Harnessing & Channeling INTELLECT for the greatest possible ADVANCEMENT

JOHN A. SELDEN (BA ’85)
Industry Leader of the Year
President & CEO, Davidson Hotel Company
**Xenophiles**

Hospitality business people are xenophiles. The word is from the Greek “xenos”—stranger, guest, or host—and from the Latin word “philae”—a friend of.

A xenophile welcomes strangers who become customers, then guests and members (private clubs), and then loyal advocates. To be a xenophile is admirable.

The xenophiles in The School—students, alumni, faculty, and industry partners—give our School its unique character. They are what we stand for.

Our School began creating xenophiles 84 years ago, when Hotel Training Course was established at the first land-grant college in the nation. Back then, as now, there was a set of core values, a mission, and a vision of the future that guided us. Back then, Hotel Training Course, and The School of Hospitality Business at MSU that grew out of it, were unique in that their purposes were to educate students for a specific industry; to meet the growing demand for business-minded executives in a growing field of hospitality; and to connect graduates with positions in the industry—graduates who through their work ethic, intellect, experience, and access to the latest thinking, would lead the industry and shape its future.

Through 84 years, this is exactly what has happened. That is because The School's people built and burnished a longstanding set of core values, a mission, and a vision of the future. In reality, it is all the people who make our School distinctive. Call it a special spirit; call it a commitment to strong and lasting relationships in the industry; call it what we stand for. Call it any or all of those things, because they all go back to the root of our School: the students, the faculty, the alumni, and the industry partners—and the relationships between and among them.

Especially after some painful years in the 1970s and 80s, all of us in The School have cultivated and nurtured relationships—sincere and lasting ones—with our students and our alumni. In fact, my main goal after becoming director in 1988 was to reforge those bonds. Our efforts began to show immediately. Alumni were hungry to return to their alma mater. Students wanted the benefit of their wisdom and experience. And faculty, eager for a positive environment, welcomed alumni into classrooms, took on research initiatives on behalf of the industry, and fashioned a curriculum that would meet evolving industry needs.

Twenty-three years later, there can be no doubt that our School's culture and spirit lives in our people. And that makes all of our jobs easier.

For example, over the past two and a half years, our School had—for the very first time—a dedicated development officer, Shelley MacMillan. And during those two and a half years, the U.S. economy was in a dramatic downturn. But during that time, The School raised enough funds to embark on a necessary revitalization of its Culinary Business Learning Lab. In fact, during the past academic year, The School raised $1,987,977 in net new funds, bringing our total to over $20 million since 1988 in net new funds. How is that figure possible, with a development officer in place for only 10% of the past two decades? Relationships—trusted ones—with people who believe in our mission, see our vision, and live into our values.

Consider the spirit of our Annual Gathering of Leaders; or Spartan Sponsors Mentor Program; at Homecoming; Celebration of Leadership; in the SIRC office; during students’ internships experiences; in classrooms with Visiting Leaders; during CAREER EXPO; at Auction; at Les Gourmets; at Vegas Night. Or think of the times our students participate in field trips and professional development programs on campus and elsewhere.

Consider alumni and faculty collaboration at Hilton Lecture Series; with the Real Estate and Development Advisory Council; in the new MSU's Hospitality Business Real Estate Institute; with the Entrepreneurship Advisory Council; at any number of industry association conferences and meetings; and in our classrooms.

All these are possible because of our people. Our relationships. WE ARE THE SCHOOL."

We—all the xenophiles associated with our School—are the “brand.” Together. Spartans, what is your profession? XENOPHILES!

Here's to the Future!

Ronald F. Cichy (BA '72, MBA '77)
Secretary/Treasurer, The School of Hospitality Business Alumni Association
Director and Professor, The School of Hospitality Business
Homecoming weekend will be extra special for The School this year because it will feature the grand opening of the newly revitalized J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab (CBLL) as one of the events to attend. A donor reception is scheduled for Thursday, October 20 from 5 pm to 7 pm and the ribbon cutting, reception, and tour are scheduled for Friday, October 21 from 2:30 to 5:00 pm.

The Marriott Foundation has provided $2M of the $4.1M raised to complete the project, which will provide a space in the garden level of MSU’s Kellogg Hotel & Conference Center for state-of-the-art teaching, research, executive education, industry demonstrations, and special events.

“The Marriott family is an icon in our industry,” says Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School. “They stand for integrity, high standards, innovation, and generosity. We are grateful for this treasured relationship and supportive partnership.”

Over two years of fundraising, designing, and planning has brought the CBLL to fruition. It will include an entryway display gallery, an Alumni Association Hall of Fame, a gathering space, teaching kitchens, a demonstration theater, a dining room, and even a refurbished chef’s office. All are designed to meet the 21st century needs of students—future industry leaders.

At the heart of the effort to bring the CBLL to reality was Shelley MacMillan, who joined The School over two years ago as associate director of development to spearhead the fundraising responsibilities for the revitalization. Funds donated by Alumnus and Wall of Fame “Class of Givers” member Phil Hickey (BA ’77), chairman and CEO of Park Row Ventures, allowed Shelley to be hired. Phil is also an integral part of the Volunteer Fundraising Committee, serving as its co-chair, with Richard Farrar (BA ’73), retired senior vice president of owner and franchise services for Marriott International, Inc. (Richard is now the founding director of the new MSU Hospitality Business Real Estate Institute. See page 2 and the Alumni section at the back of this issue, page vi.)

“This committee has gone above and beyond the call of duty,” says Ron Cichy. “And so have all the generous alumni, faculty, and friends who have “Taken Their Seats,” named dining chairs and tables, and in other ways contributed to this massive endeavor. That we have successfully undertaken a project like this in the midst of the economic downturn is testament to The School’s wonderful supporters.”

Join us for the grand opening, and for all of the other homecoming events planned from October 20 – 22. See the event calendar on page i in the Alumni section at the back of this issue for details, or visit www.bus.msu.edu/shb.

The School would like to thank Shelley MacMillan, who for over two years led the campaign that raised $4.1 million for The J. Willard and Alice S. Marriott Foundation CBLL. She stepped in at the very beginning of the project and devoted herself completely to it. After the funds were raised and construction was underway, Shelley joined The Glacier Hills Senior Living Community in Ann Arbor, where she lives, to become the executive director for the Glacier Hills Foundation. We know she is in a good place, since Ray Rabidoux, Glacier Hills president and CEO, is the father of School Alumnus Jason Rabidoux (BA ’04), who is now with Seattle-based Merrill Gardens, a privately-held senior living company.

Thank you to Shelley, and our best wishes in your new position.

Volunteer Fundraising Committee:

Phil Hickey (BA ’77)
Richard Farrar (BA ’73)
Kevin Brown (BA ’77)
Jim Chamberlain
John Flood (BA ’80)
Dave George (BA ’79)
John Theuer (BA ’83, MBA ’83)
Driving New School Initiatives

As the needs of the hospitality industry change, The School has evolved. Throughout our 84-year history, our graduates are always prepared to meet demands.

Recognizing an increased emphasis on real estate investment, ownership, property refurbishing, and hotel and restaurant development, The School has stepped up in a number of areas to ensure that students, as well as industry executives, have the necessary tools for success in the 21st century.

MSU’s Hospitality Business Real Estate Institute

Established last winter, MSU’s Hospitality Business Real Estate Institute is in its developmental stages, with Alumnus and retired Marriott International Vice President of Owner and Franchise Services Richard Farrar (BA ’73) named founding director. His immediate task is to work with the faculty and engage alumni and industry partners. Richard says, “We will define the plan for the Institute, including measurable outcomes and investing.” Ideally, the Institute will provide increased opportunities to undergraduate and graduate students, offer short courses to benefit students and the industry, and facilitate collaborative, applied research among professors.

Richard has represented The School at ALIS, and at MLIS, the Lifestyle/Boutique Hotel Development Conference, and Annual Gathering of Leaders. He was an integral part of last spring’s meeting of The School’s Real Estate and Development Advisory Council, and will attend Celebration of Leadership as well as other pertinent meetings and conferences.

It was at the 2010 Spring meeting of the Real Estate and Development Advisory Council that members—comprised of alumni and industry leaders in the real estate and asset management segments of the industry—first suggested the establishment of a Real Estate Institute at The School.

And it was at this year’s ALIS in January that the Real Estate Development Institute and Richard’s position were announced. Alumnus Jim Burba (BA ’77), owner and president of Burba Hotel Network, which produces ALIS, also serves on The School’s Real Estate and Development Advisory Council. “I was proud of the efficiency and creativity with which The School implemented our suggestion about an Institute,” he says.

Also at ALIS was Alumnus Ryan Meliker (MBA ’05), vice president of Morgan Stanley Research, who organized the annual MSU alumni gathering at the
In addition to the establishment of MSU’s Hospitality Business Real Estate Institute, The School has been expanding its leadership in management and operations to include development and ownership in other ways. In 2005 a Specialization in Real Estate and Development was established for select undergraduate students with a serious interest in that segment of the industry. And at a faculty retreat last spring, it was revealed that most professors integrate ownership topics and trends throughout the curriculum.

The School’s Real Estate and Development Advisory Council, comprised of alumni and industry leaders, helps guide The School’s efforts in the direction of development and ownership (see sidebar on page 5). Students are in on the increased emphasis, as well. A student club, the Real Estate Investment Club, has been formed, and its members, as well as those enrolled in the Real Estate and Development Specialization, travel to the Americas Lodging Investment Summit (ALIS) each January.

And for the past three years, The School has been the academic partner to the Midwest Lodging Investor’s Summit (MLIS) each summer in Chicago. Additionally, The School has published the Lodging Market Potential Index (L-MPI) for the past three years. This is a tool to gauge the top 25 hotel markets in the United States. In only the last three years, faculty in The School have authored and edited three textbooks related to hotel development, asset management, and sustainable development. In the same time-frame, The School has partnered with industry faculty to teach specialized short courses in hotel valuation and asset management, with increasing enthusiasm from alumni for creating and offering more such courses in the future.

The School has also increased its engagement with professional organizations such as the Hotel Asset Managers Association, the International Society of Hospitality Consultants, and the Urban Land Institute. It has also become a founding subscriber (academic institution) in Smith Travel Research’s SHARE program (Supporting Hotel-related Academic Research and Education). This gives faculty access to hotel market performance data for teaching and research.

Associate Professor A.J. Singh and Hilton Hotels Professor Ray Schmidgall, both actively involved in The School’s Real Estate and Development Specialization, have been involved in the Institute’s planning stages, and Dr. Singh notes, “We see this as a way to better enhance each student’s understanding of creating value for owners—value of the asset, as well as the return on investment.” Dr. Schmidgall adds, “This strategy applies whether the student chooses Hospitality Business operations, management, development, or ownership.”
In two separate articles in the May issue of Lodging Hospitality magazine, Editor Ed Watkins discussed the spring meeting of The School’s Real Estate and Development Advisory Council and the establishment of MSU’s Hospitality Business Real Estate Institute.

Among the Institute’s goals, he reports, “is a mandate to focus on the space where hospitality business operations and management intersect with development and ownership.” The institute, he explains, will “tackle head on” the “critical disconnect” between focusing on top-notch service and hospitality to guests versus “driving profits.” He notes that the traditional role of hotel executives who “sniff corks” and concern themselves with fresh flowers in the lobby has changed. “The core of the hotel business still needs to focus on accommodating guests in the most hospitable manner possible,” says Ed. “It also needs to be approached with a strong eye on the bottom line.”

Ed says, “If you believe change in an industry starts within its educational system, then Michigan State is on the right track.”

The Institute will create educational programs, host industry events, and conduct research that helps real estate development and finance companies. Ed closes his article on the Institute by saying, “Keep the lobby flowers fresh, but make sure you’re getting the best prices from your florist.” Well put!

In a comprehensive article on the meeting of the Real Estate and Development Advisory Council, Ed noted the difference a year makes. The Council, comprised of alumni and School supporters from the development and asset management segments of the industry, took part in an upbeat roundtable discussion with students about the state of the hotel industry.

Ryan Meliker (MBA ’05), lodging analyst with Morgan Stanley, said the recovery was much faster than most anticipated, with RevPAR at major companies up about 5%.

Adam McGaughy (BA ’90), executive vice president for Jones Lang LaSalle, noted some additional good news: hotel transactions will increase 15-20% this year, and that by spring of 2011, hotel transactions for deals of $10 million and more were up 72% over the same time last year.

Steve Marx (BA ’87), a Chicago-based hotel broker, said that a similar outlook exists for deals under the $10-million threshold.

Another notable trend, panelists suggested, was the increase in transactions through note sales, “especially by special servicers who have been overwhelmed by high volumes of distressed hotel product.”

And while “deep-pocketed” real estate investment trusts are active in the hotel transactions market, other buyers are emerging, including institutional funds and foreign buyers looking for the security of hard assets.

Some panelists were also encouraged about new hotel development because of “looser” lender purse strings. John Weeman (BA ’79), president of Partners in Development, said, “I’m encouraged because many community banks are coming out of debt” and their restrictions are easing.

Several panelists agreed that upscale and luxury development may be coming back. Andrew Alexander, president of Red Roof Inns, also noted “significant interest in the new-build development in Canada.”

David Johnstone (BA ’79), managing principal and chief investment officer for Miller Global Properties, was concerned about the cost of construction, fueled by the tragedies in Japan and rising oil prices, as well as the prices of concrete and steel.

Other insights from panelists include:

- “Rising oil prices also affect commodity prices, so food and beverage costs rise and our bottom lines get hit,” said Katherine Button (BA ’03), an asset manager-hotel investments for Crow Holdings. “Another potential issue for the industry is tax-hungry municipalities. We’ve been somewhat successful getting relief on the tax side in recent years, but if values come back, they’re going to be knocking on our doors looking to get back those tax revenues.”
- “To me, the biggest risk is for the lodging industry to no longer be in the hotel business,” said JLL’s McGaughy. It’s become such a different business in the last 10 years. It’s now a financial mechanism that’s getting away from the basics of hospitality.”

For more about the panel discussion and panelists’ thoughts on hotel real estate and finance, please go to lhonline.com, and search Michigan State University.
Short Course Brings Alumni Expertise to Students

Students enrolled in The School’s Real Estate and Development Specialization completed a one-credit “short course” last spring on Hotel Investments and Asset Management, coordinated by Drs. Ray Schmidgall and A.J. Singh.

Offered over a span of four Fridays from February 4 through March 25, with a final session on Saturday, March 26, the course featured six different instructors, each of whom is an alumnus, and each of whom is an active asset manager in the lodging industry. The goal was to help the students “think like an owner.”

The course first explained that hotel asset management “is the fiduciary responsibility of managing the lodging investment to meet the specific objectives of ownership.” The syllabus says that “effective asset management is the maximization of investment value through measurable profit creation and preserved capital growth.” The instructors integrated lectures, assignments, and cases to introduce the latest techniques in asset management and provide insights into current lodging-market and operational challenges.

All of the instructors are alumni of The School. Jason Rabidoux (BA ‘04), with The Hotel Group (now with Merrill Gardens), and Blair Wills (BA ‘02), with StepStone Hospitality/Hotel AVE, presented the first session, which covered the introduction to the topic of hotel asset management. The second session featured Katherine Button (BA ’03), of Crow Holdings, and Amar Patel (BA ’06), with TriMont Real Estate Advisors, discussing franchise agreements and loan documents.

The third session, on P&L analysis, financial benchmarking, and monthly reporting, was presented by Phil Hutchins (BA ’93), of Amstar Group, and Geoff Ryskamp (BA ’06), with Pebblebrook Hotel Trust.

The fourth session included all instructors, with Blair and Phil leading the discussion on “hold vs. sell decisions,” as well as the final exam.

A final session the following morning provided students with interviewing techniques and advice along with an opportunity to give course feedback.

With the variety of instructors, students received a broad perspective. “We all have unique industry experiences,” says Amar. “The companies we individually represent and work for operate in very different capacities within the real estate sector.”

By all accounts, the short course was intense, challenging, and invaluable. And the instructors may have found a second calling! Katherine remarked, “We were thrilled to have the opportunity to give back to The School in this way and to help the next generation of students on their paths to success.”

Jason agreed, saying, “Thank you for affording us the opportunity to lead this course. We truly appreciated the interaction with the students and the chance to expose them to a new career path.” In addition, he adds, “Senior-level students in The School bring a lot to the table in the world of finance, and this course simply expanded upon what Drs. Schmidgall and Singh are already doing through the Real Estate Specialization. I’m proud to be part of the Real Estate and Development Advisory Council for The School and to work in concert with The School’s professors to further the students’ growth in this field.”

There is a mutual admiration, certainly. The professors were impressed with the expertise of the alumni instructors, as well as their generosity. “In the midst of their demanding careers, these individuals offered their time and knowledge to our students, covering their own expenses, and going the extra mile,” says Dr. Singh. “We, and our students, are very grateful.”

A Meeting of Experts

Spring 2011
Real Estate Advisory Council

In addition to the panel discussion featured in Ed Watkin’s Lodging Hospitality article, the Real Estate Development Council members fit several activities into the March meeting on campus.

There were discussions on The School’s Real Estate and Development Specialization; the real estate “short courses” offered and in the works; internship requirements and opportunities; a Broad College update, as well as its Financial Markets Institute, ALIS, and more.

An important facet of each spring’s council meeting is one-on-one meeting time with students enrolled in the Specialization and who participate in The School’s Real Estate Investment Club.

Hosted by Dr. Ray Schmidgall, Hilton Hotels Professor of Hospitality Financial Management, and Dr. A.J. Singh, Associate Professor, the council meeting effectively connects industry with academics and future industry needs to current academic research and course offerings.
With the theme, “Spartan Space Odyssey 2010,” Homecoming week at MSU had something for everyone—including Gerard Butler (who played King Leonidas in the movie “300”) making a surprise appearance at Midnight Madness on Friday night, October 15, at Breslin Center.

But for The School of Hospitality Business, the Homecoming odyssey began Thursday, with a group of students and alumni enjoying a golf outing in close-to-perfect fall weather at Forest Akers West golf course on campus. At the first tee, alumni and students each smashed Illinois tees, symbolic of the anticipated victory on Saturday.

The odyssey continued that evening, when over 60 students met with 20 alumni at the kick-off for The School’s Spartan Sponsors Mentor Program. To foster the connection between alumni and students, the Spartan Sponsors Mentor program pairs one alumnus with one student who has a similar career interest. Throughout the year, the pair meet, exchange emails, and build a mentoring relationship.

And all of this took place before Homecoming weekend officially began!

Friday, The School was up and at ’em early. Matching School sweater vests were handed out (!), and The School’s Alumni Association Executive and Appointed Boards of Directors met for six hours with faculty and students—nearly 90 total! The new Broad College of Business Dean, Stefanie Lenway, addressed the group.

Friday evening brought the MSU Homecoming Parade, for which The School’s student Hospitality Association had spent a week building an outstanding float featuring the Jetsons, in keeping with the Space Odyssey Homecoming theme. In what felt like the largest gathering of students/alumni/faculty in the entire parade, over 70 marched with the float, including seven dogs! The enthusiasm and Spartan Spirit were infectious—and impressive enough to win Best Float in the parade!
Immediately after the parade, School alumni continued a popular tradition by hosting a sumptuous yet casual reception with hot dogs, and Mike Rice’s (BA ’91) famous macaroni and cheese, as well as coleslaw, brownies and cookies. With a record attendance (over 100 students and alumni), students were treated to a drawing with all sorts of prizes, including meals at local restaurants, School apparel and mementos, cash, and an iPod. And it was all free of charge for the students and alumni.

Finally, on Saturday morning before the noon kick off against Illinois, The School hosted its annual Homecoming Reception in the Riverside Café in the Kellogg Hotel & Conference Center. This is NOT your usual tailgate! Under the direction of Professor of Culinary Business Chef Allan Sherwin (BA ’64), students prepared and served made-to-order omelets, fresh bagels and lox, homemade cheese blintzes with Michigan cherry sauce, fresh sausage, carved ham, homemade cupcakes with caramel vanilla frosting, fresh fruit, and all kinds of beverages. All of this, plus impressive ice and fruit carvings and lovely centerpieces, helped get over 70 alumni, faculty, students, and staff ready for the game.

Dr. Roy Simon, who is married to MSU president Lou Anna Simon, and who maintains each year that the reception boasts the best food of any pre-game party, welcomed those present and enjoyed reviving old friendships. Dean Lenway also added her welcome, leading the group with, “Go Green, Go White!”

And Ladies First, an all-female a cappella group entertained with several songs, including “MSU Shadows.” Another drawing allowed alumni to win many different kinds of prizes, including tickets for next year’s reception.

After the reception, no fewer than 65 alumni, faculty, students, and staff walked to Spartan Stadium to enjoy a Homecoming victory over Illinois that was out of this world, and which brought the team to 7-0 for the first time since 1966!

Truly, there was something for everyone... The three-day odyssey (space or otherwise) allowed alumni and students to once again feel that special Spartan Spirit.

The Stars (TV, that is!)
The stars were favorably aligned somehow during Homecoming. How else to explain the good feelings and great publicity The School enjoyed that weekend? While it is true that movie star Gerard Butler was the hit of the Homecoming parade, The School nonetheless had its own star power, thanks to the Big Ten Network!

Not only did the HA float win first place (again!), but the Big Ten Network taped our students working on the float and preparing to start the parade. HA President John Soave (BA ’11) was interviewed, and then received the award for the float during halftime festivities on the field!

The video aired that night after MSU had beat Illinois 26 – 6, and for many Spartan alumni, it was icing on the cake!

Dan Burdakin, Alumni Association president, basked in the homecoming “glow” all weekend, writing to Ron Cichy the following Monday:

“From all of the advance pre-work that went into the (Alumni Association Board) meeting, to the photo shoot, to the excellent sweater vest, to the brunch (the food, beverages, drawings, and singing), to the football game—all was just REALLY tremendous!!”
The School was proud to join the celebration recognizing two of its own at the MSU Alumni Association’s annual Grand Awards Banquet on Thursday, October 14, which honored several outstanding alumni.

For The School, it was an especially gratifying evening, with one of its “adopted” alumni, Dr. William Lazer, being named an MSU Honorary Alumnus, and one of its alumni, Dave Havrilla (BA ’70), receiving an MSU Alumni Service Award. Dr. Lazer is an internationally renowned marketing scholar, and was a faculty member at MSU from 1955 – 1983. He then became the Eugene & Christine Lynn Eminent Scholar in Business and Distinguished Research Scholar at Florida Atlantic University. During his retirement, he has made his “home” in The School, returning each summer to conduct research and mentor young faculty members. And in 2005, a generous endowment was established in Dr. and Mrs. Lazer’s names by the Ito Foundation through their long friendship with businessman Mr. Masatoshi Ito and his wife. The endowment supports student scholarships in The School and faculty research in marketing. Mr. Ito was named The School’s Industry Leader of the Year in 1997. A past president of the American Marketing Association (AMA), Dr. Lazer has received numerous awards, including the AMA’s Irwin Award and Wayne Lemburg Award. He has published 19 books and more than 200 articles. He is the founding editor of the famed Wiley Marketing Series.

Dr. Lazer has been active in civic affairs, as well, and has served as a member of the MSU Alumni Association’s Board of Directors. He and his wife Joyce live in East Lansing and Boca Raton, and are members of MSU’s John Hannah Society. Dave Havrilla is a retired insurance agent in Okemos, MI. Dave received one of the MSU Alumni Association’s Alumni Service Awards, and it is not hard to see why. During his career, he was active in raising funds for organizations such as the Red Cross, Haven House, Big Brothers/Big Sisters, the Lansing Ballet Association, Easter Seals, Camp Highfields, United Way, Ingham County Fine Arts Committee, St. Martha School of Okemos, and other community organizations. He is known throughout the area for his tireless fundraising efforts. His efforts extended to MSU, as well, where Dave is a member of the Snyder Society, Landon Society, and Wharton Legacy Circle. He has served as past president and board member of the Mid-Michigan Alumni club, and as a member of the Wharton Center Advisory Council. He regularly drives MSU dignitaries in his 1972 green Cutlass convertible during MSU’s Homecoming parade. In 2009, he created a tailgate cookbook that raised more than $20,000 for Haven House.

“Each of the outstanding alumni honored tonight is an inspiration,” said Dr. Bonnie Knutson, professor in The School, after the banquet. “But it is particularly meaningful because we can say that two of them are ‘ours!’”
Jamie Lyon Earns Faculty-Staff Member Award

One of the pleasurable tasks of the Alumni Association Board of The School is to name the Outstanding Faculty-Staff Member of the Year and present the Award during Homecoming—specifically, during the Friday Board meeting.

The Board last year very happily gave the award to Jamie Lyon, administrative assistant to The School’s director, Ron Cichy, and office supervisor.

Jamie has shown an amazing amount of loyalty to The School and to MSU. Joining us in 2001, and celebrating her 30th year with MSU in 2010, Jamie is supervisor of the secretarial staff and the student workers in The School. But in so many ways, Jamie goes above and beyond her wide variety of responsibilities.

Informally introduced as “The Boss” by Dr. Cichy, Jamie is the glue that holds it all together. She welcomes students in a way that is exceptional in a large university, and she fosters and encourages the close-knit, community feeling The School is known for across campus.

Jamie has forged a strong link between the faculty and students, and her presence in the Director’s office has assured his accessibility to students and encouraged the bond between them. Her efforts help students feel a strong sense of belonging in The School, and keep them active as alumni.

Jamie has continuously shown her support and concern for the students by lending a helping hand to The School’s clubs, events, and organizations. She is a go-to person for advice, helping student leaders get acquainted with the office, providing guidance when they need answers to questions, and pointing them in the right direction when they need further help. Both faculty and students know and appreciate that Jamie is always willing to reach out and help anyone who needs her help.

And she knows so much! She navigates through complicated reports, mystifying computer systems, mind-boggling bureaucracy, and myriad personalities to watch over a School that seemingly runs like top!

Jamie is a genuine Spartan and The School’s advocate. She never misses walking in the Homecoming Parade with students, faculty, staff, and alumni. She attends all of The School’s major events, as well as many of the student club events, activities, and fundraisers. Her competence, her supportive attitude, and her sincere care for the students and faculty make her an obvious and worthy selection for the 2010 Outstanding Faculty-Staff Member Award.

CONGRATULATIONS, Jamie, and THANK YOU! 😊

SPARTAN HOMECOMING 2011
OCTOBER 20-22

More information is on the website at www.bus.msu.edu/shb

Thursday, Oct. 20
Hospitality Business Golf Outing
Forest Akers – West Course

Thursday, Oct. 20
Donor Reception & Tour for The J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab
Donors Only

Friday, Oct. 21
Alumni Association Executive & Appointed Boards of Directors Meeting
Reservations are required; contact Lena Loeffler at loeffler@bus.msu.edu

Friday, Oct. 21
Ribbon Cutting Ceremony (3 p.m.), Reception & Tour for The J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab
Donors Only

Friday, Oct. 21
Homecoming Parade and After-Homecoming Parade Reception
Join us behind the Broad College and Eppley Center Building for an “After-Homecoming-Parade” celebration. Please RSVP to Lena Loeffler at loeffler@bus.msu.edu

Saturday, Oct. 22
Homecoming Pre-Game Brunch/Reception
RSVP is required. Contact Lena Loeffler at loeffler@bus.msu.edu

MSU vs. Wisconsin
For tickets, please contact Lena Loeffler at loeffler@bus.msu.edu
The Legacy of Leadership Continues

Fifteen years ago, The School's Alumni Association established a Wall of Fame to honor alumni who in many different ways have brought distinction to their alma mater, credit to their careers, and a legacy to the hospitality industry. The annual Celebration of Leadership formally inducts these alumni and recognizes an Industry Leader of the year.

The 2010 Celebration of Leadership was attended by nearly 250 at The Waldorf-Astoria during the International Hotel/Motel & Restaurant Show on Saturday, November 13, and honored The School's Industry Leader of the Year, John A. Belden (BA '85). Also honored were five inductees into The School's Alumni Association Hall of Fame, the Class of Alumni Leaders. The Wall of Fame will become the Hall of Fame in Fall 2011, when The School’s newly revitalized J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab is unveiled. Dean of the Broad College of Business Stefanie Lenway joined us at the award ceremony and elegant reception as a special guest.

Honoree John Belden is president & CEO of Davidson Hotel Company, leading the country’s sixth largest independent management company, with affiliations that include Hyatt, Westin, Sheraton, Marriott, Embassy Suites, Doubletree, and InterContinental Hotel Group. He is an active alumnus and friend to The School, providing financial and advisory support in the form of two generous scholarship endowments, Auction donations, and membership on The School’s Alumni Association Executive Board and on its Real Estate and Development Advisory Council.

Accepting his award, John talked about his “heroes,” his “incredible” parents, Rodney and Anne Belden. And in their names, John and his wife Libby announced the establishment of a new student endowment in The School for “operational excellence and student travel.” (See page vii in the Alumni section of this issue.) This endowment complements their earlier one, established for Real Estate and Development Specialization students’ travel.

Each member of the new Hall of Fame Class of Alumni Leaders enjoys a successful career and significant influence in the hospitality industry, but has also served in numerous leadership positions in The School’s Alumni Association, including president, chairman, and now, chairman emeritus. The new Hall of Fame members were Richard D. Farrar (BA ’73), Marc J. Gordon (MBA ’73), Michael W. Murray (BA ’81), and Mary Ann Ramsey (BA ’75).

Richard Farrar was vice president, owner & franchise services with Marriott International, Inc., for nearly 40 years. He is now the founding director of MSU’s Hospitality Business Real Estate Institute. Marc Gordon (MBA ’73) is president and CEO of the Illinois Hotel & Lodging Association. Mike Murray is chief operating officer for Hersha Hospitality Management. And Mary Ann Ramsey is owner and president of Betty Maclean Travel, Inc.

Introducing the honorees, Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School, said, “This class is special for the many hours, expert guidance, and creative direction they have provided to The School.” Indeed, each one, in addition to his or her formal role within the Alumni Association, has been a model to the students for inspired leadership in the industry. They also mentor students, return to the classroom as guest speakers, arrange for internships within their companies, hire graduates, raise funds for The School, and in many other ways enthusiastically support our mission.

Each honoree addressed the gathering, especially offering advice to the 60 students who traveled from East Lansing to New York. The students attended the Celebration of Leadership, participated in the International Hotel/Motel & Restaurant Show, and engaged in six professional development programs arranged by Authella Collins Hawks, director of The School's Student and Industry Resource Center (SIRC). The Waldorf-Astoria, where no fewer than eight school graduates serve as managers, graciously hosted a four-hour professional development program.

Celebration of Leadership is funded by individual and corporate sponsorships, which also help fund the travel expenses for the students, and other programs in The School.

“It’s hard to put into words the feeling in the room tonight,” said honoree Marc Gordon after the event. “The exquisite food, the historic setting, and the fellowship made for a very memorable event.”

Mike Murray agreed. “There is genuine friendship and respect throughout our Alumni Association, and the students feel it and are nurtured by it. This annual celebration feeds our morale and enthusiasm for the entire year!”

Indeed, as Dr. Cichy has said on numerous occasions, “It’s all about people and relationships.” He explains, “Celebration of Leadership, of course, honors remarkable leaders in our industry. But the event itself is also a celebration of the incredible bonds between and among our alumni and students and industry partners in our School.”
Each member of the Class of Alumni Leaders has served on the Alumni Association’s Executive Board of Directors, and in its officer positions, through vice president, president, chairman, and chairman emeritus.

Richard Farrar

During nearly 40 years with Marriott International, Inc., Richard established an outstanding record of achievement, opening or converting over 1,000 Marriott Lodging properties and facilitating hundreds of conferences, meetings, and training and orientation sessions within the Marriott owner and franchise community. He is a dedicated alumnus who, according to Director Ron Cichy (BA ’72, MBA ’77), “gets it done.” He has set a record in the number of courses for which he has been guest speaker; he has cultivated a treasured relationship between The School and the Marriott Foundation; his suggestion (along with fellow honoree Mike Murray’s) began the tradition of the Faculty-Alumni Roundtable each Homecoming; he has donated generously; and he has mentored many School students. Richard is a wise counsel, whose integrity and energy are inspiring.

He tells students:

• Be prepared to work long hours.
• Plan to stay with a company for five years. Even if you may not actually stay the full five years, make that your plan.
• Get with the 401K! It really pays off.
• Take a time management course.
• Take leadership roles on campus and in the industry.
• Take tough jobs that others shy away from.
• Care. Care about your job, associates, boss, and owner. It will show that you are an engaged associate and it will be noticed.
• Learn to tie a bow tie!
• Find a mentor. Someone to be your personal advocate, to bounce your ideas off of, to be objective and up front with you.
• Call your mom and dad at least once a week. Connect to your family always.
• Have fun! Fun is contagious and will be appreciated by your associates and others around you.

Mike Murray

Chief Operating Officer for Hersha Hospitality Management (HHM) since 2008, Mike helps lead a company that operates more than 70 branded and independent hotels in the nation’s leading markets. Prior to joining HHM, Mike was senior vice president of operations for Sage Hospitality for ten years. He recalls his years at MSU, being instructed by the “young HRI upstarts in the late 1970s and early 1980s: Drs. Schmidgall, Kasavana, and Cichy.

(Continued on page 12)
And Dr. Lewis J. Minor was an influential mentor in his life. In turn, Mike has been actively involved with the Spartan Sponsors Mentor Program. He also donates fabulous packages to the annual Auction. Along with Richard Farrar, Mike helped begin the Faculty-Alumni Roundtable during Homecoming. Not only does he generously donate to The School, but he has energetically motivated other alumni to do so, as well.

His advice for students:
• Always chase passion, even if it takes you away from the business.
• Make a personal commitment to be a positive influence on everyone you meet. It sounds cliché, but it’s tough to do. It helps discipline your spirit!
• Try not to take yourself too seriously. Nothing we do, at the end of the day, is about determining world peace.
• Work hard but have fun. If it’s no longer fun, start questioning your passions and do something about it.
• As Richard Farrar says, “Call mom once a week!”

Marc Gordon

After earning his MBA at MSU and working in a number of positions with Holiday Inns for several years, Marc returned to campus to teach in what was then the School of HRI, and then joined the Educational Institute of the American Hotel & Motel Association. There he became the “marketing guru,” increasing revenues dramatically. His success continued at the National Restaurant Association, where he served as senior director of operations and financial management. In 1997, Marc became the president and CEO of the Illinois Hotel & Lodging Association, and then joined Betty Maclean Travel, Inc., in Naples, FL, when the company was established in 1979, and when Betty Maclean retired in 1983, Mary Ann purchased the agency and became the sole owner. Mary Ann and her agents have won numerous prestigious awards, and she has been re-elected to a fourth term as a member of Virtuoso. She contributes some of the more exotic packages to the annual Auction, and has been a driving force behind The School’s public relations efforts. Mary Ann donates generously, and rarely misses joining in on the Homecoming Parade!

Her advice came from the words of Mary Anne Radmacher, “whose writing is committed to passionate and intentional living and whose words embody my philosophy of life:”

• Live with intention
• Listen hard
• Play with abandon
• Choose with no regret
• Appreciate your friends
• Live as if this is all there is

Mary Ann Ramsey

Mary Ann is an award-winning and nationally recognized travel consultant who specializes in multigenerational family travel, customized safaris to Africa and India, private jet travel, and believe it or not, space travel with Virgin Galactic! She joined Betty Maclean Travel, Inc., in Naples, FL, when the company was established in 1979, and when Betty Maclean retired in 1983, Mary Ann purchased the agency and became the sole owner. Mary Ann and her agents have won numerous prestigious awards, and she has been re-elected to a fourth term as a member of Virtuoso. She contributes some of the more exotic packages to the annual Auction, and has been a driving force behind The School’s public relations efforts. Mary Ann donates generously, and rarely misses joining in on the Homecoming Parade!

Her advice came from the words of Mary Anne Radmacher, “whose writing is committed to passionate and intentional living and whose words embody my philosophy of life:”

• Walk to the edge
• Practice wellness
• Laugh
• Continue to learn
• Do what you love
CORPORATE

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- The School’s Alumni Association
- The School’s Director’s Fund
- The School’s Hospitality Association
- The School’s Student and Industry Resource Center (SIRC)

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- John Malone (BA ’82)
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- Bob Pierce (BA ’83)
- James F. Rainey (MBA ’66)
- Ernie Renaud (BA ’57)
- Rob Sadoff (BA ’00)
- Bernerd Seiler (MBA ’73)
- Zoe Slagle (BA ’59, MA ’64)
- Tom & Julie Tkach (BA ’94, MS ’05)
- Ana Maria Viscasillas (BA ’88)
- Betty & Angelos Vlahakis (BA ’51)
- Lynda & Lou Weckstein (BA ’58)
- Blair Wills (BA ’02)

Other
- Jeff Anderson (BA ’90)
- Andrew Kesler (BA ’09)
- Gene H. Martenson (BA ’51)
- Cheryl Schubel (BA ’93)
- Jim & Kathleen Swanson
- Hannah Wilson (BA ’06)

T H A N K  Y O U
Students in The School are fortunate. Throughout the school year, the Student and Industry Resource Center (SIRC) director, Authella Collins Hawks and her student staff arrange for and host hundreds of hotel, restaurant, private club, and other recruiters who are searching for bright, hard-working, well-prepared students for internship and graduate placements.

And each Fall, a volunteer student executive board and SIRC produce the annual CAREER EXPO, a two-day professional development, networking, interviewing, and hiring extravaganza.

Last year’s CAREER EXPO XXXII, with the theme, “A World of Opportunity,” was held at the Kellogg Hotel & Conference Center November 2 and 3, and brought 57 hospitality industry and allied companies, which conducted 687 interviews(!).

A total of 765 students participated in CAREER EXPO XXXII. And there was a lot to do!

On the first day, nine professional development programs were available, presented by panels of recruiters, students, and faculty members. And the programs were kicked off by an extraordinary culinary demonstration from Executive Chef Joseph Nader of Levy Restaurants at Ford Field. His demo was the very first to take place at Brody’s brand-new demonstration kitchen and dining room, Brody Square! He unveiled a new concept, “Taste Revolution: Global Street Food,” which left the students in awe.

Other programs included topics such as “Making Magic with Disney Events,” “Real Life: Young Professionals,” “The Entrepreneur in You,” “Real Estate & Development: The Best Buy,” and “Keeping Green in the World and in Your Wallet.”

A luncheon between the morning and afternoon professional development programs honored The School’s 2010 Industry Partner of the Year—J. Alexander’s Restaurant.

Dr. Ron Cichy, director and professor in The School, introduced Mr. Lonnie Stout II, J. Alexander’s chairman, president, and CEO; and welcomed Mike Moore, vice president of human resources and administration; Lisa Nelson, manager of recruiting; Shannon Hall, services operations manager, and Ralph Carnevale, regional director.

Ron explained The School’s special relationship with their company, saying that J. Alexander’s Restaurant recruiters have served on CAREER EXPO professional development panels and have, for over ten years, come to campus to meet students and interview them. The company has a very strong managerial internship program, which has launched many hospitality business students into J. Alexander’s full-time managerial positions.

J. Alexander’s has also hosted restaurant tours and tastings for School students during the National Restaurant Association Show in Chicago.

In addition, former Director of Human Resources Tony Espinosa and Lisa Nelson have spoken in a variety of School classes, and Tony has flown to MSU at his own expense to offer dining etiquette workshops planned by students enrolled in The School’s Meeting and Event Planning and Management class.
And just the evening before CAREER EXPO, two Alumni now with J. Alexander’s served as guest speakers in The School’s Emerging Leaders class. Marcus Gowdy (BA ’08), assistant manager of the Troy restaurant, and Sidney Polk (BA ’07), assistant manager in Toledo, told the students, among other things, that J. Alexander’s does not have “staff” or “employees.” They have “champions.” J. Alexander’s does not have managers; they have “coaches.” People are treated with dignity at J. Alexander’s, they explained.

Mr. Stout then delivered the luncheon’s keynote address. A Detroit area native, Mr. Stout started his college major in chemical engineering, then switched to accounting and went on to earn a CPA. He joined J. Alexander’s in 1986. The company has twice been ranked the number one American casual dining restaurant by readers of Consumer Reports. It operates 33 restaurants in 13 states, and boasts an impressive average unit sales volume of $5 million.

Mr. Stout discussed his company’s commitment to quality, its growth strategy, and its focus on people, declaring that a great manager—coach—develops people and helps make everyone he or she comes into contact with better.

Mr. Stout told students the education they were getting at MSU and The School was well-suited to meet today’s industry challenges. He closed, saying, “A pessimist sees difficulty in every opportunity. An optimist sees opportunity in every difficulty. Be an optimist.”

CAREER EXPO ended its first day with a career fair filling the Big Ten Rooms of the Kellogg Center from 5:30 – 8:30 pm. All formal interviews were conducted the following day at the Stadium Club floor of Spartan Stadium.

CAREER EXPO XXXIII is scheduled for November 1, 2011, with interviews on November 2.

Plan now to attend!
Everyone was a star on Saturday, February 5, at The School of Hospitality’s 20th Annual “Hollywood” Auction benefiting its Alumni Association, its student Hospitality Association, and two local charities: the Junior League of Lansing and the MSU Federal Credit Union’s Institute for Arts & Creativity at Wharton Center.

Over 300 registered bidders joined hundreds of student volunteers and a hard-working student executive board in the Big Ten Rooms of the Kellogg Hotel & Conference Center, transformed into a sparkling, star-studded (literally—guests entered the Auction through a huge, hollow silver star, studded with sparkling lights!), and festive environment.

With a $10 donation at the door, guests enjoyed complimentary food and beverages—and butler service, as well—and the opportunity to bid on silent auction items which changed every half hour starting at 5 pm, and on live auction items beginning at 6 pm.

Auctioneer Bob Howe kept the crowd involved and excited until the last item was sold, marking his own 20th anniversary with this event. And celebrity master of ceremonies, the voice of Spartan hockey, Gary Snellenberger, lent his considerable talent and legendary voice to the festivities.

Auction items were all donated over the course of a year by generous School alumni and supporters, and there was something for everyone. Examples include:

- A Detroit Red Wings package, including a hat autographed by Pavel Datsyuk, a puck autographed by Henrik Zetterberg, and a book autographed by Kris Draper
- One night accommodations for two with chocolate-covered strawberries and champagne, $65 food credit, and valet parking at the legendary Townsend Hotel and dinner for two at 220 Restaurant in Birmingham, MI

Says the Junior League of Lansing...

“A very nice relationship was forged in 2003 between the Michigan State University School of Hospitality Business and the Junior League. For many years, The School has held an Auction to raise funds... The School was looking for organizations in the community with whom to partner, and, at the suggestion of alumnus Angelos Vlahakis (BA ’51), husband of Sustainer Betty Vlahakis and father of Active Angela Vlahakis, the Junior League of Lansing Endowment Fund was named as a beneficiary of the event.

Since the beginning, League members have been encouraged to attend the Auction and bid on wonderful packages donated by graduates of The School. To further encourage JLL members to attend and to also thank JLL for its participation, about five years ago the students in the program began putting on a private cocktail party for League members prior to the Auction. It has been a wonderful partnership that continues to grow. In addition to League members getting great deals on trips, hotel rooms, and a variety of other packages, the JLL Endowment Fund has received $14,000 in contributions from the Auction. Many thanks are extended to Sustainer Ginny Brooks, who has worked with The School every year since the beginning, handling details for the League’s participation and for the endowment.

– April 2011 e-newsletter
Students and faculty at the Hollywood Auction

A one-hour massage at Creative Wellness, packaged with a gift certificate to Crunchy's in East Lansing

Custom-made, savory cheesecakes made by local baker Nancy Elsworth

An in-home wine tasting with six bottles of wine for up to 14 people with a private wine advisor

A two-night stay at Chicago’s famed Renaissance Blackstone Hotel, and a $50 gift card to UNO Chicago

A two-night stay at The Inn at Spanish Bay and golf for two, including golf cart, at The Links at Spanish Bay in Pebble Beach, CA

A two-night stay at New York’s Waldorf-Astoria, with The Waldorf-Astoria Cookbook and DVD

Also included were stays at Grand Hotel on Mackinac Island, several stays at Ritz-Carlton properties around the world, a unique package for Yellowstone National Park, numerous offerings for Disney World Theme Parks and Resorts, and even a stay at the Capella Singapore on Sentosa Island, Singapore!

For members of the Junior League of Lansing, the evening began with a private reception. And this year, alumni and friends in locations in Atlanta, Chicago, Denver, Marina del Rey, and New York City were able to get together and bid remotely in real time against bidders in East Lansing.

The evening also included a popular 50/50 raffle, coordinated by alumni Mike Rice (BA ’91) and Chuck Day (BA ’91). The raffle included fabulous prizes (hotel stay in Chicago, zoo tickets, Kodak video camera, and more!), and an end-of-the-night grand prize cash drawing.

Nadia Lanni (BA ’11), Hollywood Auction’s CEO, credited the very organized and dedicated executive board for the professional way the Auction was produced this year. “This is an event that could potentially be a logistical nightmare,” she acknowledged. “But with 20 years of experience, generous donations from alumni and industry friends, and tireless students, we were able to put together an evening we are proud of. And it was a lot of fun!”

Good deals, great times, funds raised for good causes. That was Hollywood Auction. Mark your calendars now for the 21st Annual Auction, February 11, 2012.

Show your support! See the Auction Donor Form in the center of this issue.
On Saturday, April 9, students in The School pulled out all the stops to produce the 60th Les Gourmets evening of fine dining and elegance for 200 guests at the MSU Union Building. Begun in 1951, the evening has evolved into a showcase of student culinary talent, as well as their marketing, financial, organizational, and creative skills. “It is like opening and closing a five-star restaurant in one night,” explains this year’s chief executive officer, Kat Wahl (BA ’11). “And this one evening requires an entire year of preparation.”

Normally at the Kellogg Hotel and Conference Center, this year’s event moved to the Union because of renovations underway to The J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab within Kellogg Center. But students filled the area outside the Union ballroom with the sights, scents, and sounds of The Heart of Europe—this year’s Les Gourmets theme—for a creative and enticing reception. There were court jesters; a king and queen; a cellist; and fruit, vegetable, and ice sculptures that words cannot describe.

And food! The German table featured Reuben crostini, pureed German potato and leek soup, and bratwurst with assorted mustard and pickled vegetables. The Polish table offered handmade aged white cheddar pierogi with traditional accompaniments and cherry and beet borsch shooters. The Hungarian table featured petite stuffed cabbage, miniature blintz with mushroom ragout and goulash. German punch and Bell’s Breweries Craft Beers rounded out the reception menu, with Schuler’s bar cheese and soft pretzels for good measure.

The king and queen ushered guests into the ballroom, which artistic students had transformed into a medieval castle, with a mix of blacks, silvers, and maroons, a knight in shining armor onstage, and each table decoration creatively celebrating a different year of Les Gourmets.

Kat was insightful, saying that the theme “The Heart of Europe” brings to mind the four countries of Central Europe. But, she said, it has an additional meaning for her. “It represents the heart and soul that have gone into the planning, leading, working as a team, and the successful execution of this event…”

Her remarks led to the invocation delivered by guest chef Reverend Scott Miller and member of the Religious Advisors Association of MSU Reverend Richard Hawks.
And then there was dinner! Six courses, each one exquisite. And each one paired with a different and quite appropriate beverage. The intermezzo course, it should be noted, was created by student and co-Heart of the House Director Ben Ackerman (BA '11), and consisted of Bell's Craft Beer sorbet in a handmade miniature pretzel cup... For a further taste of the unique offerings that evening, visualize the entrée: porter braised beef brisket with whole grain mustard spaetzle and fennel, apple, bacon, and caraway sautéed cabbage. And this was paired with Tres Picos, Garnacha, Campo de Borja 2009.

But that's not all. Each course was accompanied by a performance from one of the countries celebrated that evening. There was a “gypsy” dance by Rajaa; a Polish ballet by MSU Impulse dancers; a piano performance by Dustin Rourke; a poem delivered by storyteller Phreddy Wischuzen; and a German opera piece sung by student Amy Dixon, accompanied by Rachel Balijeu. The performances celebrated the cultures of the heart of Europe, and many of them also celebrated the talent located right on the MSU campus.

MSU talent was evident throughout Les Gourmets, but the end of the evening highlighted the talent of scholarship winners in The School, whose students won a total of $208,000 in School-funded and industry-funded awards this year. The four 2011-2012 Les Gourmets Scholarship Winners were introduced, as well as the members of The School’s Scholarship Committee.

Katie Weeks (BA ’11), chief financial officer, introduced the student executive board, saying, “This year’s executive board is bursting with individual talent... they are the heart of this event, and I am honored to have worked with such a great team.”

Chefs Sherwin and Brown introduced and thanked all the selfless guest chefs, and then a short video was shown, highlighting the students’ passion for hospitality and this event. Guests were treated to a final surprise: individually wrapped beer steins etched with the Les Gourmets 60th Anniversary.

Writing to the Les Gourmets Executive Board the next day, Dr. Cichy said, “You created an experience with lasting positive memories for both the guests and the student volunteers. From the reception that showcased the art of food of the four countries, to the beautiful ice sculptures and carvings, to the ambience as we entered the ballroom, to the delicious food and beverage pairings, to the attentive anticipatory service, to the unique variety of entertainment, you clearly gave to our guests authentic and genuine hospitality.”

Alumnus Mike Rice (BA ’91), who knows a thing or two about hospitality, said, “The food and entertainment were top notch,” acknowledging that the entire evening should make the students very proud. “What a way to end the school year,” he said. “They’ll never forget this night, and neither will we.”

Les Gourmets Student Executive Board

Chief Executive Officer: Kathryn Wahl
Chief Financial Officer: Katie Weeks
Executive Assistant Director: Tracy Duve
Front of House: Brett Kane
Front of House Assistant: Cheng Zhang
Heart of House: Nate Redner and Ben Ackerman
Heart of House Assistants: Nicole Scherff and Robert Lewis
Reception: Megan Mammoser
Reception Assistant: Tara Merrifield
Marketing: Samantha Patterson
Donations: Brian Weber
Arts and Entertainment: Jo Tic and Susie Jung
Human Resources: Brooke Amelse
Computer Technology: John Richter

(Left to right): Kathryn Wahl, Tracy Duve, Brett Kane, Cheng Zhang, Debra Dietz, Nate Redner, Ben Ackerman, Brian Weber, Jo Tic, and John Richter.

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“Les Gourmets was filled with delicious food and wonderful entertainment, presented by your outstanding students in The School of Hospitality Business! These young men and women certainly know how to throw a great party! You must be proud of them all. When we think of all the energy and hard work, and countless hours that they put into this event each year, we are so impressed; and watching how smoothly they coordinate it all is exciting…”

Lorraine and Ray Behan
East Lansing residents

Les Gourmets Donors/Sponsors

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<thead>
<tr>
<th>Northern Lakes</th>
<th>Pepsi Bottling Group</th>
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<tr>
<td>Seafoods and Meats</td>
<td>Chipolte</td>
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<td>Coastal Produce</td>
<td>Olive Garden</td>
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<td>BD’s Mongolian Barbeque</td>
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<td>Noodles and Co.</td>
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<td>Bell’s Pizza</td>
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<td>Old Chicago</td>
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<td>Outback SteakHouse</td>
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<td>Pizza House</td>
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<td>University Club</td>
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Les Gourmets Supervisors

Front of House:
Courtney Johnson, Michael Fetters, Tim Wickes and Danielle Liparoto

Heart of House:
Caiti Darish, Freddie Wurster, Chad Smith and Paul Finstad

Reception:
Kelli Sue Utsler, Hao Lan, Alaina Mueller and Abigail Clark

Marketing:
Ivy Qiu

Donations:
Erin Cardwell, Corbin Martinez, Alison Hamilton, and Kelly Harris

Arts and Entertainment:
Rebecca Ginsberg and Brittany Friddell

Human Resources:
Tracy McKellar

Les Gourmets Guest Chefs

Muhammed Siddiqui
Bob Zehnder
Scott Miller
Doug St. Souver
Wayne Wells
Carl Peabody
Patrick Merz
Joseph Nader
Bob Elliott
Michael Clyne
Matt Wilson
Gerhard Steiner
Jeff Fisher
Mike Manista
Kelly Robey
Kyle Fouch
Jeff Langer
Sean Curry
Jeff Murray
Shawn Mickaels
Tawnya McKenzie

“[Students] clearly gave our guests authentic and genuine hospitality.”
Vegas Night for The School of Hospitality Business students is a proving ground of sorts for the students who essentially open and close a casino in one night every winter.

Yes, the event helps raise money for the student Hospitality Association through its $5 admission charge. But on February 25, from 5 pm – 1 am, the students on the Executive Board of Vegas Night put into practice all the planning and skills necessary for running a gaming operation that is open to all students and the wider MSU community.

And they had a blast!

Cassie Weisman (BA ’11), executive director of Vegas Night, watched as the Spartan Stadium Club began to fill and explained why she devoted so much of her time over the past year to preparing for the annual fundraiser. “It’s fun, and anyone can come,” she said. “I love that it is student- and community-focused. It is gratifying to work hard and have everything come together.”

Dr. Jeff Beck, associate professor in The School, serves as the event’s faculty advisor. “Over the years, people have come to expect great things from events led by our students. After all, our students are planning for careers in the hospitality industry. They live up to the expectations. They make an event like Vegas Night extra special for guests.”

The Texas Hold ‘Em Poker Tournament got underway at 5 pm, and other games included cash poker, Let it Ride, roulette, money wheel, craps, blackjack, and bingo. The top ten players in the tournament earned money, with the top payout at $600.

Student volunteers in bright red shirts were everywhere, serving as dealers and pit bosses, and in other ways making sure all guests had a great time. Director of Blackjack Erica Weinbaum (BA ’11), has volunteered for Vegas Night for several years, and this year is on the Executive Board. “This is so much fun,” she says. “Every year, when it’s time to close operations, I want to stay longer!”

The Executive Board budgeted and financed the event, and, with the help of generous sponsors, was able to offer fabulous prizes for guests enjoying bingo. “Most of the prizes were in the form of great gift cards,” says Co-director of Finance and Donations Kristin Randell (BA ’12).

In addition, for their admission fee, guests enjoyed free beverages and food, as well as the sounds of a jazz quartet. The finishing touch was the effect provided by Vegas “showgirls” walking about, providing a special ambience (actually, they were members of MSU’s Impulse dance team).

Beyond making sure guests had an exceptional evening, the Executive Board also had human resources responsibilities, offering several training sessions for the student dealers and organizing the nearly 100 volunteers. Courtney Vader (BA ’11), director of roulette and money wheel, acknowledged the “people” skills that were required. “Helping with a School event like Vegas Night is a way to get important leadership experience,” she says.

Maybe that is why so many of the Executive Board members have helped with Vegas Night each year they have been in The School. If that trend holds, this year’s Assistant Directors Andrew Blumberg (BA ’12) and Cara Easterbrook (BA ’12) will inevitably be leaders for next year’s Vegas Night. The 2012 event will continue the tradition of bringing a little excitement to a cold, winter evening!

Vegas Night 2011 Sponsors:

- Pita Pit
- Noodles and Company
- Mitchell’s Fish Market
- Grand Traverse Pie Company
- Denny’s
- NCG Cinema
- Ai Fusion
- Ukai
- Espresso Royale
- Target
- The State Room at Kellogg Center
- Potbelly Sandwich Shop
- Conrad’s Corner
- Cosi

CHECK OUR WEBSITE FOR INFORMATION ON Vegas Night 2012!

www.bus.msu.edu/shb
The School’s Annual Gathering of Leaders on May 23, during the National Restaurant Show in Chicago, honored industry greats Peggy Tsiang Cherng and Andrew J.C. Cherng as Honorary Alumni of the Year, as well as Jackie Collens (BA ‘07) and Jeff Sinelli (BA ‘90) as Emerging Alumni Leaders of the Year. David C. George (BA ‘79) was named Alumnus of the Year.

Over 150 alumni and friends of The School gathered at The Drake Hotel for the (academic) year-end celebration. School Director and Professor Dr. Ron Cichy welcomed the group, acknowledging a number of reasons for the positive feelings in the room. “We have sent forth our interns and graduates, and we are eagerly looking forward to Fall Semester 2011, when our completely revitalized Culinary Business Learning Lab (CBLL) will open.”

The $4.1 million project, half of which was funded by the “dear friends” at the Marriott Foundation, is the largest single fundraising project The School has ever accomplished—and in the span of only two-and-a-half years. Dr. Cichy thanked the many investors who made it possible, “and particularly The J. Willard and Alice S. Marriott Foundation, after whom the CBLL will be named.”

Dr. Cichy introduced the several Marriott friends present, as well as the alumni who served on the CBLL Volunteer Fundraising Committee.

He also thanked the sponsors of the evening’s event, and then turned to the honorees, saying, “Each honoree represents the passion, energy, and deep commitment that are essential in our industry. These qualities are bolstered by a true delight in creating memorable experiences for their guests, whether they choose a luxury hotel with fine dining, a casual but attentive dining experience, or uniquely conceived quick service.”

Having graduated in 2007, Jackie Collens has accomplished much in her years since college. As a student, she was an outstanding leader, a member of the student chapter of the Club Managers Association of America, and staff member of The School’s Student and Industry Resource Center (SIRC). Jackie was also executive director of CAREER EXPO her senior year. She accepted a position with The Waldorf-Astoria Hotel, where she is currently, after only four years, the senior sales manager, overseeing the entire wholesale market, which generates approximately $10 million in guestroom revenue annually. She has been awarded the prestigious Circle of Excellence Award from Hilton Worldwide. Jackie is a tireless alumna, and a member of The School’s Alumni Association Appointed Board of Directors.

Jeff Sinelli is founder and chief vibe officer of Which Wich Superior Sandwiches, but has developed a number of successful restaurant, bar, and nightclub concepts in Dallas, TX, as well. In 1998, he created Ghengis Grill, selling the concept in 2003 and launching Which Wich the same year. He played lacrosse for MSU, and turned professional, playing for the Detroit Turbos his senior year. His restaurants have won several awards, and Jeff is a motivating speaker for School classes, especially for students with an entrepreneurial spirit.
Andrew Cherng is founder and chairman and Peggy Cherng is co-chair of Panda Restaurant Group, Inc. (PRG) Together they lead a company whose mission is “to deliver exceptional Asian dining experiences by building an organization where people are inspired to better their lives.” PRG is the parent company of Panda Inn, Panda Express, and Hibachi-San. The company has over 18,000 associates, and its sales will exceed $1.4 billion in 2011. Active in a large number of charitable organizations, Peggy and Andrew are committed to improving their environment, both locally and globally. In 1999, they established Panda Cares, a company-wide community involvement initiative that assists with the care and education of children. And in the “Spartan” community, the Cherng’s have generously contributed to the revitalization of The School’s The J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab.

Dave George is president of LongHorn Steakhouse Restaurants/Darden Restaurants. Dave began his career with Gilbert/Robinson, Inc., where he moved steadily up the ladder for 12 years. He then joined Battleground Restaurant Group as vice president of operations. Then came steady success with LongHorn Steakhouse and The Capital Grille. He has guided LongHorn Steakhouse to a position of unquestioned excellence in the casual dining steak business, providing inspirational leadership to over 20,000 associates. Dave is an active alumnus, generously donating funds to The School and its Culinary Business Learning Lab, sponsoring events such as Les Gourmets, and CAREER EXPO, and speaking in School classes. He is a former Spartan athlete who regularly hosts events at the company’s restaurants for fellow Spartans, and mentors individual students.

On hand to present the awards were Executive Board members of The School’s Alumni Association: Chairman and Alumnus of the Year 2009 Dan Burdakin (BA ‘81), president of Park Management Group; President John Theuer (BA ‘83, MBA ‘83), CFO of Panda Restaurant Group; and Vice President Billy Downs (BA ‘88), founder of Mongo Consulting. Dean of the Broad College of Business Stefanie Lenway offered closing remarks and congratulations, while the rest of the evening was devoted to mingling, reminiscing, and connecting. Hearty congratulations to all the honorees!

“Each honoree represents the passion, energy, and deep commitment that are essential in our industry...”
The Annual Gathering of Leaders was only one of several events and professional development programs for The School’s students who traveled to Chicago for the National Restaurant Show. All of the students were required to help set up and take down The School’s booth at the NRA exhibit hall, and each one was responsible for working at the booth throughout the Show. In addition, SIRC Director Authella Collins Hawks ensures students have relevant and meaningful experiences designed to connect them to the industry. A sample of the students’ schedule:

**Friday, May 20**
- Shaw’s Crab House briefing and tour
- Words of encouragement about their education from Alumnus Kevin Brown (BA ’77), president and CEO of Lettuce Entertain You Enterprises, Inc.
- A surprise visit and photo (below) with Spartan basketball player Durrell Summers – arranged by Shaw’s Manager, Alumnus Chad Feldman

**Saturday, May 21**
- J. Alexander’s briefing and tour
- NRA Show at McCormick Place
- NRA Salute to Excellence Gala – students were guests of Alumnus Philip J. Hickey, (BA ’77), chairman and CEO of Park Row Ventures

**Sunday, May 22**
- Keynote Presentation – General Colin L. Powell, who spoke on “Diplomacy: Persuasion, Trust & Values”
- Panel discussion facilitated by Gerry Fernandez, president of The Multicultural Foodservice & Hospitality Alliance (MFHA), on “Building Cultural Intelligence”
- Reception themed “HIRE: Showcase of the Stars"

**Monday, May 23**
- Foodlife restaurant tour
- The School’s Young Alumni Gathering
- Annual Gathering of Leaders

Many thanks to the companies and individuals who sponsored Annual Gathering of Leaders. Your generosity is very much appreciated.

**Corporate Sponsors**
- **Gold**
  - Darden Restaurants
  - The School’s Alumni Association
  - The School’s Director’s Fund
  - The School’s Hospitality Association
  - The School’s Student & Industry Resource Center (SIRC)
  - The Waldorf=Astoria Hotel

- **Silver**
  - Micros Systems, Inc.
  - PepsiCo Foodservice
  - Pilgrim’s Corporation
  - Well’s Fargo

- **Bronze**
  - Cal Fresco/Central Illinois
  - Vermillion Valley Produce
  - D & W Fine Pack
  - Dr Pepper Snapple Group
  - Duck Delivery Produce Company
  - Ecolab
  - Edward Don and Company
  - Fishery Products International, Inc.
  - Genpak
  - HAVI Global Solutions
  - Houlihan Lokey
  - Kikkoman
  - National Everclean Services
  - NORPAC
  - Overhill Farms
  - Pacific Supreme Company
  - Panda Express
  - Passport Food Group - Wing
  - Hing Foods
  - Southeastern Mills
  - SYGMA
  - Tulkoff Food Products, Inc.
  - U.S. Trust Bank of America
  - Private Wealth Management
  - Ventura Foods, LLC
  - Which Wich
  - Superior Sandwiches

**Individual Sponsors**
- **Gold**
  - David C. George (BA ’79)
  - Philip J. Hickey (BA ’77)
  - Lynn H. & William P. Weidner (BA ’67, MBA ’68)

- **Silver**
  - Joannie, Mark & Mitchell Collins
  - Ken Weber (BA ’77)

- **Bronze**
  - Jerry Best (BA ’59)
  - Dan E. Burdakin (BA ’81)
  - Shelley G. & Dr. Ronald F. Cichy (BA ’72, MBA ’77)
  - Richard C. Conti (MBA ’76)
  - Lone & Dan W. Darrow (MBA ’61)
  - Patricia & Ken Hill (BA ’56)
  - Jon D. Kennedy (BA ’73)
  - Curtis Lease (BA ’91)
  - Emmelyn & James L. McKillips (BA ’75)
  - Michael W. Murray (BA ’81)
  - Bob Pierce (BA ’83)
  - Mary & Ernie Renaud (BA ’57)
  - Lynda & Lou Weckstein (BA ’58)
  - Blair Wills (BA ’02)

- **Other**
  - Richard Behling (BA ’72)
  - Cheryl Schubel (BA ’93)
  - James & Kathleen Swanson
  - Tom & Julie Tkach (BA ’94, MS ’05)
The School Gets the Spotlight

A nod to Ron’s long tenure as a hospitality business educator, the article notes he has come to realize just how essential that education is in today’s industry. And since the 1920s, when the Hotel Training Course was established at Michigan Agricultural College to start what is today The School at MSU, the hospitality industry as evolved. With that evolution, hospitality schools have “popped up” at universities around the nation, and have progressed along with the industry.

For example, the article says, at MSU, today’s curriculum is “somewhat of a grid of various functional segments within the industry.” Ron explains it this way:

“You can envision a grid that would have across the top the functional areas of a business such as human resources, accounting, marketing, technology, and food and beverage. Then down the side there would be the various segments of the industry such as lodging, foodservice, and private clubs. Those can be sub-segmented, as well. We teach the functional areas of business within those segments. That’s really been the shift.

If you look at typical multi-use developments that are taking place today, you’ll find a hotel, condominiums, food and beverage, retail, etc., but all of those businesses have accounting, human resources, and others. It’s the broad disciplines of business in the segments of the hospitality industry.

All this means MSU hospitality business students are prepared for the hospitality industry and also for business in general. “What we hope to offer is flexibility,” says Ron. “And that’s what we find students are looking for today.”

Another feature of MSU’s School that Ron discusses in the article is the strong connection between the students and alumni, the students and the industry, and professors and the students. The School has 11 tenure-system faculty, and 14 adjunct professors (industry faculty). In addition, with two required internships, students get lots of real-world work experience. “Internships are designed to expose students to different aspects of the industry,” Ron explains. But most of the students are also working while in school, increasing that exposure and helping them determine which areas they want to pursue.

The student profile in hospitality education programs has evolved with the industry, as well. At MSU, Ron says, several things stand out. He believes today’s students are more focused than even five years earlier, owing in part, perhaps, to the high cost of their education.

He also notes that more students dream of becoming an entrepreneur now, and want appropriate preparation for that goal. Many of them attend career-specific conferences, such as the Americas Lodging Investment Summit or the Club Managers Association of America World Conference. “They are much more career-focused in terms of segment.”

There is a more diverse student body, as well, Ron says. More graduate students at The School come from China than ever before. And 60 percent of the students are now female. None of this is surprising, since the industry is global, and MSU has such a strong Study Abroad program. In fact, Ron explains, “Last year we had 70 School students study on all seven continents.”

Ron notes the outstanding values and preparation that current students seem to bring with them to The School. Most have worked through high school, and many have very strong academic achievements.

Another notable trend in The School is the alumni legacy. “We have had whole groups of graduates of our School send their sons and daughters here.”

The bottom line? The hospitality industry is ever-changing. The economy is global. And, at MSU, students in The School can count on an education that prepares them for this changing environment.

An outstanding example of the evolution of The School’s curriculum and program offerings is its Real Estate and Development Specialization. In addition, The School is launching MSU’s Hospitality Business Real Estate Institute, focusing on development and ownership. Cautions Ron: “We never want to get so big that we end up competing with huge numbers of graduates from other schools. Ours is more of a boutique specialization.”

Other popular segments for students include:

- **Meeting and Events Planning** – “We try to point out that they ought to get experience in their internships in both sides—the meetings and events side, as well as the supply side.”
- **Sales** – “Until 2002, we only talked about marketing. But then we brought in a Ph.D. who was working for Marriott, Dr. Jeff Beck. He invented our sales course, and it’s very popular. It’s not just for hotel sales. Other kinds of companies, like General Mills and Ecobal are recruiting our students for foodservice and chemical sales.”
- **Ownership** – “Many students want to be entrepreneurs and owners. ‘Thinking like an owner’ is a theme that runs throughout our curriculum.”

Last Fall, Lodging magazine sent a photographer to MSU’s campus. The purpose: to spend the day shooting photos of students in The School, along with its director, Ron Cichy. The magazine was preparing a cover story on hospitality education in today’s world.

The result: the November 2010 cover story featuring graduate students Praneet Randhawa (MS ’08) and Mi Ran Kim (MS ’05), undergraduate students John Soave (BA ’11) and Lucas Magnini (BA ’12), and Dr. Cichy. The feature, by Editor Len Vermillion, promised, “A veteran educator discusses how today’s hospitality programs have progressed to meet the needs of the modern student and an evolving industry.”

70 School students study on all seven continents.
From Luxury Boutique Hotels... to Gender Differences in Wine Satisfaction... to Franchise Systems...

**MSU Graduate Student Forum Features Latest Research**

In an annual Spring tradition, graduate students pursuing one of the Master’s degrees offered in The School presented their research to fellow graduate students, faculty, and guests of The School. This year’s sixth annual forum, on April 21 and 22, featured 16 students, all of whom are pursuing the Master’s degree in Hospitality Business Management. Their presentations were given in a supportive environment where they can hone their speaking skills and practice presenting sometimes complicated research in an effective way.

The forum began with remarks from Dean James F. Rainey, director of academic programs for The School, on the first day, and from Melissa Bankroff, graduate programs coordinator, on the second. Each day’s presentations closed with comments from Brittany Friddell (BA ’12), who led a team of undergraduate students enrolled in HB 380 – Meeting and Event Planning and Management, under the direction of Associate Professor Jeff Beck, in planning and implementing the forum.

Several of the graduate students are members of Eta Sigma Delta, an international hospitality management honor society in The School, and several plan to continue their studies in Ph.D. programs around the United States. “We are very proud of the sophistication of the students’ research,” says Dean Rainey. “They are sure to make their marks, whether they enter the industry or stay in academia.”

For more information about the students’ research and findings, please contact Melissa Bankroff at bankroff@bus.msu.edu.

The 16 presentations were as follows:

- **Jellina Chung**
  Segmentation of the Boutique Hotel Market Using a Vacation-related Lifestyle Approach

- **Dongsun Kim**
  Relationships among Experiential Marketing, Experiential Value, Customer Satisfaction and Customer Loyalty: An Empirical Investigation of Korea’s Upscale Hotels

- **Joonho Moon**
  Are Franchising Systems Beneficial for the Lodging Industry in Terms of Profitability and Intangible Value?

- **Jing Ning**
  A Case Study of Member Satisfaction within The Country Club of Lansing in 2010

- **Yu Zhong**
  The Relationship between Technology Readiness and Intention to Use Self-service Kiosks in Luxury versus Economy Hotels

- **Sungzik Yoon**
  E-service Quality and its Outcomes in Online Hotel Booking

- **Karissa Fitzgerald**
  It’s Over! Let’s Celebrate: The Impact of Divorce Celebrations in the Special Events Industry

- **Xinwei Jiang**
  Gender Difference in Wine Satisfaction When Dining in a Restaurant

- **Xiao Yan**
  NFC Technology: A Next Generation Hotel Application Design

- **Guihong Jiang**
  The Relationship between Price Presentation Approach, Price Pattern, Length of Stay, and College Students’ Intention to Make Reservations

- **Maria Frangos**
  The Art of Baking and Its Implications in the Hospitality Industry

- **Lan Jiang**
  Examining the Perceived Impact of Proposed Leasing Rules in the Lodging Industry

- **Leslie Jablonski**
  Fundraising Strategies of Nonprofit Organizations: Measuring ROI and Success in a Time of Economic Crisis

- **Haeik Park**
  Identifying Perceived Attributes of Japanese Restaurants

- **Xianya Yang**
  The Future Trend of Luxury Boutique Hotels in Asia

- **Qian Lin**
  The Effects of Interactional Justice on Recovery Satisfaction, Revisit Intention, and Word-of-Mouth in Hotels
A group of four graduate students and The School’s graduate programs coordinator, Melissa Bankroff, traveled to Houston in January for the 16th annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism, hosted by the University of Houston’s Conrad N. Hilton College. In addition, Spring 2010 MS graduate from The School Jayoung Sohn joined the group from Purdue University, where she is pursuing her Ph.D.

The conference, held January 6 – 8, provided graduate program administrators, faculty members, and students with the chance to share research on hospitality topics and explore educational and research issues in hospitality and tourism graduate programs. The conference also offered numerous networking opportunities.

Melissa Bankroff explained that the students presented their most recent research in the form of detailed poster presentations. “Their topics reflected the level of academic rigor we are proud of in The School, and their posters drew much interest from conference attendees. All of our students did a great job answering questions and discussing their research.” In addition, she added, “They were a pleasure to travel with. We wore our ‘colors’ proudly!”

**Students Present Their Research:**

**Leslie Jablonski (MS ’11)**
“Fundraising Strategies of Nonprofit Organizations: Measuring ROI and Success in a Time of Economic Crisis”

**Lan Jiang (MS ’11)**
“Examining the Potential Impact of Proposed Leasing Rules in the Lodging Industry”

**Joonho Moon (MS ’11)**
“Are Franchising Systems Beneficial for the Lodging Industry in Terms of Profitability and Intangible Value?”

**Sungsik Yoon (MS ’11)**
“Effects of 3-Service Quality on Perceived Value, Satisfaction, and Reuse Intentions in Online Hotel Booking: Evaluating Hotel-owned and OTAs’ Websites”
The School's students earn impressive scholarships each year. The awards come from 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. Over the last year, awards in excess of $208,000 were distributed.
Exceptional Students, Future Leaders

It’s not just about reading, writing, and arithmetic. Not in The School. A vital part of our students’ education is “experiential learning. And that means membership or leadership in one or more of The School’s extremely active and professional industry-related clubs. It means participation or leadership in the Hospitality Association, the 82-year-old organization that oversees and helps fund those clubs, as well as the four main School events each year. And it means volunteering or helping to lead one or more of those events: CAREER EXPO, Vegas Night, the Annual Auction, and Les Gourmets. Finally, it means that many courses involve “doing.” Courses often require that students practice a professional level of planning for, budgeting, marketing, organizing, and producing a specific event, frequently for members of the East Lansing or MSU community.

Here is a small (believe it or not!) sampling of last year’s student club and course activities. Whew!

HA Keeps Busy!

• HA’s Relay for Life team held fundraisers, including a bake sale in the spring for its “$48K in 48 hours” challenge against University of Michigan. MSU’s actual Relay for Life kicked off on Friday, April 14, with HA’s clubs and events sharing taste creations in a “crockpot cookoff.”

• The following week, HA offered students a trip to a Tigers game. The $45 fee included a donation to Japan’s Relief Fund, tickets to the game, transportation, and a t-shirt.

• HA was the host of the “Newest Alumni Brunch” for graduating seniors and their friends and family prior to commencement May 7. (See page 38.)

Real Estate Investment Club Learns First-Hand about Detroit’s Progress, Potential

Students in The School traveled to Detroit on Sunday, November 21, with hotel feasibility expert Wanda Spencer to learn more about the city’s economic progress and opportunities that exist within Detroit’s real estate market. The eight students, all members of The School’s Real Estate Investment Club (REIC), were Garrett Ross (BA ’11), Garrett Smeltzer (BA ’11), Michael Moriarty (BA ’11), Genna Panagopoulos (BA ’11), Damon Young (BA ’11), Michael Erlingis (BA ’12), Clayton Meyers (BA ’13), and Anthony Pecchia (BA ’13).

The club members started their day by visiting the historic Westin Book Cadillac Hotel, where they met with General Manager Tim Freisen, toured the property, and learned about the highly complex financing structure that supported the hotel’s redevelopment.

Following lunch at the New Parthenon in Greektown, the students met Austin Black II, broker and president of City Living Detroit, a full-service, boutique-style real estate sales firm in Midtown. Mr. Black took the group on a tour of Willys Overland Lofts, a custom loft redevelopment project of a former sales and service facility for the Willys Overland Motor Company.

The visit to Detroit ended with a tour of The Beal Group, a real estate development, management, and construction services company. Here, club members heard from the president, Stewart Beal, who spoke about his entrepreneurial experience and his positive outlook on the City of Detroit. Mr. Beal’s brother, Patrick (BA ’10), is an alumnus of The School and a former REIC member who now serves as The Beal Group’s vice president. He also spoke to the group about the numerous projects in which the company is involved within the city.

Trip organizer and REIC President Garrett Ross found the trip enlightening. “Detroit has certainly had its share of problems,” he says, “but things are starting to happen now. Various groups are putting substantial effort into revitalizing the city and they are extremely passionate about it. The potential is definitely there... especially in terms of real estate development.”

Spartan Enology Society

The School’s Newest Club

First, let’s be clear. This club is not about drinking.

For a group of ambitious students in The School, the study of wine is just that: a study, a pursuit of knowledge. John Trilio (BA ’10), Brian Weber (BA ’11), and Nate Redner (BA ’12) formed the Spartan Enology Society (SES) last September, whose stated mission is to “strive to create an educational setting for students to develop wine appreciation and knowledge. Whether members seek careers in the beverage industry or are personally interested in wine, SES equips them with the tools necessary to pursue their aspirations in a supportive setting. There is absolutely no alcohol consumption allowed at SES.”

The club’s advisors are School Faculty Member, Associate Professor Carl Borchgrevink, and Alumnus Kurt Kwiatkowski (BA ’96, MS ’05), RHS senior executive chef with MSU Culinary Services.

SES hosted its “Grand Premier Event” on September 29 at Schuler’s Books and Music, and on November 30, offered its members a unique, “Smell-O-Rama.”

According to Society member Nate Redner (BA ’12), the event aimed to “help students train their palates to detect flavor notes and nuances in wine. With this training comes a deeper appreciation and respect for wine. The Spartan Enology Society was founded on an ‘education first’ basis, so that they have a strong knowledge before they enter the industry.”

Through the year, the club hosted guest speakers and other events for members. 🍷
PCMA Chapter Attends Annual Meeting in Vegas

The student chapter of the Professional Convention Management Association (PCMA) had 15 of its members, ranging from freshmen to seniors, travel to Las Vegas, NV, for the PCMA annual meeting: Convening Leaders 2011. From January 9 – 13, the MGM Grand was host to over 3,000 meeting and supplier professionals in the industry, as well as 270 college students from across North America.

Educational sessions, networking luncheons, keynote speakers, and receptions filled each day’s schedule. Some highlights included the general sessions by President and COO of Luxor Las Vegas and Excalibur Hotel Casino Renee West, on Learning the Language of Success, and by the CEO of Zappos.com Tony Hsieh, on Delivering Happiness. Students learned about how convention centers can create customized events, how to plan a meeting in 30 days, and how multimedia and social media play an integral part in the marketing of meetings. Convention and Visitors Bureaus marketed their locations in major cities to the meeting planners through engaging presentations.

The trip was well worth the journey from Michigan to Nevada, as several students made business connections for possible internships and career opportunities.

Valuable lessons from Convening Leaders 2011 were implemented in the students’ everyday lives and PCMA biweekly meetings. This educational and travel opportunity was made possible for the students through PCMA fundraising efforts: t-shirt sales, recycling cans and bottles, and restaurant socials.

Other PCMA activities last year included additional fundraising, planning a Valentine’s Day restaurant event, and helping with the East Lansing Film Festival. The club hosted guest speakers from the national PCMA, the Greater Lansing Convention and Visitors Bureau, MSU, Spartan Signature Catering, and the Governor’s Executive Office. Later in the Spring, PCMA hosted its second annual “Like a Fine Wine, LAP Only Gets Better With Time.” This is a food and wine fundraising event the organization co-coordinates with Lansing Area Parent (LAP) Respite Center.

CMAA Student Chapter Wows at the World Conference

Spring break came a few days early for 24 members of the student chapter of the Club Managers Association of America (CMAA) when they traveled to Orlando, FL, February 24 – 27 for the CMAA 84th Annual World Conference. For its large number of participants—the largest number at Conference—MSU’s chapter was granted two free registrations to next year’s Student Conference in Chicago, IL, a $500 value.

Make no mistake—while the students enjoyed the warm weather and some of the Orlando-area theme parks, the trip was much more than a vacation. They attended a variety of educational sessions at the conference and networked with club managers from around the globe.

The MSU students worked with their counterparts from the University of Central Florida as the Student Host Chapter, and students from both schools planned and organized a special networking event Thursday evening and facilitated some of the conference sessions.

In appreciation for their efforts, the CMAA provided the students with tickets to a unique networking event at Harry Potter’s World of Wizardry in Universal Studios on Saturday, February 25. On that evening, the park was opened to CMAA managers and students only, giving the groups an opportunity to enjoy themselves free of crowds and to forge bonds with fellow hospitality and private clubs professionals in a setting outside of the lectures.

Before returning to campus, the students met with alumni from The School at the alumni breakfast on Sunday the 27th.

Finally, The School’s student chapter accepted the award in the Clubhouse category for Club of the Future, a competition among students from universities across the nation who presented their ideas about where the club industry will be heading in the next 10 to 15 years. Laurel Smith (BA ’12), Ali Howell (BA ’13), and Sydney Sims (BA ’14) capably represented The School as they discussed their winning idea of a solar roadway before an audience of industry professionals.

“What a great experience,” exclaimed Lucas Magnini (BA ’12), CMAA student chapter president, after returning to campus. “We crammed so much into four days, worked so hard, learned so much, and are very proud to bring home the award. But we’re also very grateful for the constant support from the faculty in The School, and the travel support we received from alumni which allowed so many of us to attend Conference.”

In other CMAA activities, early in Spring semester, members traveled to Chicago to tour the nation’s number-one-ranked City Club, the Union League Club. (Many will remember our School’s 2002 Annual Gathering of Leaders there, where we celebrated The School’s 75th Anniversary.)

The following weekend, no fewer than 52 club members went to Detroit to see the Red Wings play the Chicago Blackhawks for a fundraising event. Members returned to Detroit later in the semester to tour some of the best clubs in Michigan, and the club finished off its year helping with the national CMAA’s Business Management Institute III, held several times each year on the MSU campus.

Field Days for SFM

Last Spring, the student chapter of the Society for Foodservice Management toured Levy Restaurant’s food and beverage operations at Ford Field in Detroit, home of the Detroit Lions. They learned about all aspects of operations at the stadium, met with Levy associates, and toured the facilities, with the help of former Assistant Director of Operations and School Alumnus Adam Covington (BA ’00).

SFM students also toured the up-scale, casual J. Alexander’s Restaurant in Livonia, learning about the culture of the company and its attention to quality. Meeting with the students for over three hours, the staff at J. Alexander’s offered advice on a range of topics, and even sat down to lunch with the group.
Students Attend Americas Lodging Investment Summit

Students traveled to San Diego, CA, to participate in the Americas Lodging Investment Summit from January 24 – 26. The annual conference, known as ALIS, is widely considered to be a pivotal event for top executives in the real estate and investment segment of the hotel industry.

ALIS is the largest of several such conferences offered around the world by Burbas Hotel Network (BHN), led by School Alumnus and Hall of Fame member Jim Burbas (BA ’77). This year’s conference featured general program sessions covering a wide range of current topics, networking events, plenary sessions, awards presentations, and a keynote address by Sir Richard Branson. Traditionally, select students enrolled in The School’s Real Estate and Development Specialization travel to ALIS as part of a student volunteer program coordinated by the American Hotel and Lodging Association (AH&LA), conference co-sponsor.

This year, Garrett Ross (BA ’11), Michael Moriarty (BA ’11), Garrett Smeltzer (BA’11), and Genna Panagopoulos (BA ’11) represented MSU and participated with other students from hospitality schools such as Ecole Hoteliere de Lausanne, Penn State University, the University of Delaware, and Cornell University, among others. The students had an opportunity to network with many hotel brokers, asset managers, financiers, operators, designers, and others affiliated with the industry.

Dr. A.J. Singh, associate professor of International Hospitality, Finance and Real Estate in The School, also attended, and served as the moderator for a standing-room-only, in-depth session on sustainable design practices.

Alumni of The School who attended the conference reconnected with each other at the 4th Annual Alumni Reception organized by Ryan Meliker (MBA ’05) and sponsored by Davidson Hotel Company, whose president and CEO is 2010 Industry Leader of the Year John Belden (BA ’85).

The mood at the conference was upbeat, and the students returned with several employment prospects and lasting personal connections with industry leaders. Each year, ALIS serves an invaluable gateway for students to learn more about and enter the professional world of hospitality business investment. Moreover, their experience bolsters the missions of The School’s expanding Real Estate Investment Club, its Real Estate and Development Specialization, and MSU’s Hospitality Business Real Estate Institute.

The School’s Students Practice Hospitality

“I admit that it took me by surprise,” says Director of The School Ron Cichy. It was January 19, and he had just discovered that The School’s student Hospitality Association Executive Board had committed to preparing a dinner for the Lansing-area Ronald McDonald House— for the following evening.

He explained, “I serve as the advisor to HA, but this was the first I’d heard of this service project.” Impressed with their initiative, Dr. Cichy followed up with organizer and HA Vice President of Human Resources Courtney Moore (BA ’11) and other HA officers. “I should have known better than to be surprised,” he says. “This group is always finding ways to practice their passion: hospitality and service to others.”

On their own, the Executive Board members of HA arranged to shop for, prepare, and serve dinner to parents and children staying at the Ronald McDonald House near Lansing’s Sparrow Hospital. The house provides free housing for families with sick children who need to have specialized care at the hospital, far from their homes.

Five members of the Executive Board cooked pork tenderloin with applesauce, green beans, sweet potatoes, and brownies and ice cream for dessert. Fifteen family members enjoyed the dinner, and the students were also able to join in on the meal and interact with their “guests.”

Courtney explained that HA tries to do at least two community service events a semester, saying, “Sometimes the events are open to all School students, like the charity bowl last semester or Relay for Life in April, and some are smaller events, with just the Executive Board members participating. Either way, the HA board will typically arrange for and plan events, and cover the associated costs.”

She goes on, “I’ve found that helping in a hands-on way is usually just as rewarding to me as it is to those that we help. It’s a cycle of feeling good for doing good, and we’re thrilled that The School’s students are stepping into this cycle.”

Adjunct Professor in The School, Theda Rudd, a former McDonald’s franchisee who teaches HB 105 – Service Management, was the founding Board Chair of the Ronald McDonald House in Lansing. She applauds the students’ commitment to serve, as well as their initiative, saying, “While at MSU, they are not only preparing for careers in hospitality, they’re also setting the stage for a lifetime of service.”

Lodging & Gaming Management Association Hits the Ground Running

The LGMA Club is one of The School’s newest clubs, but it has quite a list of activities from the past year which kept its members busy. They toured properties like the Wild Goose Inn in East Lansing, Marriott in East Lansing, and the Grand Traverse Resort and Spa in Traverse City. They enjoyed guest speakers and held informational meetings on networking and the use of social media such as LinkedIn. An end-of-the-year social capped off a rewarding school year.
**Honor Society Inductions**

MSU's Chapter of *Eta Sigma Delta* inducted 19 new members on Wednesday, March 30 at the MSU Union. Also inducted was an honorary member, Song Su Kim (BA ’98), director of operations for Ukai Okemos, Ukai Lansing, and AI Fusion Sushi & Grill in East Lansing. A reception followed the ceremony at Al Fusion.

One of the clubs in The School, *Eta Sigma Delta* is an international hospitality management society. This honor society is administered by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), headquartered in Richmond, VA. It recognizes the academic success and achievements of hospitality and tourism students and serves as a means to unite outstanding students for campus activities, fundraisers, and volunteer programs.

Opening comments from chapter president Rashida Augustine (BA ’11) were followed by a chapter overview from Dr. Jae Min Cha (MS ’98), advisor to *Eta Sigma Delta*, who highlighted the honor society’s professional and educational benefits. In addition, School Director and Professor Dr. Ron Cichy (BA ’72, MBA ’77) offered his thoughts, and Director of Academic Programs Dean James Rainey spoke of his appreciation for ceremonies such as these that recognize the high academic achievers in The School and MSU at large.

“This is a special occasion in our School every Spring,” says Dr. Cha. “We are happy to celebrate the outstanding academic achievements of our students, as well as their commitment to the purpose of *Eta Sigma Delta*.”

Indeed, as part of the ceremony, each inductee pledged to “uphold the high standards for scholastic and professional achievements established by *Eta Sigma Delta*. They committed to “fostering the growth of knowledge and promoting the advancement of both the hospitality tourism discipline and the industry.”

After his induction as honorary member, Mr. Kim addressed the gathering. A very active alumnus, and a member of The School’s Entrepreneurial Advisory Council, Mr. Kim is a role model for what hospitality business students can achieve after graduation through hard work and dedication. Mr. Kim works closely with graduate classes, offering Al Fusion Sushi & Grill, as a learning lab. He regularly hosts restaurant tours for students, and generously gives his time, expertise, and advice to them.

Mr. Kim spoke extensively about the honor society’s five points of honor: excellence, leadership, creativity, service, and ethics. He credits his success to hard work: “If you’re going to do it, do it well.” He also added the importance of ethics, saying, “Be equal and be fair.” To be successful, he explained, you have to be able to roll with the changes, be creative, and innovate while you remain true to yourself. In addition, he emphasized that, in serving others, it is essential to always walk in with a smile regardless of what is going on. Lastly, he urged, “Fly with the eagles; have the best people around you at all times.”

“Mr. Kim is an alumnus we are proud to call our own,” says Dr. Cichy. “It was a natural choice for him to be an honorary inductee. His hosting the reception afterward is typical of his generous character.”

Student leaders of *Eta Sigma Delta* 2010-2011 were President Rasheeda Augustine (BA ’11), Vice President of Finance Jane Cerovina (BA ’12), and Vice Presidents of Student Relations Yoojin Kim (BA’11) and Ashley Lebel (BA ’11). Newly-installed officers are President Jane Cerovina (BA ’12), Vice President of Finance Julie Kim (BA ’12), Vice President of Student Events Shayna Blasé (BA ’13), and Vice Presidents of Student Relations Alyssa Ciapala (BA ’12) and Jane Kim (BA ’13).
HB 380 – Hospitality Meeting and Event Planning Management

Taught by Dr. Jeff Beck and tailored to students who aspire to enter the meeting and event industry, this highly intensive course divides the class into teams of 12-13 students who meet with a client to prepare a large-scale event. The students plan and deliver every aspect of the event, from developing a concept, to creating a budget, to marketing the event, to creating a program and/or a menu.

One example of an HB 380 project is the Taste of the World Etiquette event held at the Kellogg Center Hotel & Conference Center last April. One of the 12-person teams was hired by clients Eric Doerr, an associate director for the Lear Corporation Career Services Center in the Broad College, and Amy Radford-Popp, lead coordinator of the Broad College’s Freshmen Program.

The School students designed an event meant to inform students of international cultural manners. They prepared a dinner for about 150 Broad College freshmen with a menu of a combination of standard American dishes and international cuisine. The dinner began with a comical video of mistakes made in professional settings, followed by a presentation from Kohl’s, which sponsored the event. Tony Espinosa, director of human resources at Des-Case Corporation (and well-known to The School as a former recruiter for J. Alexander’s Restaurants, The School’s 2010 Industry Partner of the Year) delivered a captivating keynote address.

Andrew Bromley (BA ’11), the lead coordinator of the event, explained, “International Relations are necessary with any field you get into.”

Eric Doerr agreed, saying, “The dinner gave a taste of what students need to think about before they go into someone else’s culture, so they are prepared to (and able to) respond correctly or in an acceptable manner in someone else’s culture.”

Another HB 380 event allowed students to spread their Spartan hospitality to the wider community.

The 282 school children from Lansing’s Lewton Elementary School got a taste of South Asia on Tuesday, April 12, when a 12-student team from HB 380 presented a South Asian Festival as part of their coursework.

The event was an overwhelming success for all parties involved. A fifth grade teacher commented, “This program fit in perfectly with my curriculum. It was very well organized and presented. I loved it!!”

Professor Siddharth Chandra, director of the Asian Studies Center at Michigan State University, was the client for the Asian Studies event team. The Asian Studies Center charged the team with creating an event to celebrate South Asia week. With no other instructions, the team prepared several proposals which the Asian Studies Center reviewed, selecting the elementary school outreach event.

The Festival entertained and educated Lewton’s kindergarten through fifth graders with eight booths that taught fun facts about South Asian culture. The children travelled to each booth with a passport the team created, which showed the names, flags and map of each country, while also including several fun facts. The children created their own South Asian masks, bracelets and clothing, sampled an Indian snack, and watched a classical Indian dance and a Henna art presentation.

The event was an overwhelming success for all parties involved. A fifth grade teacher commented, “This program fit in perfectly with my curriculum. It was very well organized and presented. I loved it!!”

Dr. Beck acknowledged the event’s benefits to the children, and went further, explaining, “Our students represent MSU and The School in the community. I believe they do an incredibly professional job with events such as these, impressing all. In addition, they learn about their chosen careers and develop skills which will help them in the ‘real world.’ I am proud of them.”

These are just two examples of projects that take students outside of the classroom and beyond the textbook into the local community.

HAMA Case Study Competition Winners

Two undergraduate students from MSU won the Hospitality Asset Managers Association (HAMA) student case study competition for 2011.

Submissions by Hospitality Business major Michael Moriarty (BA ’11) and Finance major Garrett Ross (BA ’11) were chosen among a “substantial field of high-quality contenders from MSU and Cornell University,” according to Cody Bradshaw, education chair for the HAMA Board of Directors. Both winners are pursuing The School’s Specialization in Real Estate and Development.

Garrett’s entry was titled, “Hotel E-Commerce: 2011 Asset Manager Update,” and Michael’s was titled, “The Farrar Tower – Asset Management Plan.” Each entry was a detailed study, professionally presented, and impressive to the HAMA judges, who awarded each student an all-expense- (airfare, taxi, lodging, meals) paid trip to the Spring 2011 HAMA Conference at the Park Hyatt Aviara Resort in Carlsbad, CA, April 6-7.

“We are very proud of the work done by these two accomplished young men,” says Dr. A.J. Singh, associate professor in The School, and member of HAMA.

“It is very gratifying to see their efforts recognized by the industry.”

The Asian Studies event team enjoyed their elementary school outreach activity as part of their coursework.
Bully Hill Vineyards and Angel Stadium

School students made the news as a result of their internships this past year. In the March 21 issue of The Business Minute at the Broad College, Tom Inners (BA ’12) was the featured student discussing his unique Summer ’10 internship. The York, PA, native worked at Bully Hill Vineyards, and says of his experience, “Simply having the opportunity to have an internship at a working winery and being able to be personally involved in its operations was a dream come true for me and my aspirations of becoming a vineyard manager or winemaker myself. The knowledge of wine and industry networking relationships I established last summer were my most significant gains from this internship.”

Featured in The State News on April 28, Brad Johnson (BA ’11) talked about moving to California last summer to be an intern at Angel Stadium for ARAMARK. He had fulfilled an earlier internship with ARAMARK his sophomore year in Lake Tahoe, but knew that for his second internship he wanted to be in a situation “more aligned to his interests.”

Brad played baseball for close to 15 years, so he saw the internship at Angel Stadium as a perfect fit. “Being able to be in a work environment and hearing the crack of the bat and the crowd explode—it was surreal,” he said.

The best news? After returning to campus last Fall, Brad received a phone call from ARAMARK, who wanted him back. They hired him as a manager in training in its Pathway to Leadership program, which began last May—at Angel Stadium!

The School’s Student and Industry Resource Center (SIRC) director, Authella Collins Hawks oversees all School internships. She said Brad “has received widespread acknowledgment for the work he’s done with ARAMARK,” and she is proud of what he’s been able to accomplish so far.

While interning last summer, Brad lived in California with a fellow School student, senior Anthony Greenfield (BA ’12), who also took an internship at Angel Stadium, though in a different capacity and location from Brad. Though they rarely worked together, Anthony said that he and Brad took many positive experiences away from their internships. “We learned a lot and grew a lot as individuals.”

Students Contribute to College of Arts and Letters Endowment

Students in The School hosted an elegant five-course dinner on Thursday, October 28, contracted by St. John Church and Student Center to benefit the American Catholic Thought & Student Center Endowment Lecture and Student Scholarship Award in the College of Arts and Letters at MSU. Students in HB 485 – Hospitality Foodservice Operations, under the guidance of Professor of Culinary Business Allan Sherwin (BA ’64) and Culinary Coordinator Chef Rick Brown, worked with Katie St. John, to plan, prepare, and serve the special Benefactors Dinner. Several additional student volunteers also assisted.

Over 40 benefactors attended the reception and dinner, which featured hors d’oeuvres such as smoked salmon crostini and ricotta stuffed with dates wrapped in bacon; potato and leek soup; spinach salad with bacon, sweet potato, red onion, and raspberry vinaigrette; pear nutmeg sorbet; and an entrée of prosciutto wrapped petite filet, roast shallot demi, pan seared salmon with citrus herb butter, roasted red skin potatoes, and a vegetable medley. Warm baked apples with bourbon caramel sauce and whipped cream topped off the impressive dining experience.

“Each year, our Benefactors Dinner reinforces our commitment to the American Catholic Thought & Culture Endowment,” said Pastor Fr. Mark Inglot afterward. “But it also reminds us of the talent and dedication of the students who provide the reception and meal. The School is an asset to MSU and to the community.”

Dr. Ron Cichy, director and professor in The School, said, “We try to impress upon our students that ‘by doing good, you will do well.’ They certainly did ‘good’ tonight, for the endowment which benefits students and faculty at MSU.”

This is only one example of the projects taken on by students in HB 485. Throughout the year, groups of students in the class plan and prepare a major dinner or event for a real-life client—from the community, from MSU, and even from The School. They execute dozens of these dinners, professionally and creatively, under the skillful and watchful eyes of Chef Sherwin and Chef Brown.

Hospitality Association Leaders

The student Hospitality Association (HA), founded in 1928, has reorganized its Executive Board to become more effective as the umbrella brand for The School’s 10 student clubs and four major events.

Welcome to the 2011-2012 Hospitality Association Executive Board:
Chief Executive Officer: Jake Dondzila (BA ’12)
Chief Operating Officer: Rose Halle (BA ’12)
Chief Financial Officer: Paul Finstad (BA ’13)
Director of Events: Kathleen McDonald (BA ’12)
Director of Communication: Nevena Divic (BA ’13)
Director of Philanthropy: Megan Geist (BA ’14)

And many, many thanks to the hardworking, dedicated 2010-2011 Board:
Chief Executive Officer: John Soave (BA ’11)
Chief Operating Officer: Morgan Zahul (BA ’11)
Chief Financial Officer: Sam Lindenbusch (BA ’11)
Vice President of Student Events: Andrew Bromley (BA ’11)
Vice President of Student Relations: Emily Smith (BA ’11)
Vice President of Marketing: Brian Weber (BA ’11)
Vice President of Human Resources: Courtney Moore (BA ’11)
DECEMBER GRADUATION
A MEMORABLE BEGINNING

Count on commencement ceremonies to bring out memories, smiles, families, and toasts to bright futures. Saturday, December 11, 2010, was filled with all of the above and more, when students in The School of Hospitality Business at MSU participated, along with all the other graduates of the Broad College, in the 10 am commencement ceremony at Breslin Center. The event also featured the graduates of several other MSU Colleges, including the Residential College of Arts and Humanities and the Colleges of Arts and Letters, Education, James Madison, Music, and Social Science.

The morning was special, with basketball and business legend Earvin “Magic” Johnson as the commencement speaker. But for graduates in The School, the “real” featured speaker was fellow senior Jordan Howell (BA ’10), who delivered the student remarks, noting that “My journey with The School of Hospitality Business has helped uncover skills that I did not know I could possess and helped shape the person I’ve become.”

Jordan also related the students’ classroom experiences to their life lessons. “English, writing, and communication classes have helped us shape our ideas, and use proper language and grammar.” Just as in a written assignment, he said, “In life, we choose the words we use, the font and the style with which we write. We are the authors of our own stories.”

He went on to explain that scientific tools such as beakers, magnifiers, and chemicals all help in answering questions. So does simple observation. “We observe changes around us and we are the ones to question them. We form ideas based on personal experiences and test our thoughts, constantly analyzing and reformulating our actions,” Jordan explained.

He continued, “Algebra, calculus, and geometry all challenge us to find the missing variable.” And in life we calculate until “the solution we have fits with the answer we need. Always remember,” Jordan said, “that sometimes the incorrect answer in the beginning could be the right answer in the end.”

Jordan concluded by inspiring the fellow graduates to “write big and bold, make your ink permanent, and give it a shade of green.”

Once the ceremony was concluded, The School’s graduates and their families gathered at The University Club of MSU for a “Newest Alumni Reception,” with elegant sandwiches, appetizers, and beverages, as well as student awards and memorable words from Alumna Mary Roszel (BA ’88), the co-founder of BIGGBY COFFEE.

Mary’s remarkable success story is inspirational in itself. A single mother with two children in 1973, Mary attended Lansing Community College and became a paralegal, hoping to later attend MSU. Along the way, she was given the opportunity to work with the Michigan Supreme Court, where she stayed for 13 years.

By then, with grown children and a desire to finish her degree at MSU, Mary quit her job and enrolled in The School, and, with the hope of getting some work experience in hospitality, took a position at a Flap Jack Restaurant. There she met Bob Fish, who graduated with Mary in 1988 and together they managed two Flap Jack locations, and eventually owned one. But in 1994, they sold that store and made plans to develop a multi-unit concept for a coffee café, which today is known as BIGGBY COFFEE.

Opening their first store in 1995 in East Lansing, and selling their first franchise in 1999, they now have 116 locations and are in six states. They have opened a store in Dallas, TX, and another in Wausau, WI, and several more opened in the first quarter of 2011. Mary now oversees the design and building of the stores and works with BIGGBY franchisees to fulfill their dreams of owning a business.

Mary is active in the Lansing community, and serves on The School’s Entrepreneurial Advisory Council, on the Board for Ele’s Place, and the Michigan Restaurant Association’s Education Support Foundation. She offered sage wisdom for the newest alumni. Borrowing from Denzel Washington in “The Great Debate,” she said, “Do what you have to do so that you can do what you want to do.” And, she said, “Getting your degree is an important part of what you have to do.”

“Be able to recognize opportunity, and be ready. It may present itself in a form that you haven’t considered.”
Congratulations!

Oh, the Places You’ll Go!

Jordan Howell (BA ’10) came to MSU and needed a job. He found one at a local hotel, and he loved it so much he changed his major to Hospitality Business. Jordan continued to work at the Lexington Lansing Hotel, and he impressed the executives there so much that they nominated him as the 2010 Michigan Lodging & Tourism Association Student Star of the Year. He won the honor at the ML&TA Stars of the Industry dinner and ceremony in May 2010 at Grand Hotel on Mackinac Island.

So Jordan fit right in at work, and also in The School. “The School became so much more than the place where I took classes. It is the place where I planned my future, set my goals, and surpassed them.”

From Ludington, MI, Jordan joined the student Professional Convention Managers Association, as well as the Lodging & Gaming Management Association, for which he served in 2009 – 2010 as vice president of Financial Operations. Both organizations are two of the ten industry-associated clubs within The School. He used the clubs’ opportunities for professional development sessions, guest speakers, and workshops to “challenge myself as a student and as a young adult.”

He also volunteered and served as a director of Human Resources for The School’s premiere spring event, Les Gourmets, which he says taught him the value of a strong team, and proved to him that his classroom education would have a direct relationship to his success in the industry. Jordan received a Les Gourmets scholarship in March 2010, and was awarded the 2009-2010 Starwood Hotels and Resorts Scholarship.

As for The School’s curriculum, Jordan maintained that “my internships were what made me believe that what I am learning, doing, and dreaming are right for me. The practical knowledge and real life experiences brought what I was learning to life. I have had the opportunity to work in Lansing, Chicago, Hawaii, and New York—all because I was a student in The School.”

After speaking at commencement, he went to New York and the management development program at The Waldorf=Astoria, the city’s landmark hotel known for luxury, incomparable guest service, and high standards. He helps oversee the front office and more than 1,400 rooms as he rotates through the hotel’s different departments. He joins no fewer than eight other School graduates currently in management positions at the famed hotel.

In a December 1 article in The State News about students carrying full academic workloads while interviewing during their final semester, Jordan noted that he credits his new position, as well as the other offers he received, to the “prestige of The School of Hospitality Business at MSU, and to the mentors and positions he has had along the way.” Jordan added, “The quality that comes out of The School is kind of unbelievable.”

CONGRATULATIONS to both of these future leaders, as well as to all of the December graduates of MSU and The School of Hospitality Business.

In addition, she urged the students to “be willing to take a thought-out and planned risk,” noting that “you would have a better chance of swimming across a lake if you learned to swim first than if you jumped in without knowing how.”

Mary also encouraged students to “know when to cut your losses and move on” if something hasn’t worked; to “take care of yourself” by eating right and exercising; and to always “give back and inspire others to accomplish their dreams.” Get involved with The School, she advised, and volunteer and participate in your community.

Find balance, as well, Mary urged. “Work hard, but don’t forget to have fun, too.”

The Newest Alumni Reception also honored the senior class’s two “Outstanding Students:” Lauren Jones (BA ’10) and John Triblo (BA ’10).

CONGRATULATIONS to both of these future leaders, as well as to all of the December graduates of MSU and The School of Hospitality Business.
New graduates of The School celebrated Mother’s Day weekend this year with commencement ceremonies and an elegant “Newest Alumni Brunch” hosted by the student Hospitality Association, with assistance from The School’s Student Industry and Resource Center (SIRC).

The brunch, held at the University Club of MSU, came first, with 54 of The School’s “newest alumni” attending, along with their families and friends. The total guest list of 243 was nearly a School record!

SIRC Director Authella Collins Hawks welcomed the gathering, and introduced the graduates, as well as Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School. He reflected on the students’ years at MSU, and urged them to live lives that matter as they embark on their careers.

The graduation brunch speaker was School alumnus Ken Weber (BA ’77), president of Weber’s Inn and Restaurant in Ann Arbor. In something of a Weber family “hat trick,” two of Ken’s sons are also School graduates, including Brian, who was celebrating his graduation that day.

Brian and his older brother Mike were both active and involved students in The School. Mike served as CEO of the annual Auction, and Brian served in a number of voluntary leadership positions, even as co-founder of the Spartan Enology Society this year.

Ken congratulated the graduates, and acknowledged their eagerness to “get started.” He said, “You have been groomed to become executives, the movers and shakers of tomorrow. But not for awhile. Now is the time to take that first position and build your foundation. Learn. Gain experience. Grow your expertise. Make things happen. Dig deep and become an expert. Build up the people you work with for the good of your customers. Become valuable."

He shared with the graduates the attributes he looks for when hiring or promoting. And, having learned a few things over 30 years with his family-owned business, Ken gave them some advice:

- A customer’s perception is reality
- Your customers know what you are worth
- Once you raise your prices too high, you can’t fix the problem by lowering them
- You can never have enough capital
- Know when it is time to reinvent your business
- Manage by walking around
- Anticipate problems and fix them before they occur
- Know your weaknesses and find people to fill the void
- Be greedy for business and make it the company culture
- Never forget what it’s all about: hospitality

He concluded, “This School is in your heart and soul now. Come back here to the home of your college memories again and again.”

Commencement speaker Ken Weber (BA ’77) reminded graduates that many of the benefits they enjoyed as students were the result of generous alumni and industry donors.
Ken encouraged one other thing: “Don’t forget The School,” he said. “I know you are ready to move on to the next phase of your life, but this School is in your heart and soul now. Come back here to the home of your college memories again and again.”

Ken suggested joining The School’s Alumni Association, reminding them that many of the benefits they enjoyed as students were the result of generous alumni and industry donors.

Officers of The School’s student Hospitality Association, John Soave (BA ’11), CEO, and Morgan Zahul (BA ’11), COO, gave closing remarks, and two outstanding seniors were named, voted on by their peers. Morgan was one, and she was joined by Kathryn Wahl (BA ’11), executive director of this year’s Les Gourmets.

All seniors received a parting gift of an MSU license plate holder and a School photo album and had the opportunity to have photos taken.

Commencement exercises began at 4 pm, with Andrew Liveris, chairman and CEO of Dow Chemical Company as speaker. Of the six College of Business valedictorians, two were graduates of The School.

“We are very, very proud of what our students accomplish while they are here,” says Dr. Cichy. “But if it’s possible, we’re even prouder of the positive impact they eventually have on our industry.”
MSU's Tom Izzo Presents NAMA Professor Kasavana with Prestigious Award

Professor Michael Kasavana was named the National Automatic Merchandising Association (NAMA) Industry Person of the Year for 2011 at the NAMA “OneShow,” celebrating the association’s 75th anniversary.

Several NAMA industry awards were presented at a ceremony on April 28, in Chicago, IL, with legendary MSU basketball coach Tom Izzo hosting.

Dr. Kasavana, the NAMA endowed professor in The School, coined the phrase “V-Commerce,” to describe unattended points of sale, and is considered the world’s expert on this concept.

Michael has been an important partner with NAMA for many years, serving as the industry’s media technology spokesperson; establishing the first university-level undergraduate vending curriculum with his V-Commerce Class (which has a waiting list each year!); chairing the V-Commerce committee for NAMA; coordinating the NAMA VDI committee; serving as NAMA director of technology, and chairing its technology innovation committee; being a key player in the NAMA cashless solutions program; teaching in the NAMA/MSU Executive Development Program since its inception; speaking annually at the NAMA OneShow; and being a NAMA Knowledge Source partner. Michael has written five industry white papers for NAMA, is a frequent industry trade press contributor, and has established its innovation program.

At this year’s OneShow, Michael’s business session had operators standing in the aisles and out the doors. In it, he presented an overview of the ways in which the industry’s new wireless communications and payment systems, backed by increasingly sophisticated network architectures and management software, are improving operator profitability while the economy slowly rebounds.

The NAMA Industry Awards are presented to individuals and companies that best exemplify consistent support of the Vending and Coffee Service Industry. Candidates are chosen based on their history of service to their communities and to the Vending/Coffee Service Industry through efforts with NAMA and State Associations, their high levels of innovation, and their willingness to expand conventional practices and practice consistent ethical business standards in accordance with NAMA code of ethics.

ICHRIE Research Symposium Includes Dr. Ray Schmidgall

Missouri State University hosted the International Council on Hotel, Restaurant and Institutional Education’s (ICHRIE’s) Central Federation Research Symposium April 1 and 2, where The School’s Dr. Ray Schmidgall delivered the first presentation.

Ray presented his research on “2009 Financial Performance in the Club Industry: Winners and Losers,” explaining that 107 private clubs completed a four-page questionnaire providing demographic information and key balance sheet and income statement numbers. The numbers were then used to calculate 24 financial ratios. The results were divided between the most profitable (winners) and the least profitable (losers) responding clubs based on return on assets. Significant differences were noted for liquidity, solvency, and profitability ratios. Lesser differences were noted for activity and operating ratios.

The top performing clubs tended to be country clubs, clubs with over 1,000 members, clubs located in the Eastern part of the U.S., and clubs with a not-for-profit orientation.

Dr. Schmidgall is the Hilton Hotels Professor of Hospitality Financial Management in The School, and serves on industry committees of the Hospitality Financial and Technology Professionals (HFTP) and the American Hotel & Lodging Association (AH&LA). He also serves on committees of ICHRIE and the Association of Hospitality Financial Management Educators (AHFME).

Did you know...

Professor Schmidgall dreams in numbers and he has nine grandchildren.

Did you know...

Professor Kasavana and fellow School Professor Dr. Ray Schmidgall have run on campus together each morning for over 30 years.

That could be over 21,000 miles!
Collaboration Brings Innovative Course Offerings

The collaboration between Dr. Carl Borchgrevink in The School and Dr. Ron Perry in the Department of Horticulture has brought comprehensive wine education to students and offers insights from two different disciplines on viticulture, wine making, its pairing with food, and its service in hospitality businesses.

The pair have co-authored an electronic textbook for their respective wine courses, titled, “Wines and other Hospitality Beverages,” published by Great River Technologies in Dubuque, IA. The book is an assigned resource in Dr. Perry’s HRT 430 – Exploring Wines and Vines, and in Dr. Borchgrevink’s HB 411 – Hospitality Beverages.

The two courses are designed to build upon one another. And with HB 409 – Introduction to Wine and HB 490 – Independent Study Focused on Beverage Sales bookending HB 411 and HRT 430, students have access to four sequenced courses dealing with all aspects of wine education. It should be noted that the courses are not duplicative; the education outcomes are different and service students in different majors.

Dr. Borchgrevink researches and teaches in areas such as service management; service employee persuasive influence; food and beverage operations and management; and menu language. His HB 411 – Hospitality Beverages course covers the evaluation and selection of all hospitality beverages (wines included), their geographical origins, their production, sensory assessments on wines and beers, matching beverages with food, service procedures, industry statistics and trends, and health and social considerations.

The prerequisite course, HB 409 – Introduction to Wine, emphasizes primary varietals and blends, legal nomenclature, classes of wine, and wine production. Also discussed are the sensory impact of select vineyard and winery practices and the potential health implications of wine consumption.

Dr. Jeff Elsworth Quoted in Detroit Free Press Online

In an article on March 2, 2011, by Detroit Free Press staff writer Sylvia Rector, The School’s Jeff Elsworth lends his restaurant industry experience and expertise to the topic of Detroit’s struggling metro restaurants.

Ms. Rector discussed a report by New York’s NPD Group which showed that restaurants in metro Detroit’s 12-county market area fell 3% from Fall 2005 to Fall 2010—compared with a rise of 3% nationally.

Nationally, she went on, the number of “independents” fell by 2% during the five-year period. In the Detroit area, their numbers dropped 9%.

But Dr. Elsworth explained that turnover in the restaurant business isn’t always bad. “It’s OK for restaurants to close,” he said. “It opens places for other people.”

Further, Dr. Elsworth says that having a strong base of independently owned dining places is important “if people are interested in having nice restaurants.” The article claims that the independents contribute to a community’s identity in ways that chains don’t, and they allow owners and chefs to be more creative.

The reasons so many independents close, the article says, are mostly related to finances. Dr. Elsworth says that when restaurants fail in the first year or two, “The number one reason is they are undercapitalized.”

He warns that buyers “shouldn’t get in if they don’t have enough money... It’s still, in terms of dollar return, one of the most expensive or riskiest investments you can make.”

He predicts restaurants will soon have to start raising menu prices because of rising commodity costs.

Renaissance Man

Instructor Barry Latoszewski is a man of many talents. In addition to teaching HB 349 – Facilities Maintenance and Systems, he has consulted this year with several facilities, (primarily nature preserves and outdoor youth camps), to put together facility assessments and strategic plans for review by boards of directors. He has also consulted with two large architectural firms for the purposes of updating them on design trends in the student residential multi-housing markets. Barry also volunteers with Pierce Cedar Creek Institute near Hastings, MI. It is a large nature and environmental research preserve.

Did you know...

Both of Carl and his wife, Barb’s, children are Spartans. Peter is in supply chain and will graduate in 2012. He is working at Proctor & Gamble in Cincinnati this summer for the second year in a row. Laura is pre-nursing and will graduate in 2014. She is a weekly intern in Sparrow Hospital’s Wound Clinic.

Did you know...

Barry scours the countryside for antique gasoline pumps which he restores like new.

Did you know...

Dr. Elsworth and his wife, Nancy, have a daughter, Molly, who is a student in The School.

Those dogs can hunt! These five full professors in The School (with their canine counterparts) laughingly call themselves the “Old Dogs” of The School. Each professor “took a seat” in the new Culinary Business Learning Lab Demonstration Theater. Age has its virtues, and their longevity in The School combines for 1,071 years of teaching—in dog years. The “Old Dogs,” left to right: Drs. Ray Schmidgall, Ron Cichy, Bonnie Knutson, Jack Ninemeier, and Mike Kasavana.

1,071 YEARS OF TEACHING
**Professor Bonnie Knutson:**

**The Authority on Lifestyle Trends and Social Media**

A conversation between Professor Bonnie Knutson and writer Josiah Mackenzie was featured May 27 on ReviewPro, a website offering hoteliers a way to know what is being said about their properties and to make improvements and changes quickly. The Q & A was an installment of an ongoing series that features advice from hotel industry experts. Dr. Knutson has become a sought-after authority on emerging lifestyle trends and innovative marketing strategies. She shared her thoughts on creating “lifestyle communications” for the social web.

In part, she said, “First, social media isn’t an end all, be all. It’s not the answer to RevPAR issues. It’s just another channel of communication between the brand and the consumer. What makes it unique is that this is the first time in history where the brand does not control the message.”

“We, the consumer, are ‘prosumers,’” Dr. Knutson continued. “We can dictat the message of our experience. It’s not just word of mouth, because in one tweet I can reach a worldwide audience. (Look at what has happened in the Middle East.) It’s instantaneous. I as a brand need to have my radar up constantly—I cannot sit back. And as a consumer I can control what information I receive from you. It’s all in my court.”

“As brands, we’re struggling with this loss of power. How do we manage the new prosumer: getting the right message out and making sure the message stays accurate? From where I sit, that’s the interesting story.” She says brands must get their story “out there” creatively, using an updated word of mouth through the social media. Brands must have a compelling story that will “break through the clutter,” and be relevant to their customer. They must continue to understand their customer.

But, she points out, social media is not a panacea. “The misconception is that social media is the savior of the world,” she said. “It’s not. It’s another channel of communication... the bigger issue to me is going back to a concept futurist John Naisbitt coined a long time ago: ‘High tech, high touch.’ By definition, a hotel is a home away from home. It’s part of the hospitality industry. Hospitality is people serving people. It’s that human interaction of service.”

**School Faculty Members Mentor Broad Scholars**

Several faculty members from The School have participated in the innovative “Broad Scholar Program” over the years, and in 2010 – 2011, Drs. Bonnie Knutson, Jeff Elsworth, and Carl Borchgrevink mentored undergraduate students to produce or participate in three different research projects. Kathryn Good (BA ’14) and Natalie Forte (BA ’13) worked with Bonnie on “Connectivity (using social media as marketing tool);” Megan Stephanic (BA ’13) and Emily McCandless (BA ’12) worked with Jeff on the East Lansing Restaurant Incubator Project; and Carl worked with Aaron Bradford (BA ’14) and Meghan Clark (BA ’12) on “Hand Washing: An Observational Study.”

The Broad Scholar Program, supported by the Dean’s Office in the Broad College, recruits top students to participate in a unique employment opportunity, matching the students with a faculty member to work with as a professorial assistant. Students work an average of ten hours per week and participate in a variety of scholarly activities, assisting in publishing articles, data collection, and research. The program allows students to develop a relationship with a faculty mentor; gain experience with academic research and/ or other scholarly activities; and develop a better understanding of the students’ major fields.

**MSU Libraries Honor Faculty for Publications**

At its annual Faculty Book Collection Reception, MSU libraries recognize all MSU faculty, retired faculty, and staff who have written edited, or translated a book or musical score; contributed to a multimedia work; or participated in a professionally or studio recorded musical performance.

This year, three School faculty members were recognized.

John King, who team teaches HB 451 - Emerging Leadership with Dr. Ron Cichy, authored, with Ron, who was also recognized, a book titled Your Emerging Leadership Journey. In addition, Dr. Jack Ninemeier was recognized for the publication of Procurement of Hospitality Resources and Purchasing: A Guide for Hospitality Professionals.

It should be noted that over the past year, Jack was also a series author/editor for 18 healthcare articles, and co-editor of two healthcare books: Central Service Leadership Manual, and Central Sterile Supply Department Dictionary and Reference Guide. In addition, Jack authored one hospitality-related book, the fifth edition of Management of Food and Beverage Operations.

By the way, Jack and School instructor Dick Bruner (HB 321 – Club Operations and Management) were part of the faculty that completed four years of training in 2010 that led to the first 18 Chinese club managers receiving their Certified Club Manager (CCM) designation. Jack was one of the faculty members that trained the first 14 private club managers in South Africa as they earned their CCM in 2010.

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**Did you know...**

Dr. Bonnie Knutson rappelled down the 25-story Boji Tower in Lansing with her granddaughter—and she trains with former Spartan hockey players, now playing professionally, each summer when they return to East Lansing. She says it’s “grandma and the boys... !”

Dr. Ninemeier and his wife, Lani, spend part of the year living in beautiful Hawaii. And his son, Scott (BA ’06), is a School graduate.
But Who’s Judging?

It has been over a year ago, but we wanted to spread the word about Rick Brown. The School’s culinary coordinator, who works with Chef Allan Sherwin (BA ’64), professor of culinary business.

In May 2010, Rick served as a judge for the 10th annual “Top Campus Chef” competition, in which university cooks—nine four-person teams—prepared meals for a panel of judges. The teams were given 45 minutes to combine three mystery ingredients with basic cooking items to create a balanced meal, with a starch, protein, and vegetable. Rick was joined in the judging by Director of MSU’s Culinary Services Guy Procopio and former Top Chef contestant Eve Aronoff, owner of Ann Arbor restaurant Eve.

Behind the Scenes with More Faculty and Staff...

Staff member Chris Moening and her two nine-year-old granddaughters have a favorite saying: “What happens at Grandma’s stays at Grandma’s!” She loves spending time with the girls, saying, “We have a lot of fun together; my house is like their second home.”

A.J. Singh went with his family to Rome last Christmas, where they spent Christmas Eve at St. Peter’s Square.

Staff member Lois Schroeder refinishes old furniture, loves attending art shows (Ann Arbor is her favorite), and does fabulous needlework! She also pitches a tent in her backyard when her three grandsons visit and they “camp out.” On the other end of the spectrum, Lois has a book and photograph collection of Jacqueline Kennedy, whose “inner strength and elegance give me determination not to give up in meeting the challenges of life and to stop and smell the roses along the way!”

Staff member Karen VanAtta has been working at MSU for over 35 years. She says MSU has been a very good employer, and “students are the highlight of my working life.” In her private life she loves music, working outside in the yard, and “my wonderful children and grandchildren.”

Graduate Programs Coordinator Melissa Bankroff was born and raised in Mississippi—known as “The Hospitality State.” She often tells people her journey has taken her from The Hospitality State to The School of Hospitality Business, and she is proud to call both places “home!”

Lena Loeffler, alumni relations and development, has resumed playing the accordion on a brand new instrument her family gave her last Christmas. She amazed them by immediately recalling waltzes and polkas from her childhood lessons!

Authella Collins Hawks, director of SIRC, has moved seven times since marrying her husband Richard. Her move to Okemos is their last, she says, since Richard retired last year—and she’s staying put in The School. Authella has a beautiful voice and regularly sings solos in her church services—and at The School’s office birthday parties!

Undergraduate Programs Coordinator Ed Batayeh, attends all School and Hospitality Association events and voluntarily serves as the official “unofficial” photographer. He uses his considerable talent to take, organize, edit, crop, and label hundreds of photos, many of which appear in this newsletter and on The School’s website. Thank you, Ed!

Dean James Rainey, director of academic programs, has a Bichon Frise named Muffin.

Administrative Assistant and Office Supervisor Jamie Lyon LOVES “going to the casino with my girl friends. Because we are frequent visitors to Firekeepers in Battle Creek, everyone knows our names. It is like having an extended family!” Her favorite time of year is summer, when she can spend time with extended family and reconnect with long-time friends on their annual “girl’s weekend” to Oklahoma. Jamie and her husband Bob enjoy short day trips around Michigan to find unique restaurants like those seen on Diners, Drive-Ins and Dives.

Dr. Ron Cichy often sees Bonnie Knutson at the gym, where on Tuesdays and Thursdays he moves 12 tons of weight around. Each summer he goes to the Abbey of Gethsemani in Kentucky for several days to be with the monks in silence and reflection.

It Runs in the Family

In addition to outstanding scholarly contributions in the form of several article publications in noted journals, Drs. Jae Min Cha and Seung Hyun Kim (a husband and wife team!) have also been recommended by The School faculty and director, the Dean of the Broad College, and the MSU Provost to President Lou Anna Simon for their second appointment as assistant professors. This keeps them on track for further promotion and possible tenure—and it means The School and our students can continue to work with these two very dedicated and brilliant individuals.

CONGRATULATIONS to Drs. Cha and Kim!

Did you know...

Dr. Cha also serves as advisor to Eta Sigma Delta, the international hospitality management honor society in The School. Dr. Kim is a faculty mentor for the Undergraduate Research Fellow Scholarship Program sponsored by the Broad College and MSU’s Office of the Provost. He mentored four students in 2010-2011, whose research was on identifying the boutique hotel market. The graduate students he mentored this year presented papers at the Asia Pacific Tourism Association conference in Macau and the Asia Pacific Forum for Graduate Student Research in Tourism in Japan.

Dr. Cha decided at the last minute to fly to Korea for her father’s 70th birthday celebration, while her two daughters, SeoHee and SaeAh, and dad Dr. Kim somehow survived without her in Michigan.

And did you know that Dr. Kim played a violin duet with SeoHee during his church’s Christmas Eve events? He claims she was flawless, while “I was flawed!”

Dr. Kim played a violin duet with SeoHee during his church’s Christmas Eve events? He claims she was flawless, while “I was flawed!”
In early October, Phil Zeller, president and master trainer at Dale Carnegie, spoke in John King and Dr. Ron Cichy’s HB 451 – Emerging Leadership class. He earned a bachelor’s degree in Advertising and Communication from MSU in 1996, worked four jobs to finance his education, and became one of the top IT consultants in the State of Michigan, assisting K-12 and higher education institutions build, implement, and support their technical needs. Today he is recognized as one of the top ten instructors in the world by Dale Carnegie, offering training through Ralph Nichols Group, Inc.

In an age of text messaging and other social media, Phil brought the students a message that emphasized interpersonal relationships. He gave them tried and true techniques for setting the foundation for those relationships:

- Walk across the room and talk to anyone
- The first time you meet people, get their name
- Ask questions: where do they live, where did they grow up, what are their hobbies and interests, where do they work, what sports do they play or watch, and, finally, talk about new ideas or news items
- Find someone in the room whom you do not know

Phil reminded the students that they are in “Hospitality Business,” so it’s all about people. He also emphasized that it is important to find mentors, and asked the students to think of someone in their own lives who has helped them “but did not have to do it.”

He brainstormed with the students, as well, asking them what they thought the traits were of successful people, and why some people might possess those traits and others not. Together, Phil and the students noted that most of the traits involve attitude. Knowledge and skills are important, of course. But attitude is critical to leadership.

Phil was named an Honorary Faculty Member after delivering what Professor John King called a “passionate and inspiring presentation to our Emerging Leadership class students, engaging them, modeling the behavior of a leader, and showing them the possibilities in their own lives.”

One of the great strengths of the courses in The School is the strong connection between theory and practicality. There is also a strong industry and academic link, evident by the number of industry leaders who come to the classroom from all around the world to speak to students and offer their insights. Each year, The School hosts over 100 of these visiting leaders, who travel at their own expense to be part of the students’ educational experience.

On these pages we spotlight just a few of the many visiting leaders who were on campus in the 2010 – 2011 academic year.
Bruce Lange (BA ’78), managing director of Westin Kierland Resort & Spa in Scottsdale, AZ, comes once a year to speak in Joel Heberlein's HB 237 – Management of Lodging Systems. He is always an impressive speaker, who has a strong impact on the students. Last November, he received a poignant email from one of the students in HB 237 after he had been in the classroom. Karly Aldridge (BA ’13) told him, “I wanted to let you know how much I really appreciated your stories and input on the hospitality industry. In my short time here at Michigan State, I’ve taken many hospitality business classes and listened to quite a few speeches from hospitality professionals. Of all these people, I found your speech to us to be the most motivating and moving.”

Karly appreciated Bruce’s words, which spoke to her personally, and she closed her message, saying, “I’ve been struggling to decide what direction I want to go in the hospitality business and I feel like you really got me thinking about what I want my impact to be in life and my work. I’ve finally narrowed my choices down because of it.”

Bruce was touched by Karly’s email, and he took the time to respond, saying, “Knowing that I helped just one student in Mr. Heberlein’s class makes my travels to campus worthwhile. I always felt, after leaving MSU as a student, that there was not enough engagement with industry veterans in the classroom. My presentation was built to bridge that gap by sharing real world examples students could relate to. The fact that you found them inspirational, too, was certainly gratifying and much appreciated... I am also mentoring seniors in preparation for graduation. Please feel free to reach out to me if I can help you in any way...”


Jim joined Marriott in 1977, and has worked in a number of management positions. He is now responsible for all Marriott properties west of the Mississippi River.

Jim told the students of his years at MSU, and said that 35 years later, some of his best friends are people he met as students here.

Jim described Marriott, noting that the company was established the same year as The School – 1927. The company has 19 brands, he said, and one part of the business is management and franchise, and another is vacation ownership and timeshare.

The students learned about Marriott’s global distribution and its more than 80 years of innovation and growth, as well as the unique culture it strives to create in each of its properties. It’s a spirit of service and social responsibility, to customers and to Marriott associates, each and every one of whom receives health care insurance. Jim also discussed various brands, and how new technology has been implemented in creative ways in the properties.

Speaking in HB 237, Jim talked about the iconic Bill Marriott, who at 78 “models the way for us.” He also discussed the role of the general manager, and the different ways to become one. Jim’s leadership philosophy is borrowed from Jack Welch, who believes that strategy, communication, and execution are paramount.

Jim urged the students to find a mentor, enjoy their work, cultivate strong relationships, and, when making decisions about a career, ask, “Does the company I work for share my values?”
Jeff Sinelli (BA ’90), who appears elsewhere in this magazine as one of the 2011 Emerging Alumni Leaders of the Year, is an energetic, creative “branding phenom,” according to QSR Magazine. The founder and creator of three distinct restaurant concepts by the age of 40, Jeff is the quintessential entrepreneur. His first national concept was Genghis Grill, which he sold in 2003, and which earned a Hot Concept! Award from Nation’s Restaurant News. He is the founder and chief vibe officer for Which Wich Superior Sandwiches, which has also won the Hot Concept! Award. And his Burguesa Burger is “the first true Mexican burger chain serving authentic Mexican burgers.”

Jeff spoke in HB 451 – Emerging Leadership, HB 267 – Food and Beverage Management, and HB 458 – Advanced Hospitality Entrepreneurship at the end of Fall Semester, energizing students and faculty alike. He was able to meet with a group of student leaders in The School, as well, and with members of the student chapter of the Society for Foodservice Management (SFM).

He discussed the Which Wich menu, with 51 different sandwiches and a simple system for customers to order. Which Wich, he said, competes on “customization,” not speed. He told them the company has 120 units—one corporate store and the rest franchises—and 30-50% growth planned per year.

Jeff’s unique entrepreneurial spirit started early, with a lemonade stand, and then selling candy that he had purchased at a convenience store to his high school friends. While at MSU, Jeff played lacrosse, and made money stringing lacrosse sticks for other players.

He told the students of always looking for opportunities, and striving with Which Wich to build a brand, garner industry attention, create a culture, and live by certain business principles:

- Never run out of anything
- Open every piece of mail and sign every check
- Get in the game and it will open up
- Smile and show up
- Open 15 minutes early; close 15 minutes after the posted time
- Study successful people... watch their clues
- Look for the back door... go through the kitchen into a restaurant... go places where others are afraid to go
- Create a professional mystique
- Take a different path
- Image is everything—BE the brand

A few hours after being named an Honorary Faculty Member, Jeff gave a shout out via Facebook to The School’s faculty and students, and the Which Wich posting told this story:

“In true Sinelli style, the honorary professor did pick up a new move while in Lansing. One night Sinelli had dinner at Troppo with Dr. Cichy and some other faculty members. While Sinelli and Cichy were arguing over who was going to pay the bill, Troppo proprietor Jason Keusch simply tore up the check and threw the pieces into the air, which fell to the floor, confetti-style. Sinelli proudly coined Keusch’s display the ‘confetti move.’”

Um—we smell a trademark!
We've done the math. Guinness Book representatives were not there, but credible sources (students and professors!) verify that Visiting Leader and Alumnus Richard Farrar (BA ’73) addressed a record number of students in classroom presentations the week of February 7 – 12, 2011.

The newly-retired vice president of owner and franchise services for Marriott International, Richard spent the week interacting with students and alumni at The School’s Annual Auction on February 5; he spoke in undergraduate and graduate classes; and he met with faculty in The School and administrators in The Broad College about MSU’s Hospitality Business Real Estate Institute, of which Richard has been named founding director.

Speaking in seven different courses with enrollments totaling almost 1,000, Richard’s positive message was felt throughout The School.

Smiling and enjoying the Spartan basketball game against Penn State on Thursday, February 10, Richard acknowledged that he had worked hard the previous few days. “It takes a lot of energy to prepare for and speak in all those classes, yes, but the students provide that energy. I had a blast.”

By all accounts, Richard brought a special brand of enthusiasm to each class, as well as his 35 years of experience in marketing, developing, opening, and franchising Marriott properties.

According to Dr. Bonnie Knutson, who teaches HB 875 – Marketing in the Hospitality Industry, “Richard’s time in our class was a perfect example of the mantra that a teacher’s job is not to teach, but to set an environment in which students want to learn. Perhaps one of his students said it best: ‘I loved his speech style, and how he involved us in the talk. Instead of just presenting us with a lecture, he encouraged us to ask questions, ones that we were interested in. His sense of humor eliminated the distance between guest speaker and the audience.’”

“Richard’s week with us highlights the connection between The School and the industry,” says School Director Dr. Ron Cichy. “His expertise complements the work of our professors, and adds to the students’ education. It is an added bonus that he is an active and dedicated alumnus, a Hall of Fame member who has given of himself over and over again for many years.”

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**Key Points from a busy week in the classroom...**

- **HB 100 – Introduction to the Hospitality Industry** – the hospitality industry is cyclical, and bounces with the nation’s GDP; there are differences between management companies and franchisees/franchisors; ours is essentially a simple industry: hot food hot, cold food cold, smile over the telephone

- **HB 237 – Management of Lodging Systems** – one of the issues facing the hotel industry is the growth of online travel intermediaries; the co-dependence is problematic in the long run; take “leadership” courses, not just “management” courses

- **HB 375 – Hospitality Marketing** – the “product” isn’t always the most important sellable or marketable feature of your business; the “psychographics” of your customers have a huge say in your marketing; think like your customer

- **HB 380 – Meeting and Event Planning and Management** – time management and organizational skills are paramount to success; the devil is in the details (as well as executing the details flawlessly); event management can be an avenue or a lifelong career

- **HB 476 – Applied Hospitality Marketing in Lodging** – hotel online distribution channels and hotel brands are important; hotel online marketing has a role in increasing reservations; brand reputation is a key factor in determining online booking

- **HB 882 – Financial Management in the Hospitality Industry** – revenues from franchised hotels and managed hotel contracts compliment one another, and Wall Street favors that arrangement; publicly traded companies think and act very differently than privately owned companies, especially in a down market; general managers need to think like an owner
The School conducted its annual Hilton Lecture Series September 30 – October 1, 2010, on campus, examining the latest thinking on hospitality accounting.

This was the 21st time the lecture series has focused on one issue facing the hospitality industry from an academic viewpoint on the one hand, and from an industry perspective on the other.

Each year, Dr. Ray Schmidgall, named The School’s Hilton Hotels professor of hospitality financial management through an endowment established by Hilton in 1989, hosts the lecture series and invites academic and industry experts to speak on the chosen topic.

The industry speaker this year was Lucinda Hart, CAE, chief operations officer of Hospitality Financial and Technology Professionals (HFTP). Speaking on behalf of the academic perspective was Dr. Gordon S. Potter, associate professor of accounting at Cornell University’s School of Hotel Administration.

Speaking to a large gathering of students on Thursday afternoon, Ms. Hart discussed HFTP’s history and its influence on hospitality finance and accounting, noting that its mission is “to provide a forum for continuous learning and knowledge sharing.” Also among the participants was HFTP Global Past President Frank Agnello (BA ’80), CMA, CHAE, controller of The Wyndgate Country Club. Dr. Schmidgall is also a member of the association.

Ms. Hart noted that many educational resources are available to hospitality professionals through HFTP, including several textbooks authored by Dr. Schmidgall and published in collaboration with the Educational Institute of the American Hotel & Lodging Association. She also discussed HFTP’s involvement with the Uniform System of Accounts for the Lodging Industry (USALI).

But HFTP offers other educational benefits, as well. Ms. Hart discussed its Research Institute, ProLinks, and technology initiatives, including its Hospitality Industry Technology Exposition and Conference (HITEC), which in 2011 was June 20-23 at the Austin Convention Center in Austin, TX. Other HFTP global events are its annual Club and Hotel Controllers Conference, Leadership Summit, Convention and Tradeshow, and Development Conference.

Students were enthusiastic about the benefits of HFTP membership, both while they are in school and after graduation.

Thursday evening featured a reception and dinner planned and prepared by School students in HB 485 – Hospitality Foodservice Operations, under the guidance of Professor of Culinary Business Chef Allan Sherwin (BA ’64). Guests included Associate Deans of the Eli Broad College of Business Matt Anderson, Sue Haka, and John Wagner, and faculty and staff of The School.

On Friday, the Hilton Lecture Series continued with Dr. Potter addressing a group of faculty and graduate students. He discussed the Uniform System of Accounts for Hotels. He noted that its first edition was developed by the New York Hotel Association (NYHA) in 1926 to be able to standardize reports for hotels and make comparisons across properties. It also standardized industry metrics, provided a template of an accounting system for hotels, and helped develop management contracts/franchise contracts for a hotel.

Interestingly, the HFTP grew out of the original accounting committee in the NYHA that created the first Uniform System.

Now in its 10th edition, it is called the Uniform System of Accounts for the Lodging Industry (USALI). A 25-member committee with representation from public accounting firms, lodging companies, academia, and information vendors updates the book, and has terminology specific to the lodging industry. Dr. Schmidgall and Dr. Potter both serve on the committee.

**Hilton Lecture Series XXII**, scheduled for Fall Semester 2011, will focus on the international financial reporting system which, in the near future, hospitality companies with publicly traded stocks will have to follow.
Spartan Hospitality Business Educators Shine at Research Conference

The Hospitality Education Alliance of Michigan presented the Great Lakes Hospitality and Tourism Educators 2011 Conference in Grand Rapids, MI, on April 15 and 16. The conference was sponsored by The School, as well as by the Hospitality & Tourism Management program at Grand Valley State University, the Hospitality Management program at Ferris State University, and the JW Marriott Grand Rapids.

Fourteen of the 22 concurrent sessions featured research being conducted by faculty of The School. Topics from the MSU professors ranged from “Consumer Perception of Boutique Hotels,” to Exploring E-Service Quality of Online Hotel Booking Web Sites,” to “Do Loyalty Programs Drive Satisfaction and Actual Loyalty?”

In addition, there was “Clubs’ Adoption of Sarbanes-Oxley Measures,” “Factors Impacting Hotel Market Performance,” and “Jocks and Jills: The Case of the Restaurant Turnaround.”

The keynote speaker at the conference was Terry Doyle, an author, educational consultant, and professor of reading at Ferris State, and from 1998 to 2009 the senior instructor for Faculty Development and the coordinator of the New to Ferris Faculty Transition Program for the Faculty Center for Teaching and Learning at FSU. He is completing a book titled, “The One Who Does the Work Does the Learning: Applying the Research on Learner Centered Teaching to Enhancing Student Learning,” to be published by Stylus in Fall 2011.

“I was very proud of our faculty and the innovative research they conducted and reported on during the conference,” said Dr. Ron Cichy (BA ’72, MBA ’77), director and professor of The School. “Forums such as these foster collaborative research and help keep us on the cutting edge of industry challenges and solutions.”

The School Scholarships 2011

Statler Foundation Honors Student Leader

Brooke A. Amelse (BA ’12), from Illinois, was awarded a Statler Foundation Scholarship of Excellence last Fall semester.

The scholarship is given to outstanding students who are enrolled full time in a hotel management program and who plan to pursue careers in the hospitality industry. The award promised Brooke up to $20,000 for tuition, fees, and books for the 2010 – 2011 academic year.

“We are grateful to the Statler Foundation for this generous scholarship,” said Dr. Ron Cichy, director and professor in The School. “Brooke Amelse is an outstanding student leader with a superb academic record and bright future in our industry.”

Brooke is an Honors College member with a minor in Spanish. She has served as student leader in The School in a variety of positions, including as director of human resources for Les Gourmets, COO of the Live Auction, and as president of Phi Chi Theta, a professional business fraternity. Brooke has worked at Longhorn Steakhouse in Des Plaines, IL; Starwood Hotels and Resorts Worldwide in Chicago, IL; Baltimore Country Club in Baltimore, MD; and with MSU’s Division of Residential and Hospitality Services on campus in East Lansing, MI. She plans to graduate in 2012.

“We are proud of Brooke, and we are proud of all our previous Statler Scholars,” said Dr. Jae Min Cha, member of The School’s Scholarship Committee.

An MSU student has received the prestigious Statler Scholarship nearly every year for the past two decades, a fact which highlights the caliber of students who enroll in The School.

The Statler Foundation was established from the estate of hotelier Ellsworth Statler in 1928 “for research work for the benefit of the hotel industry of the United States, not only in the construction and operation of hotels, but in the training and making more proficient the workers in hotels, for the benefit of the hotel industry, as a whole.” In the 1930s, Statler scholarships allowed many students in the newly formed Hotel Training Course at MSU to stay enrolled through the Great Depression.

Spartan Interns Bring Spirit to Their Work

Bob Pierce (BA ’83), area general manager of the The Dearborn Inn—a Marriott Hotel—with his two “truly outstanding” Spartan interns for Summer ’11. On the left is Kristin Jueneman (BA ’13), with the hotel for the second summer, and serving in Summer ’11 as a front desk associate. Bob says she “always has a ready smile and a spirit to serve that is tailor-made for our business!” On the right is Elizabeth Mathison (BA ’13), serving as a wedding consultant in the Event Management department. Of Lizzie, Bob says, “She has been a critical addition to our event planning team... we feel she is destined for stardom!”
EVERYONE in the hospitality industry knows that each brand tends to identify and emphasize its competitive strengths. And the same goes for our School. There are actually many strengths we could identify that define our *alma mater*. Perhaps it is the rich history we share together, beginning in 1927. Maybe it is the fact that we are part of a distinctive land-grant, world-grant institution. Or, importantly, maybe it is that we are part of the Broad College and offer a rigorous, hospitality business-intensive curriculum.

Other strengths? Think about our world-class faculty who literally write the books on all aspects of the hospitality industry—not to mention the journal and trade publication articles, conference papers, and industry white papers. They teach theory resulting from research, yes. But they stay practical and relevant. And many of us who are on the frontline in the industry frequently come to campus as speakers.

Then there are the hardest-working, most enthusiastic students I have ever met. Surely they are our “competitive strength!” They must meet entrance requirements at junior standing which are increasingly demanding. They volunteer by the hundreds for clubs and events which *The School* wisely provides as complements to the classroom learning. And they all complete at least two meaningful internships.

And yes, *The School* can boast of having thousands of successful alumni who have gone into every segment of the industry and left their legacies. Those same alumni give back to *The School* selflessly and enthusiastically in a number ways, most of the time without even being asked.

So how do we define our “competitive strength?” It’s simple. *We are The School. All of us.* Together we create a strong and caring network. From the wolverine whackers during football season to the bonds we feel as we serve on the Alumni Association Executive Board and Appointed Board... From the network that is created at the faculty-alumni roundtable each Homecoming to the interaction in the Spartan Sponsors Mentor Program... From the connection felt each year by all of us during Celebration of Leadership and Annual Gathering of Leaders to the collaboration in the classroom between faculty and industry leaders. It is all of us. And it is our students—the future.

Our competitive strength—our brand—is our PEOPLE. *WE ARE THE SCHOOL.”* And that is worth celebrating, especially in our 85th Anniversary Year, 2012.

Sincerely,

Dan Burdakin (BA ’81)
Chairman, The School of Hospitality Business Alumni Association
President, Park Management Group
September 29-30, 2011
Hilton Lecture Series Reception & Dinner
Hilton Lecture Series Meeting

HOMECOMING WEEKEND
OCTOBER 20-22, 2011

Thursday, October 20, 10:30 am
Hospitality Business Golf Outing

Thursday, October 20, 5 pm – 7 pm
Donor Reception & Tour for The J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab

Thursday, October 20, 7 pm – 9 pm
Spartan Sponsors Mentor Program

Thursday, October 20, 5 pm – 7 pm
Hospitality business Golf Outing

Friday, October 21, 8:30 am – 1:30 pm
Executive & Appointed Boards Meeting

Friday, October 21, 6 pm
Homecoming Parade

Friday, October 21, 3 pm – 5 pm
Ribbon Cutting Ceremony (3 pm), Reception & Tour for The J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab

Friday, October 21, 6 pm
MSU Homecoming Parade

Friday, October 21, 7:15 pm – 8:30 pm
After-Parade Reception

Saturday, October 22, 11 am – 2 pm
Homecoming Pre-game Reception

Saturday, October 22, 8 pm
MSU vs. Wisconsin

November 1, 2011
CAREER EXPO XXXIII

November 2, 2011
CAREER EXPO XXXIII Interviews

November 12, 2011
(during International Hotel/Motel & Restaurant Show)
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
• Celebration of Leadership

December 10, 2011
• Graduation Ceremony
• Newest Alumni Celebration

February 11, 2012
Annual Auction

Date to be announced
Vegas Night

March 29 and March 30, 2012
Real Estate & Development Advisory Council

March 31, 2012
Les Gourmets

May 5, 2012
• Graduation Ceremony
• Newest Alumni Celebration

May 7, 2012
(during National Restaurant Association Show)
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
• Young Alumni Network Gathering
• Annual Gathering of Leaders

The School is online @ www.bus.msu.edu/shb
School Alumnus **John C. Brogan (BA ’55)** was awarded the degree of Doctor of Humane Letters, *Honoris Causa*, during Commencement Exercises at Chaminade University in Honolulu, HI, on Monday, May 4, 2011. John, who has served as on the university’s board of regents since 1998, two terms as chairman, was also honored at a special reception prior to Commencement. He is the retired North America president of Sheraton Hotels and Resorts, president of Starwood Hotels and Resorts in Hawaii, and chairman of the Hawaii Visitors and Convention Bureau.

Alumnus **Jim Anhut (BA ’85)** was a source in a USA Today article on Monday, March 21 dealing with the increased optimism in the hotel industry about the U.S. economy. Jim, chief development officer, the Americas, for InterContinental Hotels Group (IHG), said, “People are willing to reinvest in our hotels, do upgrades, and finally get around to installing flat-screen TVs.”

And, the article states, as business picks up, hotels get busier, start to hire, and show off redone interiors, travelers should also benefit from a harder-to-measure effect: employee morale.

Jim explains, “Are you happier to work in a dreary space that the owner hasn't invested any capital in the last five years, or are you happier in a space that's bright and cheery, and you hear the customer saying, “How nice?” He continues, “Employees are feeling good about that.”

The article goes on to note that “boutique hotels” expect another “big year.” Indeed, at IHG, the five-year-old boutique-style Hotel Indigo chain will grow from 38 to 48 by the end of the year. Jim is the “father” of Hotel Indigo.

The School is proud of Jim, a great leader in our industry. He is an Alumni Association Hall of Fame “Class of Exemplars” member.

Last Fall, **Brian Beland (BA ’01)** became one of only 66 chefs in American to earn the title of Certified Master Chef—the American Culinary Federation's highest credential.

As reported in the November 4, 2010 Detroit Free Press (freep.com), Brian spent eight grueling days being tested on a wide variety of cooking skills. Each day’s section is graded on kitchen skills and presentation, as well as taste.

Brian said at the time, “It was probably the hardest thing I've done—mentally, emotionally, and physically—in the culinary profession.” Of the 12 chefs who started the certified master chef test with Brian, five were successful.

Brian, executive chef at the Country Club of Detroit, set this goal for himself ten years ago, when he first visited the Culinary Institute of America campus in New York. He recalls telling his mentor, “I want to be in that room, taking that exam one day.”

Brian is a specialist in ice carving, and serves an adjunct faculty member at Oakland Community college.

Congratulations to Master Chef Brian!

A very special retirement reception was held for Alumnus **Jim McKillips (BA '75)** on August 16, 2010, at the Kellogg Hotel and Conference Center. Jim retired as vending coordinator for MSU Food Stores after a long and distinguished career with MSU. Jim has helped Dr. Michael Kasavana in the HB 370 – Hospitality Business v-Commerce course since its inception.

**Joel Halperin (BA ’07)** married Michelle Domagalski, an MSU nursing school graduate, at the MSU Alumni Chapel on August 7, 2010. Joel is general manager of Houston’s Restaurant on Park Avenue in New York City.
Alumna Ashley Gold (BA ’00) stars in TruTV’s “Hardcore Pawn,” a documentary reality TV series about the day-to-day operations of American Jewelry and Loan, her family’s pawn shop Greenfield Road between 8 Mile Road and the John C. Lodge Freeway in Detroit. Her father, Les, owns the shop, and has been a guest chef at The School’s Les Gourmets, and a regular individual sponsor for Annual Gathering of Leaders and Celebration of Leadership. Ashley practices hospitality in the family business as the shop’s assistant manager, and, as the series debuted in August of 2010, was just returning from maternity leave. Her brother, Seth, is the shop’s general manager and marketing wizard. But it’s possible that even he could learn a thing or two from Ashley, who acknowledges that the hospitality business background she received from MSU has helped immensely in this type of service industry.

It should be noted that the series premiere delivered 2 million viewers, setting a new record as truTV’s most-watched series premiere ever. We’ll be watching, Ashley!

Alumna and Hall of Fame Class of Owners member Judy Zehnder Keller (BA ’67, MA ’73), who is president of Frankenmuth’s Bavarian Inn Lodge, has received top honors in a national competition. She has been ranked as one of 2011’s Leading Moms in Business by StartupNation.com. In fact, she has been ranked #10 from among hundreds of contestants across the United States.

Millions of votes were cast in the annual competition, demonstrating that people have immense interest in women who build business and who tend to their families.

Judy was pregnant with her son William while designing and developing the Bavarian Inn Lodge in 1985. It opened in 1986, when Judy’s children, Michael, Martha, and William (Woody) were six and three years old, and five months old. Under Judy’s direction, the Lodge has undergone four expansions, with each one adding more guestrooms and amenities. And through each expansion, Judy’s children had their own miniature desks in her office and often spent time at work with Mom. Both of her sons are in the family business, and her daughter, Martha (BA ’03) is a graduate of The School and director of convention services at the Sheraton Chicago Hotel & Towers.

Judy oversees the Bavarian Inn Lodge, and is also president of the Frankenmuth Cheese Haus, Frankenmuth Gift Shop, Inc., and the Frankenmuth Motel. She is very active in numerous boards and commissions, and serves in dozens of capacities in local and county organizations. She spearheads several Frankenmuth traditions and promotions, and was the first female member of its City Council and Rotary Club.

Judy’s husband, Don, is treasurer of the Bavarian Inn Corporation. Judy is the daughter of the late William “Tiny” Zehnder, and Dorothy Zehnder, whose name stands for excellence in hospitality in Frankenmuth, MI. They were named The School’s Honorary Alumni in 2001, and their son, Bill (BA ’71), Judy’s brother, has served as Alumni Association president and chairman. He is a member of The School’s Alumni Association’s Hall of Fame Class of Alumni Leaders, and is President of the Frankenmuth Bavarian Inn Restaurant. Bill and his wife, Karen, have four daughters, one of whom, Paula (BA ’00), is a graduate of The School.

Michael Kelly (BA ’85), Alumni Association Hall of Fame Class of Exemplars member, has been named president of Reynolds Development and Management Group (RDMG). Founded on the shores of Lake Oconee in Georgia, Reynolds Companies has grown Reynolds Plantation into a world-class resort. Building on this success, RDMG manages properties throughout the Southeast, creating ideal communities with outstanding services and amenities.

Now led by Mike, RDMG has over 80 years of combined experience in residential, commercial, and mixed-use development.

(Continued on page iv)

hear from you! Look for the “You Found Me!” section of the insert in the center of this issue. Share your story there so we can pass it along here!
Chuck Day (BA ’91) received good news in May. After a year and a half in his role as a Regional Revenue Manager for InterContinental Hotel Group – Americas, he was promoted to Lead Revenue Manager, effective the following month. In his new role, he supports an assigned team of Regional Revenue Managers and aids in their efforts to maximize revenues in their respective portfolio of hotels. Chuck is a dedicated alumnus (he is The School’s Alumni Association annual Auction co-chair, and always volunteers for the annual after-Homecoming parade reception!) and was named an Emerging Alumni Leader of the Year in 2005. We wish him well with his new responsibilities.

Mike Rice (BA ’91), general manager of the Quality Suites Hotel in Lansing, MI, has been awarded the coveted Hotel of the Year award by Choice Hotels International, Inc., franchisor of the Quality brand. The award was announced last May at the company’s annual convention in Boston.

“The Quality Suites in Lansing was named the winner of the Hotel of the Year award for the Quality brand because of its overall performance,” said Bruce Haase, executive vice president, global brand marketing operations. “Chosen among the more than 1,000 Quality brand hotels, the Quality suites in Lansing clearly demonstrates operational excellence and guest satisfaction. This is a significant achievement, and one the owners and staff can be proud of.”

The best of each of the Choice brands is selected by reviewing the property’s guest satisfaction scores, the quality assurance scores, and unannounced on-site inspections. Choice hotels presents the awards to properties that best demonstrate lodging excellence by offering services and guest experiences that set the standards for the entire industry.

“Our staff works very hard to provide our guests with an optimal experience,” said Mike. “We have worked hard to foster harmony and commitment throughout the hotel by selecting and retaining staff that are positive, flexible, and helpful everyday. We are grateful our efforts don’t go unnoticed, and we will continue to maintain this level of excellence going forward. Our goal is to be the choice every time our guests visit the Lansing area.”

We’ve always known Mike is exceptional—he was named an Emerging Alumni Leader of the Year in 2004 and has served for many years as The School’s Alumni Association annual Auction impresario, this year in charge of its food and beverage, the raffle, and the student and alumni “spotters.” He also volunteers each year for the after-Homecoming parade reception. Thank you, Mike, and congratulations!

The following is reprinted with permission from the MSU Alumni Magazine:

Television viewers have noticed an actor playing major characters in two ABC shows. In the sitcom Cougar Town, he plays Smith, a young lawyer who gets involved with actress Busy Philipps. In the drama Brothers and Sisters, he played a law student who catches the eye of a professor portrayed by Calista Flockhart. Previously, he played the husband of Mandy Moore in Grey’s Anatomy. This rising star is Ryan Devlin, ’03. “It pays the bills doing what I love,” says Devlin. “I’ve always loved acting and did theater productions since I was 10 years old.” At MSU Ryan majored in business because, as he puts it, “a degree from MSU in hospitality business—the top HB school in the nation—is a great safety net.”

A Lansing native who grew up in Grand Rapids, Ryan says his college choice was easy. “I was born with green and white blood,” he notes. “I chose MSU because the great mix of academics, beautiful campus, and great parties!” At MSU, he was very active with MSU Telecasters, where he did grunt work like running the camera and hanging the lights to learn about the business. “It was also just a ton of fun to pull together student TV shows with little time and resources,” Ryan says, adding “Fortunately not too many people were watching.”

Ryan also worked as an R.A. in Akers Hall. He was a member of the Izzone and had a prime seat when MSU won the 2000 NCAA championship in Indianapolis. “What shaped me the most at MSU was the Spartan Spirit,” he says. “In my freshman year I was in the Brody complex and made some incredible friends who I still stay in touch with. You make your own community. We moved to a house on Beal Street—it was like Animal House with triple secret probation.” Ryan promptly adds that his house also emphasized academics.

What’s happening with you?

Please complete the “You Found Me!” section of the insert in the middle of this issue and let us hear your story.
Where are they now?

Craig L. Allen (BA ’79) is principal with Adventyx, LLC in Haslett, MI. His license plate reads, “STARTUP!” craigallen@adventyx.com

Samir Amin, Ph.D. (MS ’99) is principal scientist/research chef (and Doctor of Discriminating Taste Buds) for Two Chefs on a Roll in Carson, CA. samin@twochefsonaroll.com

Carol (Meyvis) Campbell (BA ’98) is director of Recreation and Lodging for Walt Disney Parks and Resorts. In this position, she is “driving the hotel strategies worldwide” for Disney. Carol.L.Campbell@disney.com

Danielle Castle (BA ’09) is a guest services manager with Fairmont Hotels & Resorts in Boston, MA. Danielle.castle@fairmont.com

Chris Cook (BA ’05) is general manager of Urban Feast in Grand Rapids, MI. cook@woodslounge.com

James Dannecker (BA ’06) is front office manager for Hotel Allegro in Chicago, IL. Jamesdannecker@allegrochicago.com

Mark Demasi (BA ’00) is co-owner of the Landshark Restaurant in East Lansing

Amanda Downs (BA ’15) is a freshman in The School. Her father is Billy Downs (BA ’82), vice president of The School’s Alumni Association.

Bill Drake III (BA ’95) is bookkeeper for the Radisson Hotel Lansing. His father, Bill (BA ’67), retired from MSU’s Division of Housing and Foodservice.

Dennis Faucher (BA ’77) is administrator of Burcham Hills Center for Health & Rehabilitation in East Lansing, MI. dfaucer@burchamhills.com

Maria Frangos (MS ’11) is in the management training program with the Cheesecake Factory in Willow Grove, PA. frangosm@msu.edu

Chelsey Ingersoll (BA ’09) is manager of Copper Dine & Drink at the Walnut Hills Country Club in East Lansing, MI. chelsey.ingersoll@gmail.com

Martha Zehnder Keller, CMP (BA ’03) is director of convention services for the Sheraton Chicago Hotel & Towers. Martha.Keller@sheraton.com

Kevin Kennebeck (BA ’88) is general manager of Ruth Lake Country Club in Hinsdale, IL, near Chicago. kevinkennebeck@gmail.com

Christopher Kowske (BA ’99) is district manager for Potbelly Sandwich Works in Chicago, IL. Chris.kowske@potbelly.com

Bill Lecos (BA ’81) is with DataWave, Inc., in Chicago, IL. blecos@data-wave.com

Dudley Marvin (BA ’67) has been president of Stafford’s Hospitality for over 25 years, operating five historic properties in Petoskey, MI. Stafford’s is celebrating its 50-year anniversary in 2011.

Kelly Miller (BA ’06) is district manager for Potbelly Sandwich Works. Kelly.Miller@Potbelly.com

Matthew Moraca (BA ’06) has transferred from Las Vegas to the Sands Bethlehem in Bethlehem, PA. He says, “We have really made some great strides out here with the MSU team [with Las Vegas Sands/The Palazzo Resort-Hotel-Casino]. I’m very proud to see how many Spartans have succeeded through promotions, department transfers, and even expansions to Singapore. The sky is the limit, and I look forward to what the future will bring.”

Madeline Pappas (BA ’15) is a freshman in The School. Her father is Alumni Association Appointed Board member Kit Pappas (BA ’82).

Dana Rosenblum (MBA ’10) is assistant food and beverage manager at the Hyatt Regency McCormick Place in Chicago, IL. dana.rosenblum@gmail.com

Geoff Ryskamp (BA ’06) is with Pebblebrook Hotel Trust in Washington, DC. gryskamp@pebblebrookhotels.com

Shawna Salwinski, CWP (BA ’05) is director of catering sales for Miramonte Resort & Spa in Indian Wells, CA. ssalwinski@destinationhotels.com

Steven H. Shalit (BA ’75) is general manager of The Westin Crown Center in Kansas City, KS. steve.shalit@westin.com

Michael Smith (BA ’11) is food and beverage manager for the Hilton Chicago O’Hare airport. SmiT227@msu.edu

Jim Tesorero (BA ’86) is regional vice president – North Region for ARAMARK Healthcare in Downers Grove, IL. Tesorero-james@aramark.com

John Triblo (BA ’10) is food and beverage manager in training for HEI Hotels and Resort, with Sheraton Music City Hotel in Nashville, TN. triblojo@gmail.com or jtriblo@heihotels.com

Joe VanWagner (BA ’09) is with guest services at the Hyatt Regency McCormick Place in Chicago, IL.

Logan Webster (BA ’10) is sales manager for the Manchester Grand Hyatt in San Diego, CA. logan.webster@hyatt.com

Peter Weien (BA ’81) is general manager at Opryland Hotel in Nashville, TN. pweien@gaylordhotels.com

Bill Whitbeck, LEED-AP (BA ’84) is planner, inspector, and analyst supervisor for Campus Living Services, Division of Residential and Hospitality Services on the MSU campus in East Lansing. Whitbec2@msu.edu
Getting down to BUSINESS

- 85 years
- 10,000 Alumni
- Expanding our influence

Dear Spartan Alumni,

The School of Hospitality Business at MSU has provided the hospitality industry over 10,000 outstanding management and operations executives since 1927. This is a source of pride for our School. We are The School that produces the people that produce results for the industry! We are known and respected for our hard working students. It is a position that we want to protect and build on.

We are also known for a broad, business-based curriculum, rich in experiential learning and focused on management and operations. And most recently, there has been a cross-curriculum emphasis on “thinking like an owner,” providing all students a greater understanding about real estate, development, asset management, investment hurdles and plain ol’ entrepreneurship. Industry leaders have responded unanimously that this is an imperative for managers at all levels of their organizations.

Additionally, the select students enrolled in The School’s Real Estate and Development Specialization receive an intensive focus on the “business” of the business—the development of hospitality business assets—in addition to the operational components of running a restaurant, hotel or department. They study deals, learn to utilize Excel spreadsheets as decision-making tools, and analyze value creation and returns on investment. And they must complete at least one of their internships in the real estate field.

Interest in this broader aspect of the curriculum has been brewing for a few years, sparked by financially-minded students in The School, and nurtured by Drs. A.J. Singh and Ray Schmidgall.

Now, MSU’s Hospitality Business Real Estate Institute will bring these efforts together and create yet another avenue for students to produce for the industry. Through it, all 850 students will have an education based on management and operations AND will understand the perspectives of owners and developers. The Institute will connect alumni in the development and real estate areas with faculty—and with other alumni. It will facilitate research efforts and collaboration between alumni and faculty. It will offer short courses (for credit) on specific real estate and development and asset management topics, in addition to creating internship and mentoring opportunities. And it will aid in student travel and The School’s representation at important industry conferences such as ALIS, MLIS, L/BHDC, and the NYU Investment Conference.

In short, the Institute really ties the “business” in our name to the business of owning and increasing the value of an asset. As founding director, I am determined to help ensure that the Institute becomes a valuable asset to our industry and to our students and faculty. (You can read more about the Institute and The School’s Specialization beginning on page 2 of this issue of The Leader.)

So what can you, our partners and alumni, do to help?
If you are working in the real estate, development, or asset management fields in the industry, please let us know! We are currently aware of 80 such alumni, and we know there are more of you out there. Please email The School (Lena Loeffler) at loeffler@bus.msu.edu. In addition, you could:

- Help coordinate or sponsor internships
- Promote on-campus interviewing for Real Estate and Development Specialization students
- Provide Dr. Singh or Dr. Schmidgall with opportunities for research, perhaps on real estate challenges faced by your organization
- Communicate with me about your company’s or foundation’s processes for seeking financial support for the Institute
- Return to campus and speak in classes about the financial aspects of your business
- Provide me with the names of other alumni who are working in these areas
- Participate in a collaborative research project with School faculty
- Volunteer to be a Spartan Sponsor Mentor
- Join The School’s Real Estate and Development Advisory Council

As an alumnus, I am thrilled to see how positively owners think about our School and our students. As the founding director of MSU’s Hospitality Business Real Estate Institute, I am excited to help ensure that it become an entity that our industry appreciates, respects and calls upon for advice and guidance. I look forward to working with you and the faculty to expand what The School of Hospitality Business is already known for: leadership in hospitality business education.

Thank you in advance for your support of and help with MSU’s Hospitality Business Real Estate Institute.

All the best, and Go Green! Go White!

Richard Farrar (BA ’73)

Founding Director
MSU’s Hospitality Business Real Estate Institute
farrarconsulting@gmail.com
www.farrarconsulting.com
240.463.8050
Recognized as the top-ranked hospitality business school, The School has a unique and independent position within Michigan State University’s Eli Broad College of Business at Michigan State University. Celebrating its 85th year anniversary in 2012, The School’s values and mission continue to help us lead the field.

Our **CORE VALUES** are our foundation:
- Treating people right
- Work ethic
- Social responsibility
- Status
- Students
- Integrity
- Individualism

Our **VISION**...
—is to be the recognized leader in Hospitality Business education, research, and service.

The **MISSION** of The School is...
—to INSPIRE continuous learning by empowering present and future managers to ACQUIRE knowledge, skills, and global Hospitality Business leadership positions
—to CREATE knowledge by engaging in collaborative theoretical and applied research for the benefit of undergraduate and graduate students, Hospitality Businesses, and the community of hospitality management scholars
—to ENGAGE our Hospitality Business partners through outreach and service, and to ENHANCE global Hospitality Business economic, community, and academic development
—to CONTINUOUSLY IMPROVE The School’s global leadership position in Hospitality Business operations: development, ownership, and management.

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_Spartan Alumnus Thanks His Parents and Establishes Endowment_

By any standard, alumnus and 2010 Industry Leader of the Year John Belden (BA ’85) has had a rewarding, successful career in the hospitality industry. President and CEO of Davidson Hotel Company, John leads one of the nation’s largest independent hotel management companies, specializing in the renovating, repositioning, and rebranding of hotels and resorts. It is also a company which is actively involved in a number of charities, including Give Kids the World and St. Jude’s Children’s Research Hospital. Clearly, John is an executive with worthy priorities.

And he and his wife, Libby, have recently established an endowment for “operational excellence and student travel” in *The School of Hospitality Business*, his alma mater.

But this isn’t just a generous donation, given by a gracious alumnus and his wife. **This is a tribute to John’s heroes, his “incredible” parents, Rodney S. and Anne G. Belden.**

Last Fall, when John was honored in New York City as *The School’s* Industry Leader of the Year for 2010, his parents and family were in the room at The Waldorf=Astoria, surrounded by School students, faculty, and alumni. Accepting his award, he acknowledged his father, noting his admirable business acumen and his parents’ encouragement and skill in raising each of their children.

He said, “My mom and dad are two of the most incredible people in the world. They have successfully raised five very different kids. Each of us has taken a unique path in life, but the common thread is an incredible love of family, a strong work ethic, and uncompromising character. We all sometimes spend a lifetime looking for heroes in this world, but my siblings and I were lucky enough to be raised by our heroes. The success we’ve all enjoyed, both personal and professional, draws deeply from the upbringing each of us was blessed with under their careful and loving guidance.”

He then announced his and Libby’s intention to establish an endowment in his parents’ names, and the audience responded with a standing ovation for Rodney and Anne.

With the details worked out, and the paperwork signed, sealed, and delivered, *The School* was proud to officially announce the establishment of the **Rodney S. and Anne G. Belden Endowment for Operational Excellence and Student Travel** last Spring. *The School* is just as proud to be linked in a formal way to these two fine individuals, whose son is already an integral part of his alma mater’s mission and purpose.
Leading to a position of
UNDENIABLE EXCELLENCE

DAVID C. GEORGE (BA '79)
Alumnus of the Year
President, LongHorn Steakhouse Restaurants/
Darden Restaurants

CELEBRATING 85 YEARS
WE ARE THE SCHOOL
MICHIGAN STATE UNIVERSITY
Broad College of Business
The School of Hospitality Business
SUMMER/FALL 2011

The First Original AND STILL