gatherings, such as The Americas Lodging Investors Summit (ALIS) for those interested in real estate and development; CMAA World Conference (for those with club management aspirations); and international sites (for our Global Hospitality Business Student Organization).

And for those students who study abroad, travel scholarships are often the difference between taking the opportunity and having to forgo it.

Ron continues, “Increasingly, the demands of the industry are for well-rounded, experienced, culturally aware leaders. Any assistance we provide our students to become just that is crucial. They have placed their trust in The School; we have an obligation to fulfill it.”

And John’s generous response? He and his wife Libby agreed to establish a travel endowment for Real Estate and Development Specialization students and to purchase two demonstration theater seats! Thank you to this generous couple—outstanding leaders and role models—for leaving lasting and meaningful—and very tangible—legacies at Michigan State University.

It might surprise you to know the large number of endowed scholarships that exist in The School, most of which aid students NOW, with travel, books, emergency funds and other contingencies specified in each endowment. Best of all, endowments keep generating funds in the future. Endowments can be created for a minimum of $30,000 total, payable over five years, for a purpose mutually agreed upon by The School and the donor, and with distribution qualifications similarly agreed upon.
We’ve done it again!

The student leaders that make up the Hospitality Association continue to far exceed the expectations of our employers, professors, and alumni, as well as many visiting industry professionals and community members. In a trying economic year, the hard work of our determined student leaders prevailed in all four of our HA-sponsored events.

Our reputation as The First, The Original, and STILL The Leader was most notable at CAREER EXPO XXXI; our event had more companies in attendance than any other hospitality career fair in 2009, thanks to Executive Director Stephanie Stephens (BA ’10) and her excellent team who organized educational professional development programs, recruited new companies to attend, and got the word out that companies were indeed hiring our students for full-time jobs and internships—a rarity in this economy! The successes of CAREER EXPO XXXI inspired the student teams of the other three events for the remainder of the year.

Director of Vegas Night Tyler Orr (BA ’10), along with his Executive Board, made the decision to move the venue to the Stadium Club within Spartan Stadium for the first year. This strategic move drew in a record number of gamblers and boosted the bottom line revenue: it was the most profitable Vegas Night to date!

Only a week later, CEO Emily Smith, her Executive Board, and teams of student volunteers hosted Jazz Auction 2010 in the Kellogg Center. They worked tirelessly throughout the year petitioning alumni, local businesses and industry professionals to donate packages. Their diligence paid off, with the Auction exceeding the contingency budget and, with the help of our remote bidding sites in Denver and Atlanta, many students, alumni, and community members will be taking advantage of superb travel packages that were donated. Be sure to look for more remote bidding sites for Auction 2011!

Finally, we ended the year with a night full of great food and entertainment at Les Gourmets: Beneath the Mediterranean Sun. Backed by the creative passion of Executive Director Alex Clark, the hardworking student team refreshed the annual evening to include a whole new concept of entertainment complete with human statues to represent all five countries featured in the Mediterranean cuisine!

The student leaders in The School of Hospitality Business deserve a round of applause for all of their hard work and accomplishments throughout the year. Times were trying, but our students helped make it another GREAT year for The School! A huge THANK YOU to those who support us: alumni, faculty and staff of The School, employers, and community members.

I am very grateful to have been a part of such a motivated and inspirational group of individuals and am very excited for the 2010-2011 Hospitality Association executive board. I look forward to hearing of their successes! As for me, I am off to The Waldorf-Astoria for management development.

Kaitlyn Murphy (BA ’10)
CEO
Hospitality Association

As alumni, you are aware . . .

. . . of just how active the Hospitality Association is, raising funds to benefit student clubs and events, organizing charitable fundraisers for a variety of causes, overseeing ten very busy student clubs, and preparing the students who lead them for dynamic careers in the industry.

You will get tired just reading about a few of the activities sponsored by HA and some of its clubs during the past academic year—ah, for the energy of youth!

HOSPITALITY ASSOCIATION
Executive Board
2010 – 2011
CEO – John Soave (BA ’11)
COO – Morgan Zahul (BA ’11)
CFO – Samantha Lindenbusch (BA ’11)
VP Student Events – Andrew Bromley (BA ’11)
VP Student Relations – Emily Smith (BA ’11)
VP Marketing – Brian Weber (BA ’11)
VP Human Resources – Courtney Moore (BA ’11)
The Hospitality Association planned and built The School’s homecoming float last fall, with the theme “From Farm to Fork,” in keeping with the MSU Homecoming message “We’ve Always Been Green.” The eco-friendly float highlighted the importance of supporting local farmers (thanks to donations from the East Lansing Farmer’s Market), and how restaurants can save money on transportation by buying locally. Each float judge received an eco-friendly gift basket with sustainable gifts, including 2010 Les Gourmets Executive Director Alex Clark’s (BA ’10) own home-made choco-popcorn!

HA also sponsors The School’s entry in the Relay for Life team at MSU, held each spring on campus. Also in the spring, HA planned an outing for all School students to a Detroit Tigers baseball game. The price for each student included a game ticket, transportation to the game, a t-shirt and a donation to the Haiti earthquake relief effort.

The Professional Convention Management Association (PCMA) student club reports that it teamed with the Lansing Area Parents (LAP) Respite Center to plan its first annual fundraiser, a celebration of LAP’s 20 years of service, with a wine tasting and silent auction. PCMA joined with another School club, the Hospitality Sales and Marketing Association (HSMA) to host the event in April, and student members were responsible for every detail, including venue selection, event design, and finding sponsors.

Last January, PCMA sent eight students to the annual meeting of the PCMA in Dallas, TX. With a full scholarship from the Associated Students of MSU (ASMSU), these students networked with industry professionals and benefited from over 70 educational sessions.

The Lodging & Gaming Management Association (L&GMA) had numerous meetings with large numbers (50-plus students) hearing from guest speakers such as Joel Heberlein, general manager of the Kellogg Hotel & Conference Center, and Malinda Barr, a networking specialist and owner of Get Up and Grow. The club hosted a site tour of the Staybridge Suites in Okemos, and, through the gracious hospitality of the Las Vegas Sands Corp., in the spring several members were able to travel to the Las Vegas Sands, stay at the resort, meet with department heads, tour the site, and build relationships.

The Real Estate Investment Club (REIC) has also hosted several meetings with guest speakers, but it has, in addition, worked with the City of East Lansing on a restaurant incubator project (see page 28). Club members formed study groups to prepare for the Leadership Energy and Environment Design (LEED) certification exam. In January, six students attended the Americas Lodging Investment Summit in San Diego (see page 36 for more information on this important learning experience). Members also used spring break to visit the Virgin Islands and stay at the Maho Bay Resort to learn about sustainable development and eco-friendly resorts.

The Society for Food Service Management (SFM) creatively raised funds for earthquake victims in Haiti, organizing a cookie sale in Eppley Center which went far beyond all fundraising projections (see page 36 for details).

The National Society of Minorities in Hospitality (NSMH) sent members to Columbus, OH, to participate in the NSMH Midwestern Regional Conference. They were able to attend workshops and to network with representatives of Darden Restaurants, Hyatt, Sodexo, Hilton, and OSI Restaurant Partners. Also during Fall Semester, members toured the MGM Grand Casino in Detroit, and were involved in several community services activities.

During Spring Semester, members attend the 21st NSMH National Conference in Indianapolis, IN. They co-hosted their First Annual Etiquette Dinner, with Alpha Phi Alpha and the Diversity Career Advisory Board.

Students in the Hospitality Sales and Marketing Association (HSMA) chose the theme “Marketing Yourself” for this school year, inviting Derek Merhaban of Ingenex Digital Marketing as guest speaker for its first meeting. Thereafter, the club held social events and fundraisers, including one at the Residence Inn by Marriott in Ann Arbor. HSMA teamed with PCMA for its Lansing Area Parents Respite Center fundraiser.

The Global Hospitality Business Organization (GHBO) hosted a fall social at Altu’s Ethiopian Restaurant, and held several helpful meetings for its members, including a resume building session with SIRC; an informational meeting featuring the Office of Study Abroad; and meetings informing students of international hospitality trends and possible trip ideas.

The Club Managers Association of America (CMAA) members toured the Canada Creek Club in Atlanta, MI, this past Fall, a privately-held hunt club in Northern Michigan. During the same trip, the students toured the Traverse City Golf and Country Club, hosted by its general manager and 2009 Emerging Alumnus of the Year Jeff Anderson (BA ’90). Several student members received School scholarships to travel to the CMAA annual World Conference in San Diego in February, where they attended educational seminars, networked with students and club managers from around the nation, and took part in internship and career interviews. Members also gave back to the MSU community by volunteering at the MSU Student Food Bank and other fundraising activities.

Of course, the Hospitality Association also helps finance and in other ways assists the four major events in The School, each of which has its own executive board and team of student volunteers. Read about CAREER EXPO, Vegas Night, the Annual Auction, and Les Gourmets in this newsletter.
If people in the hallways at Eppley Center put on a few extra pounds last winter, there is a good reason.

After all, students in the Society for Foodservice Management (SFM) club in The School spent several days last February selling a variety of gourmet cookies to raise funds for the victims of Haiti’s earthquake.

“We expected to raise $500,” says SFM chapter president Christopher Sullivan (BA ’10). “But in the end we were able to send $1,500 to the American Red Cross with our “Cookies 4 Haiti” efforts.”

Clearly, this was no ordinary bake sale. Director of MSU Culinary Services Guy Procopio and Associate Director of Culinary Support Services Marta Mittermaier helped arrange for Culinary Services and the MSU Bakery to donate all the cookies, which enabled 100% of the sales proceeds to aid in relief efforts.

Marta, who also teaches The School’s HB 347 course on Food Distribution, helped bring in the talents of the MSU Bakery and donate the cookies. “We owe a debt of gratitude to her and to Guy Procopio (Director of Culinary Services), not to mention the MSU Bakery,” says the SFM chapter’s Director of Marketing Jo Tic (BA ’11), who masterminded the sale. “The cookies were delicious, so we didn’t have to twist any arms to sell them. We had tremendous support from faculty and students in The School, as well as from numerous other MSU faculty and community members.”

The Society for Foodservice Management is one of ten student clubs in The School’s Hospitality Association. The clubs, which are open to all majors at MSU, host guest speakers, industry tours, fundraisers, social activities, and other ways for students to learn about and be associated with various segments of the hospitality industry. Student leaders direct all the clubs’ activities and finances, and each club has a faculty advisor. For more information on any of The School’s clubs or on SFM in particular, go to www.bus.msu.edu/shb/students, and click on “Hospitality Association.”

Students Learn from the Experts at Americas Lodging Investors Summit

Four MSU students, all officers in The School of Hospitality Business’s Real Estate Investment Club (REIC), were able to attend the 9th annual Americas Lodging Investors Summit (ALIS) January 25–27 in San Diego. The students—Emily Lustig (BA ’10), Patrick Beal (BA ’10), Neil Naran (BA ’10) and Garrett Ross (BA ’11)—are all enrolled in The School’s Real Estate & Development Specialization.

ALIS is the leading and largest hotel investment conference in the world, attracting more than 7,000 international delegates over the past three years. Produced by Burba Hotel Network, LLC (BHN), the Summit brings together hotel executives, investors, lenders, developers, and the professional advisory community in the hotel and tourism industry to discuss important trends and to identify new opportunities in the hospitality real estate industry. BHN was founded by School alumnus and Wall of Fame Class of Developers member Jim Burba (BA ’77).

The four MSU undergraduates were able to participate in the breakout sessions and attend the keynote speaker presentations and networking receptions. They were also invited to a small gathering to meet the people “behind the scenes” of ALIS; this reception introduced the students to some Michigan State alumni, including Jim Burba (BA ’77), Jonathan Zink (BA ’04), and Stephany Chen (BA ’09), all from BHN.

Additionally, alumnus Ryan Meliker (MBA ’05), vice president of Morgan Stanley Research, hosted a Michigan State alumni/student event, graciously underwritten by Morgan Stanley, where the MSU students were able to meet and interact with various Spartan alumni in the real estate and development industry.

All the student volunteers, including many from other hospitality programs around the nation, were responsible for staffing registration and information booths. Some of the students also worked during the breakout and plenary sessions to ensure the panel speakers had everything they needed and that all questions from the audience were answered.

ALIS even provided professional development informational sessions for student volunteers about interviewing, career opportunities, and networking.

“We learned so much,” says REIC President Emily Lustig. “But we also expanded our alumni network, and represented The School. We will share this information with other students, especially those in the Real Estate Investment Club, using lecture presentations and guest speakers whom we met at ALIS.”

Six graduate students in The School took part in a week-long intensive internship at the Michigan Governor’s residence in Lansing, beginning December 7, 2009. They worked with and learned from Kelly M. Brennan, CMP, CPCE, residence & events director for the Michigan Governor’s Residence in Lansing and Mackinac Island.

Jim Burba (BA ’77), Ali Fataj (BA ’04), Emmanuel Reyes (BA ’06), Tal Tomaras (BA ’09), Garrett Ross (BA ’11), Katherine Button (BA ’09), Emily Lustig (BA ’10), Ryan Meliker (MBA ’05), Patrick Beal (BA ’10), Jan Duc Catting (BA ’01), Adam McCaughey (BA ’00), Stephany Chen (BA ’09), Nate Sahn (BA ’07), Lynn Roberts (BA ’87), Mike Damtoos (BA ’86), Li Chen (BA ’10), Jonathan Zink (BA ’04), Neil Naran (BA ’09)
INTERNATIONAL DESTINATIONS
In the 2009-10 academic year, 70 School of Hospitality Business students selected the following programs for their study abroad experiences.

**Study Abroad Program** | **# School Participants**
---|---
American University of Rome | 2
Intercultural Management in Norway | 1
Financial Management and International Hospitality | 22
Business Management in Asia (China/Japan)
Freshman Seminar in Scotland: Mysterious Scotland | 1
International College of Management in Sydney | 5
John Cabot University in Rome | 8
Tourism and Recreation Management at University | 1
of New South Wales, Australia
Other MSU Programs (see below) | 30

- Hispanic Studies in Valencia, Spain
- Spanish Language, Literature and Culture in Santander, Spain
- French Language, Literature and Culture in Tours, France
- International Food Laws, Friedrich Schiller University in Jena, Germany
- Marketing and Business in London, England
- The European Union, Globalization and Social Change in Strasbourg, France and Brussels, Belgium
- Business Study Abroad Program in Scotland, St. Andrews, Scotland
- Marketing & Int’l. Comparative Dimensions of Business in Italy, France & Belgium
- Studies in Antarctic System Science (location in Antarctic)
- Australia’s People, Government and Justice System, Sydney and Canberra, Australia
- Music, History and Culture of Africa, the Caribbean and the Americas in Jamaica
- International Business Management in Western Europe, The Benelux Countries
- Advertising and Public Relations a la Mediterranean in Rome, Italy and Cannes, Frances
- Is This a Postmodern World? Austria, Czech Republic, France, Hungary, Italy, Netherlands, Poland, Spain
- Social Science in the Eastern Mediterranean, Greece
- University of KwaZulu-Natal, South Africa
- Intensive First and Second-year Spanish in Queretaro, Mexico
- International Engagement in Mexico-Puebla
- Mass Media in the United Kingdom, England, Scotland, Wales

SPARTAN CREATIVITY
Michelle Mize (BA ’13) is a creative Hospitality Business student whose framed poster spelling the words “Michigan State University” with photos of letters taken from all over campus has drawn interest and praise from faculty and students alike. Get to know Michelle from this January 2010 interview:

**What gave you the idea for this project?**
My hometown’s (Northville, Michigan) art show had a booth with pictures of letters made from things like benches or fences, and people could buy the letters to build a word. I saw this the summer before I came to MSU. While at MSU, I got the idea of taking pictures of recognizable letters around campus to spell out “Michigan State University” to make an art piece for my room. After making that, everyone who saw it suggested that I should sell it.

**How long did it take to go around campus and East Lansing for the photos?**
I began the project in February last year, and finished taking all the pictures in April. It was difficult because I needed sunny days and I didn’t want snow in the pictures either. Also, I had to write out each letter that I had, and which ones I needed, then think of buildings that would contain the letters I needed. It took a lot of walking, and more planning than I anticipated to finish the pictures.

**In what area of the hospitality industry you would like to begin your career? Why?**
I would like to go into event management, such as conventions, meetings, and conferences. I love organizing and planning, so I think this field would really suit me.

**Why did you choose MSU—and The School.**
I decided to attend MSU because it offers a wide variety of majors. I wasn’t sure what I wanted to major in when I enrolled for MSU, and I wanted to be able to change majors within a large school instead of changing schools in order to change majors. I then decided on accounting as a major during the summer based on my enjoyment of my accounting classes in high school. Then I went to my uncle’s company, George P. Johnson (a marketing and event management company), for a tour and fell in love with the idea of event management. I loved the creative potential for each event, and the planning and organizing for the event as well. I changed my major to hospitality the summer before my freshman year.

**To inquire about purchasing a poster from Michelle, please contact her at mizemich@msu.edu.**
Books

The Thursday, February 11, 2010, issue of Showtime, a publication of the Golf Industry Show, featured Dr. Bonnie Knutson and her new Premiere Club Services’ Signature Item, a resource titled M3: Membership Marketing in the New Millennium.

Unveiled at a special session of the Club Managers Association of America (CMAA) World Conference in San Diego with a crowd of 3,000, Dr. Knutson’s new book helps clubs focus their “marketing activities while adapting to changing member demographics and psychographics, and the chaotic business environment in which clubs exist today.”

The article states, “Featuring a contemporary look at proven ways to keep the members you have while attracting new ones, this three-pronged approach to membership will focus on the people, the plan, and the process to ensure your club is balanced in its efforts.” It goes on, “This resource tool is designed to help anyone in the club industry answer the challenge of club marketing in the 21st century.”

A webinar based on the book was conducted on Wednesday, March 17, 2010, for an international audience of club managers and related professionals.

Dr. Knutson was also a resource for a book appearing in the July/August 2009 Michigan edition of Corp! magazine. In “Closing the Deal: Sales Strategies for Turbulent Times,” she advised readers to remember that in sales, the focus should be on the customer. “To me,” she explained, “the two most powerful words in selling are ‘which means.’ When a sales person is selling, particularly at the close of a deal, they will be talking about the features of the product. If, after talking about the product, they tack on ‘which means,’ you put it in terms of a benefit to your customer.”

An example cited in the article involves a customer in a car dealership who is not swayed by the fact that a particular model has a V8 engine. Dr. Knutson suggests that the salesperson ask, “It has a V8 engine, which means when you need that power to pass someone—and your kids are in the back—and you are cutting it close because the other guy is speeding up on you, you can get around safely.”

She also suggested that this strategy works when a salesperson finds a client’s “hot buttons,” which often emerge through small talk or simply by observing. Finding those hot buttons helps to differentiate yourself.

Co-authored by Professor John King and Dr. Ron Cichy, Your Emerging Leadership Journey is the virtual guide for supervisors, managers, and recent graduates to use when planning their business careers. The book, published by iUniverse, contains leadership essentials that are clearly presented and supported by real-life examples of success and failure. With understandable concepts and terminology, as well as user-friendly practical applications, the book offers sound and sometimes surprising ways to emerge a leader—both in life and in one’s career.

This fall, the Educational Institute of the American Hotel & Lodging Association will publish five textbooks authored by faculty in The School.

The second edition of Managing Beverage Operations, originally titled Managing Beverage Service, was authored by Dr. Ron Cichy and the late Dr. Lendal Kotschevar. It focuses on the successful elements of a beverage operation, based on research to identify those that are thriving. Leadership and supervision are discussed, with topics including emotional intelligence and the importance of relationships; communication; recruitment and training; and motivation and performance reviews. All aspects of bar operations are covered. A new chapter on sales and marketing includes both food and beverage products, and boosting sales through technology and unique service.

Co-authored by Dr. Raymond Schmidgall and John Korpi, in cooperation with the International SPA Association Foundation, Financial Management for Spas presents information on a number of financial topics, including budgeting, cash management, payroll and compensation practices, inventory management, pricing and spa menu engineering, and operating ratios and statistics, all applied within a spa environment. The concepts and practices are framed in the day-to-day business of a spa operation, demonstrating the practical applications of the accounting principles presented.

Dr. Michael Kasavana authored the 6th Edition of Managing Technology in the Hospitality Industry, which features 10 new sections with the latest information on benchmarking hospitality technology, social networking, internet marketing, self-service technologies, Voice over Internet Protocol (VoIP), open and closed payment systems, PCI compliance, menu item pricing, inventory replenishment, and data mining. This book also features new audio and video components that can be used by instructors and students.

Co-authored by Dr. Ron Cichy and alumnus Philip J. Hickey, Jr., the 4th edition of Managing Service in Food and Beverage Operations includes a new focus on the guest experience, new leadership information, including emotional intelligence and the value of relationships in foodservice; staff team building; and a new section on “hot” legal issues. The text features the latest foodservice topics, including sustainability/green issues for suppliers and operators, equipment, and facilities; revised labor and cost control information; and menu trends; as well as all new restaurant examples.

Hospitality Industry Managerial Accounting, in its 7th edition, is authored by Dr. Raymond Schmidgall and includes everything students need to gain a clear understanding of managerial accounting in a hospitality business. The new edition reflects changes to taxes in 2010, updated operating statistics for lodging, a new section on revenue management, discussion of accounting for gift cards, and a new section in the capital budgeting chapter on the profitability index. Information on the Uniform System of Financial Reporting for Clubs has been added for comparison to current information on hotels and restaurants. Each chapter also features three new problems to help students learn the material.

Dr. A.J. Singh and Herve Houdre are the co-editors of a book titled Hotel Sustainable Development: Principles and Practices. The textbook consists of 25 chapters on topics associated with sustainable development. These include perspectives such as regulatory policy; development, architecture, financial, operational, and emerging trends.

In addition, Dr. Singh and Dr. Raymond Schmidgall wrote an article titled, “The Lodging Market Potential Index (L-MPI®): Market Analysis Tool for...”
Hotel Developers and Investors* for Lodging Hospitality magazine. The Lodging Market Potential Index (L-MPI®) as a systematic and formal analysis was developed as a joint project between The School of Hospitality Business, MSU-CIBER, and globalEDGE to identify aggregate market potential and ranking for major lodging markets in the USA. Faculty researchers from The School presented the research and development of this project and the pilot version of the index at the Midwest Lodging Investors Summit (MLIS) in Chicago, July 2009. This article presents the complete index (L-MPI®), which covers 25 market areas (as tracked by Smith Travel Research) that show long-term potential of lodging investment.

The 2010 LMPI is now online at: http://globaledge.msu.edu/resourcedeken/lmpi/

**Dr. Carl P. Borchgrevink and Dr. Jeffery D. Elsworth**

Co-authored with co-authors Stefanie E. Taylor and Katharine L. Christensen, have written an article titled, “Food Intolerances, Food Allergies and Restaurants,” in the Journal of Culinary Science and Technology. They assert that twelve million consumers in the USA have a food allergy. Their research was designed to see whether restaurants are prepared to respond to the needs of consumers with food intolerances or food allergies. It is apparent that the respondents have little awareness of their needs. The majority did not have printed materials available, were not aware of potential legislation, and did not have defined personnel responsible for identifying allergens. Given the increased attention to food allergen and food intolerance issues among consumers and within the food product development community, this is unfortunate, as restaurants may find themselves unable to adequately meet the needs of such customers.

**Dr. Borchgrevink** has also written, with co-authors, a chapter in Culinary Applications in Food Processing – From a Chef’s Perspective.

**Dr. Jeff Beck** and **Dr. Raymond Schmidgall** are currently working on the third article in a series of four to be published by August 2010. These articles cover ethical dilemmas of the private club CEO. The first covered influences of managers’ belief systems. The second one measured the reaction of club CEOs to 15 ethical dilemmas. The third one compared the responses to 13 ethical dilemmas by current private club executives to private club executives in 1989. The fourth article compares the responses to the 15 scenarios of U.S. club managers and Chinese club managers.

**Dr. Beck** and Dr. Schmidgall have also co-authored, with Dr. Bill Lazer, an article titled, “Can an Ethical Situation be ‘Not a Question of Ethics’?” in the Journal of Hospitality Marketing and Management. The findings of their research conclude that sales and marketing executives may not consider the ethical element of a situation as they make decisions. There appears to be a need for lodging sales and marketing executives to develop and adhere to ethical guidelines for the unique situations they face.

**Dr. Beck** has also authored, with two others, an article in the Journal of Culinary Science and Technology titled, “The Role of Biodata and Career Anchors on Turnover Intentions among Hospitality and Tourism Management Students.” The research indicates that turnover intentions were lowest among those who were older and working where the “career anchors” of job security, geographic location, and managerial competence were being satisfied.

**Dr. Beck** and **Dr. Seung Hyun Kim** co-authored “Exploring Leisure Trip Behaviors of University Women Students: An Investigation of Push and Pull Motivational Models” in the Journal of Hospitality-Marketing and Management. The article explores underlying push and pull travel motivational factors of university women tourists and determines that the push and pull models are statistically acceptable for that market. From these findings, practical implications are discussed for leisure and travel market.

**Dr. Jack Ninemeier** has co-edited the Central Service Leadership Manual for nursing and other healthcare professionals who have assumed department leadership positions and now must learn about and/or update leadership, financial, purchasing and inventory, and other responsibilities beyond their current experience or knowledge bases. It will be used, in part, as the test preparation material for the Certification in Healthcare Leadership (CHL) designation offered by the International Association of Healthcare Central Service Material Management (IAHCSMM).

**Dr. Ninemeier** has also co-edited IAHCSMM’s Central Sterile Supply Department Dictionary and Reference Guide, a manual containing a dictionary of approximately 2500 common leadership, technical terms, and abbreviations commonly used by Central Service leaders. It also includes information about the governmental agencies and voluntary standards-setting healthcare associations that impact Central Service along with danger symbols, needle information, and time/temperature conversion data.

He is also actively involved with the Club Managers Association of America (CMAA) in updating the content for three of its Business Management Institute (BMI) programs and its Certified Club Manager (CCM) exam based upon recently-revised competency information.

**Accepted in Press**

**Dr. Bonnie Knutson, Dr. Jeff Beck, Dr. Hyun Kim, and Dr. JaeMin Cha** authored a study titled, “Service Quality as a Component of the Hospitality Experience: Proposal of a Holistic Model and Framework for Research,” which has been accepted for publication in the Journal of Foodservice Business Research.

They say: “This article proposes an integrated, three phase model structured to incorporate Service Quality as a major component of the Experience construct. While speculation about what constitutes a hospitality experience abounds, the complex relationship among value, service quality, satisfaction, and experience is in its infancy. Before this relationship can be fully examined, dimensions of these four critical components need to be incorporated into a unified, holistic model that includes the four primary constructs of Service Quality, Value, Satisfaction, and Experience. This article focuses on this initial challenge.”

The same authors have also written “Developing Revenue Managers for the Lodging Industry,” which has been accepted for publication in the Journal of Human Resources for Hospitality and Tourism. Their research concerns the development of lodging revenue managers based on the important role they play in the success of the lodging enterprise. The findings suggest that effective revenue management strategies and analyzing trends are the two most important themes requiring development, and this business acumen can be enhanced through simulations and role play activities.

Accepted for publication in the Journal of Hospitality & Tourism Research is an article titled “Commitment and Volunteer-Related Outcomes Among Private Club Board and Committee Member Volunteer Leaders,” by **Drs. JaeMin Cha, Ron Cichy**, and **Seung Hyun Kim**.

This study examines direct and indirect factors influencing volunteer leader’s future intentions by continuing to serve as board and committee members in private clubs. The proposed model was tested with a sample of 457 board and committee members, using mainly a web survey. Findings showed that volunteer leaders’ affective commitment had direct and positive influence on both their volunteer dedication and involvement, while their normative commitment had direct and positive influence only on their volunteer dedication. Both volunteer dedication and involvement were found to be important direct factors for volunteer leaders’ future volunteer intentions to continue to serve as board and committee members in private clubs.

**Other**


**Dr. Michael Kasavana**, National Automatic Merchandising Association (NAMA) Endowed Professor and MSU Distinguished Faculty Award winner, was given the MSU Alumni Association’s Honorary Alumni Award in October 2009 at the association’s Grand Award Ceremony on campus.

According to the MSU Alumni Association, “This award is granted to friends of Michigan State University who have demonstrated continuing outstanding volunteer service to Michigan State University on a local, state, national, or international level. Recipients possess the highest standards of integrity and character positively reflecting, impacting, and enhancing society and the prestige of Michigan State University.”

Dr. Kasavana has authored many books, including Managing Front Office Operations (eighth edition), Menu Engineering (third edition), and Managing Technology in the Hospitality Industry (sixth edition). He is a member of the Hospitality Financial and Technology Professionals International Executive Board. Since 1999, Dr. Kasavana has served as the NAMA Endowed Professor in The School of Hospitality Business.
Alumnus Ray Dault (BA ’50) passed away on August 14, 2009, in Speedway, IN. The School’s 1972 Alumnus of the Year, Ray was assistant manager of the Indiana Memorial Union at Indiana University and was later manager of the Student Union and Food Service Building at I.U.P.U.I. For many years, Ray was the executive director of the Indianapolis Hotel & Motel Association. After retirement, Ray served as professor emeritus at both Purdue and Indiana Universities.

Ray was very active in his community, serving as a member and officer on the Board of Trustees for Speedway schools, Ronald McDonald House, the greater area of Speedway Chamber of Commerce, and the Speedway Lions Club. He will always, however, be remembered for being “Santa” during the holidays. He was passionate about his volunteer involvement in Riley Hospital and St. Christopher Catholic Church.

“You know, you could always count on Ray to cheer you up,” says Dr. Ron Cichy, director and professor in The School.

“Every now and then, Ray would send me a packet of historical clippings or programs from The School’s past. I’d give him a call, and was reminded every time just how selfless and dedicated the graduates were from Ray’s era. Requiescat in pace.”

Alumnus James Abbey (BA ’69, MBA ’71) has co-authored with Milton Astroff a book titled Convention Management and Service, 8th Edition, which is published by the Educational Institute of the American Hotel & Lodging Association. This latest edition of the best-selling textbook continues to provide the most current, comprehensive information on the convention industry. The new edition offers expanded coverage of key industry trends, including the greening of meetings, new technology applications, social media, and the popularity of second-tier cities. There is an increased global perspective with international examples from Canada, Asia, and Europe. In addition, new special-interest boxes feature boutique hotels, positioning of conference charts, graphs, examples, and internet exercises give students insight into situations they will encounter on the job.

Dr. Abbey is a professor in the College of Hotel Administration at the University of Nevada Las Vegas.”

Alumnus Mike Rice (BA ’91) has earned not one, but two more accolades as general manager of the Quality Suites Hotel in Lansing, MI. Last February, he learned that his hotel was ranked very highly in the guest surveys independently submitted and quantified by Choice Hotels International. In fact, in the category of “How likely are you to recommend this hotel,” Mike’s property currently ranks #1 out of all 879 Quality-branded hotels in the United States. The hotel also ranks 7th overall in guest service. In fact, Mike’s hotel has received the 2010 Platinum Hospitality Award from Choice Hotels International, which is presented annually to the top hotels that exceed Choice’s rigid quality assurance standards. According to Alexandra Jaritz, senior director for the Quality Brand, “This prestigious award recognizes only the top 3% of our hotels that excel in service, facilities, and hospitality.”

In addition, last December’s issue of The Greater Lansing Business Monthly featured Mike’s hotel, saying, “If you’re looking for a unique and eco-friendly stay in Lansing, you needn’t look any farther than the Quality Suites Hotel. The facility offers guests many of the amenities of a five-star luxury hotel at a fraction of the cost.” Mike explained that “the way to win loyalty is by offering value and great customer service. Always give the guests more than they expect.”

The article praised the hotel on almost every level. The rooms, it said, are its “biggest amenity,” since each room is a suite including about one and a half times the size of a regular hotel room, with pull-out sofas, two televisions, microwaves and refrigerators, and free high-speed internet. Guests also enjoy a full, cooked-to-order breakfast during their stay at the hotel.

If that is not enough, each evening, the Manager’s Social Hour offers complimentary cocktails and hors d’oeuvres. But the hotel also has a 24-hour convenience store on the premises, with medicine, snacks, and toiletries. And this year, the hotel was certified by the State of Michigan Energy Office as a Green Lodging Steward.

Congratulations, Mike on your exemplary leadership and well-deserved recognition.

Alumna Tabitha Lesh (BA ’09), in the Manager Associate Program with Vail Resorts in Keystone Lodge & Spa, has relocated to Colorado and was recently recognized by members of the Summit County Rotary Club as an outstanding reading buddy.

The School WANTS TO HEAR FROM YOU!
Where are they now?

Andre M. Alexandre (BA ’00) is regional director of business development for Compass Group NAD in Novi, MI. andrealexandre@compassusa.com

Samir Amin (NS ’99) is research chef and principal scientist for Two Clubs on a Roll in Carson, CA. samin@twoclubsonaroll.com

Toni Angeli (HB ’09) is the event coordinator at the Tampa Bay Lightning in Tampa, FL. toni.rangeli@gmail.com

Kristina Baxendale (BA ’09) is the wedding coordinator at the MSU Union building. baxendale@msu.edu

Mark A. Clark (BA ’77) is senior vice president of health care services with Sodexo Health Care in Portage, MI. mark.clark@sodexo.com

Jackle Collins (BA ’07) is sales manager for The Waldorf-Astoria Hotel in New York City. jackle.collens@hilton.com

Adam Coverton (BA ’02) is senior clubs manager for Levy Restaurant at Ford Field in Detroit, MI. acoverton@levyrestaurants.com

Art Davis (BA ’88) is director of finance for The Four Seasons – Miami in Miami, FL. Art.davis@fourseasons.com

Patrick B. Duthie IV (BA ’09) is West Region management group for the Michigan Commission for the Blind in Grand Rapids, MI. duthiep@michigan.gov

Erin Dwyer (BA ’09) is a conference manager at Association Management Resources in Ann Arbor, MI. dwyerer@gmail.com

Daniel Fox (BA ’09) is a retail manager at Sodexo Healthcare in Novi, MI. Daniel.Fox@sodexo.com

Kenny Franz (BA ’09) is a M1T at Ocean Place Resort & Spa Hotel Group (rooms division) in Long Branch, NJ. kfranz@oceaneplace.com

Lucas Grill (BA ’06) is manager and sommelier for the Town Tavern.

Courtney Guinan (BA ’09) is a career launch intern at the Shinnecock Hills Golf Club in Southampton, NY. cmguinan@gmail.com

Jennifer Hajduk (BA ’98) is assistant director of catering for Hilton Hotel – Chicago in Chicago, IL. Jennifer.hajduk@hilton.com

Brian Hergt (BA ’09) is an economist at the United States Federal Government Bureau of Labor Statistics in Washington, DC. hergt.brian@gmail.org

Matthew J. Huie (BA ’09) is a front desk agent at The Four Seasons in Austin, TX. huiematt@msu.edu

Aaron Ide (BA ’98) is director of events at The Four Seasons – Boston in Boston, MA. aaron.ide@fourseasons.com

Rachel Inglot (BA ’09) is a sales manager for the Grand Hotel on Mackinac Island, MI. ringlot@grandhotel.com

Chelsey Ingersoll (BA ’09) is a relief manager in the housekeeping department of The Waldorf-Astoria, on her second rotation within the hotel’s management development program.

Bernd Jablonka (BA ’81, MBA ’83) is CEO of iCare Senior Solutions, LLC in Irvine, CA. bjablonka@icarezensorssolutions.com

Jennifer Jaseck (BA ’09) is a front desk supervisor for the Residence Inn by Marriott in Milwaukee, WI. jaseckj@gmail.com

Michelle Julien (BA ’09) is an event coordinator for Frederik Meijer Gardens & Sculpture Park in Grand Rapids, MI. mjulien046@gmail.com

Mark Kadell (BA ’82) is president of Thomas Cuisine Management in Meridian, ID.

Autumn Keller (BA ’90) is general manager of Westfield Group Country Club in Westfield Center, OH. autumn.keller@westfieldgrp.com

Andrew Kesler (BA ’09) is the front office manager at Disney’s Pop Century Resort in Lake Buena Vista, FL. Andrew.kesler@disney.com

Robert Kisabeth (BA ’91) is area manager for Windsor Capital Group in Walnut Creek, CA. Robert.kisabeth@wcghotels.com

Michael Kichen (BA ’09) works as an associate/broker for Paramount Lodging Advisors in Chicago, IL. mkitchen@paramountlodging.com

Christopher Kowske (BA ’09) is district manager of Potbelly Sandwich Works in Chicago, IL.

J. Bruce Lange (BA ’78) is managing director of the Westin Kierland Resort & Spa in Scottsdale, AZ.

Tabitha Lesh (BA ’09) is in the manager associate program at Rock Resorts in Colorado. leshتابi@gmail.com

Katie Miller (BA ’09) is a restaurant manager at the B&O American Brasserie, a Kimpton Restaurant in Baltimore, MD. katie.miller@bandorestaurant.com

Kelly Miller (BA ’06) is general manager of Potbelly Sandwich Works in Detroit, MI. Kelly.Miller@potbelly.com

Maria Minor (BA ’06) is food service director withARAMARK Business Services with Blue Cross Blue Shield of Michigan. Minor-maria@aramark.com

Kendall Morris (BA ’09) is working as a trainee in Kohler Company’s Hospitality and Real Estate Management Development program in Kohler, WI. kendall.morris@kohler.com

Whitney Mrozinski (BA ’09) is a food & beverage coordinator at the Frederik Meijer Gardens & Sculpture Park in Grand Rapids, MI.

Jeff Packard (BA ’09) is a sous chef at Cameron Mitchell Restaurant in Columbus, OH.

Allyson Parson (BA ’09) is a front office assistant manager for Donovan House – a Thompson Hotel in Washington, DC. parson.ally@gmail.com

Danielle Petri (BA ’09) is working with the recently opened Fairfield Inn and Suites in downtown Indianapolis. petridani@msu.edu

John W. Pharr (BA ’69) is president of Strand Development Company, LLC in Myrtle Beach, SC.

Angelica Ponder (BA ’03) is area performance improvement manager, Western Region for The Ritz-Carlton Hotel Company, LLC.

Savannah Sadler (HB ’09) is an associate relationship manager at the Kaplan Test Prep & Admissions in East Lansing, MI.

Mhayar N. Sadi (BA ’09) is a manager for QDI (Quality Dining, Inc.) in Mishawaka, IN.

George F. Siegle (BA ’88, MBA ’99) is the director of marketing & web development at Michigan Economic Development Corporation.

Matthew A. Sparks (BA ’84) is senior vice president of development, The Americas, for Fairmont Raffles Hotels International in Boulder, CO.

Ryan Sprague (BA ’09) is a coach in training at the J. Alexander’s in Livonia, MI.

Natalie M. Sterlin (BA ’95) is manager of special events for Hilton Worldwide in Chicago, IL.

Christina Toth (BA ’09) is a retreat and conference minister at the Campus Crusade for Christ International.

Rob Tufant (HB ’09) is a sous chef at the Spartan Signature Catering in East Lansing, MI.

Alison Wallace (BA ’97) was promoted to director of sales for the Hilton Worldwide Chicago Sales Complex.

Logan R. Webster (BA ’09) is a sales manager for Hyatt and recently had the highest production in the company by closing a $2.5 million contract (second largest in the history of his hotel).

Kyle Welch (BA ’09) is a training coordinator with Sizzling Platter, LLC in Murray, UT.

Will Wiest (BA ’96) is director of sales for The Ritz-Carlton – Laguna Niguel in Dana Point, CA.
July 29, 2010
The School of Hospitality Business Alumni Breakfast
(at I-CHRIE)

September 19-23, 2010
CMAA BMI III

September 30 - October 1, 2010
Hilton Lecture Series (Hospitality Accounting)

HOMECOMING WEEKEND
October 14-16, 2010

October 14, 2010
• Alumni-Student Golf Outing
• Alumni-Faculty Roundtable Discussion
• Spartan Sponsors Mentor Program Kick Off

October 15, 2010
• Alumni Association Appointed & Executive Boards of Directors Board Meeting
• Homecoming Parade
• After-Homecoming Parade Reception

October 16, 2010
• Homecoming Pre-Game Reception
• MSU vs. Illinois Game

October 31 – November 4, 2010
CMAA BMI III

November 2, 2010
CAREER EXPO XXXII

November 3, 2010
CAREER EXPO XXXII Interviews

November 13, 2010
(during International Hotel/Motel & Restaurant Show)
• Young Alumni Network Gathering
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
• Celebration of Leadership

December 11, 2010
Graduation Ceremony & Luncheon

February 5, 2011
20th Annual Hollywood Auction

February 25, 2011
Vegas Night

April 9, 2011
Les Gourmets

May 7, 2011
Graduation Ceremony & Luncheon

May 23, 2011
(during National Restaurant Association Show)
• Young Alumni Network Gathering
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
• Annual Gathering of Leaders

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.