The Power of Three

Three sides in a triangle...the simplest of geometric figures—yet so strong and powerful. In our School, we are one-third of a powerful educational triangle which includes the Broad College of Business and Michigan State University. Taken together, our powerful relationships produce special Spartans, known for hardworking excellence, the creation and application of knowledge, and global leadership. SPARTANS WILL... make a difference.

Those of you who have been reading this letter for years in The Leader know that The School of Hospitality Business had humble beginnings in 1927 as Hotel Training Courses, when a burgeoning hotel industry asked the Michigan Agricultural College to educate its future leaders. Hotel Training Course later became the School of Hotel, Restaurant and Institutional Management (HRIM), and in 1999 the School of HRIM became The School of Hospitality Business—always within the larger Broad College of Business.

So for 17 years, WE ARE THE SCHOOL.
WE = students (first and foremost), faculty and staff, alumni, and industry partners. WE’s management, operations, real estate, and thinking like the owner. As a School, we have a special, unique position within the Broad College of Business. We are an industry-specific School which, for 85 years, has had a remarkable impact on the hospitality industry— every segment. We are part of the Broad College, business-based, and like-minded, working with the College, and sharing its vision of preparing a special kind of Spartan.

What is that Broad College vision? It is a vision which sees Spartans as global leaders—those who understand and collaborate in cross-functional teams to achieve goals and implement strategies in their workplaces. Special Spartans are innovative. They are capable of integrating across functional disciplines. They practice interpersonal relationship skills and build the capabilities of organizations, others, and themselves.

This is a vision shared by our School and the Broad College, as we move collaboratively toward being the recognized leader in Hospitality Business education, research, and service. Ours is a strong, supportive relationship.

But what about our triangle? If The School and the Broad College form its sides, Michigan State University, our alma mater, is the triangle’s foundation. MSU has a reputation since 1855 as an educational institution that develops leaders with a global influence. MSU is about creating knowledge (the “knowing” part of learning) through research and transforming lives with the practical application of that knowledge (the “doing” part of learning). MSU Spartans WILL... change the world.

The Power of Three: MSU, the Broad College of Business, and The School of Hospitality Business. This relationship can take our School and our students to the next level. It can invigorate and motivate each of us. If you think of our alumni, they are products of this special relationship, and they have truly changed our industry and the world. This has been the vision and the truth for 85 years. SPARTANS WILL... learn, do, create, and leave a legacy for coming generations—with The Power of Three.

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

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The news that the students’ float had won best float—out of 160 parade units—for the second year in a row arrived during the annual post-parade reception at Eppley Center, hosted by the alumni for the students. Amid cheers and smiles, the alumni and students enjoyed delicious food—such as Alumnus Mike Rice’s (BA ’90) famous macaroni and cheese—and the students won prizes from local restaurants, along with School and MSU memorabilia.

Mike’s own young daughters handed out the prizes, getting a first-hand taste of Homecoming Spartan spirit.

The traditional Homecoming lunch/reception across from the CBLL at Kellogg Center the following day was hosted by Professor of Culinary Business Alan Sherwin (BA ’94) and his students in HB 485—as well as several other selfless, dedicated students (who, by the way, had also produced both CBLL receptions the previous day). Prizes were handed out by Alumnus Jeff Anderson’s (BA ’90) two children (future Spartans?). And President Simon made a surprise appearance, well aware that in past years her husband, Roy, has called The School’s Homecoming reception the “best of all the tailgates.” Her words fired up the crowd, and indeed, the cuisine was outstanding, fresh, and filling, allowing all of the alumni, faculty, and students to attend the game later that evening with even more of a Homecoming “glow!”

And what a game! All of the good things that had happened that afternoon, Thursday evening on were omen for the icing on the cake: an incredible last-second victory over Wisconsin in the Homecoming game. A Hall Mary pass sealed the deal, and capped off a memorable, “glowing” weekend.
The new CBLL—So special it warranted TWO grand openings!

Other distinguished guests and speakers included Jim Kaufman (BA ’77), COO, The Americas Region, Marriott International, Inc.; Stefanie Lenvy, dean of the Broad College of Business; and John Theuer (BA ’83, MBA ’85), president of The School’s Alumni Association.

At both the Thursday and Friday events, alumni who had gathered for Homecoming weekend festivities and the alumni board meeting were amazed at the renovation.

“It looks like the future—clean and crisp with up-to-date technology,” said The School’s Alumni Association President John Theuer.

And at both events, students in The School planned and prepared receptions with unique food and beverage offerings, under the guidance of Professor of Culinary Business Chef Allan Sherwin (BA ’64).

To our partners at Ecolab, FoodServiceDirect, Inc.

Thank you for selecting us to provide the food and beverages your guests will enjoy at this special event.

To all of our volunteers who helped make this event a success, we say thank you.

To our staff at The Marriott Hotels and Conference Centers, we say thank you.

To all of our guests, we say thank you.

To all of our donors, we say thank you.

To all of our students, we say thank you.

We are grateful for all that you have done for us and for the School.

Thank you.
**GRAND OPENING:**

The J. Willard and Alice S. Marriott Foundation CULINARY BUSINESS LEARNING LAB

**MICHIGAN STATE UNIVERSITY**

The J. Willard & Alice S. Marriott Foundation

George T. Alley (BA ‘60)
Alto-Sham
Jeffrey D. (BA ’90) and Jaclyn A. Anderson
Matthew D. Anderson (BA ’09)
Hugh A. Andrews (BA ’71, MBA ’72)
James F. Ashbury (MBA ’85) and Patricia L. Anhut
Mark Auerbach (BA ’65)
Neil F. (BA ’64, M ’65) and Patricia C. Barchart
Jeffrey A. and Jill D. Beck
Michael R. and Tracy Behan
John A. (BA ’95) and Libby M. Belden
Chad Bellville (BA ’95)
Peter R. (BA ’78) and Kathryn W. Benington
Hermeas J. (BA ’58) and Jane C. Berghoff
Carla P. and Barbara R. Borchgrevink
Daniel N. Briks (BA ’04)
Daniel N. Briks (BA ’04) and Amy J. Downs
Christopher J. and Karlie A. Durham
Paul D. Dykstra
Ecolab Foundation
Kris Elliott
Jeffery D. and Nancy Elseworth
Richard D. Farrar (BA ’73)
Dennis Faucher
John R. (BA ’80) and Rebecca J. Flood
George A. (BA ’54) and Ingeborg P. Fritz
David C. (BA ’79) and Lori S. George
Michael C. Gibbons
John G. “Ted” (BA ’75) and Anne M. Gillary
Marc J. (MBA ’73) and Darline C. Gordon
Rose Halle (BA ’72) and Mary L. Roszel (BA ’88)
Bruce J. (BA ’76) and Laurie L. Haskell
Anthony Collins Hawkes, W. Ed., and Richard W. Hawkes
Joel K. and Maria G. Heberlein
Philip J. Hickey, Jr. (BA ’77) and DeeDee D. Hickey
Kennon D. (BA ’56) and Patricia A. Hill
Hillstone Restaurant Group
Phillip H. Hoag (BA ’67)

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Anthony Collins Hawkes, W. Ed., and Richard W. Hawkes
Joel K. and Maria G. Heberlein
Philip J. Hickey, Jr. (BA ’77) and DeeDee D. Hickey
Kennon D. (BA ’56) and Patricia A. Hill
Hillstone Restaurant Group
Phillip H. Hoag (BA ’67)

**CULINARY BUSINESS LEARNING LAB**

The J. Willard and Alice S. Marriott Foundation

Donald F. and Jacqueline D. Holcek
John L. (MBA ’72) and Joyce L. Hucklestein
David T. (BA ’79) and Phyllis A. Johnstone
Michael L. and Holly L. Kasavana
Judy Zehnder Keller (BA ’67) and Donald D. Keller
Jason Keusch
Milt (MS ’05) and Kim Wan Park
Song Su Kim (BA ’98) and John H. King, Jr. and Janie King
Ken and Karla L. Knas
Bonnie J. and Robert N. Knutson
Marc Kuder (BA ’08) and Judy K. Kwiatkowski
Kurt A. Kwiatkowski (MS ’05) and Kim Wan Park
Song Su Kim (BA ’98) and John H. King, Jr. and Janie King
Ken and Karla L. Knas
Bonnie J. and Robert N. Knutson
Marc Kuder (BA ’08) and Judy K. Kwiatkowski
Kurt A. Kwiatkowski (MS ’05) and Kim Wan Park

**WE THANK YOU**

School Dir. Autumn 86; MBA ’72, MBA ’77 and Jim Kaufman (BA ’77), representing the Marriott Foundation
Bennett J. (BA ’72) and Sarah G. Schwartz
AJ and Kim Singh
Zoe P. Slagle (BA ’59, MA ’64) and James M. Gillespie
Donald and Jacqueline Smith
William E. (BA ’83) and Lois Spaulding
Stan Setas Produce Company, LLC
Michael R. Stott (BA ’89)
Houston Striggow (BA ’75)
James W. Sukenik (BA ’81)
Syco Food Service Grand Rapids
The School’s Alumni Association
The School’s Hospitality Association
John R. (BA ’93, MBA ’92) and Judit H. Theuer
Thomas J. Thomas (BA ’78)
Julie L. (MS ’95, MS ’97) and Thomas W. Tscho

**Spartan Homecoming 2012**

**OCTOBER 11-13**

**Alumni Student Golf Outing**

Forest Akers - West Course

**Alumni Association Appointed & Executive Boards of Directors Meeting**

Reservations are required; contact Lena Loeffler at loeffler@bus.msu.edu

**Friday, Oct. 12**

**Alumni Pre-Homecoming Tailgate Reception**

Please RSVP to Lena Loeffler at loeffler@bus.msu.edu

**Saturday, Oct. 13**

**Alumni Pre-Homecoming Tailgate Reception**

RSVP is required. Contact Lena Loeffler at loeffler@bus.msu.edu

**MSU vs. Iowa**

For tickets, please contact (who else?!) Lena Loeffler at loeffler@bus.msu.edu

**THANK YOU**

**Homecoming Super Students!**

**“Team Spartan Spirit!” project wows MSU Alumni Association membership!**

See page 31
CELEBRATION OF LEADERSHIP

Honoring MSU Leadership

... Industry Greats

This year’s Hall of Fame inductees, the “Class of Coaches,” included four alumni industry leaders from a variety of hospitality business segments. Each, through his or her career success, has burnished the reputation of The School. And each, with selfless giving and role modeling, has furthered The School’s efforts to prepare the next generation of industry leaders.

New Hall of Fame Class of Coaches

Houston Striggow
Houston Striggow (BA ’75) is chief financial officer with Saratoga Bakeries, a collection of six highly successful, all-American, homestyle bakeries in Northern and Southern California, founded and led by Houston’s business and life partner, Susan Sarich. He serves on The School’s Entrepreneurial Advisory Council, has spoken in several School classes, and has recruited School graduates for placement in his companies. He has been a generous donor to The School, most recently pledging $30,000 to name the Professor of Culinary Business in the School’s newly revitalized Culinary Business Learning Lab in honor of legendary Professor Dr. Lewis J. Minor. He told students to study the book by restaurateur Danny Meyer, “Setting the Table.” “At the end of the day,” Houston said, “our industry is about hospitality and customer service, not social media.”

Anita Maria Viscasillas Aponte
Anita Maria Viscasillas Aponte (BA ’88) is founder of BTS Corporation in San Juan, Puerto Rico, and until earlier in 2011 was the president and CEO of the Puerto Rico Convention Bureau. Her successes in over 17 years in that position are numerous. Under her leadership, membership in the Bureau increased 58%, and the Puerto Rico Convention Center was opened in 2005, providing the Island with the largest facility of its kind in all of Latin America. It is estimated that the Convention Center produces over $25 million in business for the Puerto Rico economy. Anita Maria is a gracious host to School students who travel to Puerto Rico for educational spring breaks designed to feature tourism and international hospitality. She also serves on The School’s Alumni Association Appointed Board. She urged the students to remember three things: “Have fun, be strong and welcome challenges, and prepare the next generation of industry leaders.”

Bob Pierce
Bob Pierce (BA ’83) is the area general manager of The Dearborn Inn—a Marriott hotel. One of eleven children, Bob worked his way through the School of Hospitality Business at MSU and joined Marriott in 1985. He rose through a number of management positions at various locations with Marriott, and has been in Dearborn since 2005. Upon his return to Michigan, Bob involved himself more deeply with The School’s Alumni Association, serving as a crucial member of its fundraising committee, and Appointed Board of Directors. Bob has also hired School students as interns, openly acknowledging their maturity, professionalism, and enthusiasm. He told the students in the room that “none of us is entitled to anything. It is important to work hard and earn success. The possibilities are endless.”

Habeeb Bob
Habeeb Bob is a gracious host to School students who travel to New York with funds provided by sponsorships from alumni and industry supporters. Bob said, “We are brothers and sisters in hospitality.” He added, “Do what you love and love what you do; don’t do it for the money.” Finally, he reminded the students to “Ring up your parents and ask them to laugh out loud. You’ll remember it forever.”

Ed Watkins
Ed Watkins is executive director for Lodging Hospitality magazine, and has supported The School’s efforts in a number of ways over many years. He has covered The School’s increased emphasis on real estate development and thinking like an owner, as well as the recent establishment of MSU’s Hospitality Business Real Estate Institute. Ed has also helped facilitate The School’s academic partnership of two major, annual investment conferences—the Midwest Lodging Investors Summit and the Lifestyle/Boutique Hotel Development Conference. Ed spoke to the students about the “next Steve Jobs” emerging from among their ranks, who, with innovation, creativity, and hard work will “transform” the industry.

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Each honoree was introduced by officers of the Alumni Association: Marc Gordon (MBA ’73), chairman emeritus; Dan Burdakin (BA ’84), chairman, John Theuer (BA ’83, MBA ’83), president; and Billy Downs (BA ’88), vice president. The awards ceremony was followed by an elegant reception in the Vanderbilt Room.

“We have a lot to celebrate this year,” said John Theuer. “Our 85th anniversary, the new Culinary Business Learning Lab, MSU’s new Hospitality Business Real Estate Institute... but we are really celebrating these individuals. Our School produces successful leaders in our industry, and it also relies on them. These are some of our finest.”

Celebration of Leadership is an annual tradition for The School, taking place during the International Hotel/Motel & Restaurant Show. The students who attend from The School spend several days at the show, participating in numerous professional development programs arranged by The School’s Student and Industry Resource Center Director Ms. Authella Collins Hawks.

In the luxurious setting of The Waldorf-Astoria Hotel on Park Avenue in New York City, The School’s Alumni Association hosted its annual Celebration of Leadership on Saturday, November 12. The event honored the Industry Leader of the Year, Bob Habeeb, inducted this year’s Alumni Association Hall of Fame members, and inaugurated a Spartan Hospitality Association Hall of Fame members, Honoring MSU Leadership.

It is important to work hard and earn success, has burnished the reputation of The School, and each, with selfless giving and role modeling, has furthered The School’s efforts to prepare the next generation of industry leaders.

“none of us is entitled to anything. It is important to work hard and earn success. The possibilities are endless.”

Marc Gordon (MBA ’73), John Theuer (BA ’83, MBA ’83), Ed Watkins, Dan Burdakin (BA ’84), and BBQ (B.S. ’85)

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Marc Gordon (MBA ’73), John Theuer (BA ’83, MBA ’83), Ed Watkins, Dan Burdakin (BA ’84), and BBQ (B.S. ’85)
Learning in the Big Apple

The students who traveled to New York did so through the generosity of alumni and industry donors who designated funds for student travel.

2011 CELEBRATION OF LEADERSHIP

CORPORATE

Gold Sponsors
- KB of Baltimore, Inc.
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- The School’s Director’s Fund
- The School’s Hospitality Association
- The School’s Student and Industry Resource Center (SIRC)

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- International Hospitality Enterprises/ LaCenica, a Renaissance Resort
- Marriott International, Inc.
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- LaCenica, a Renaissance Resort
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- Silver Sponsors
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- Cheryl & Dan Burdakin (BA ’91)
- Brad Cano (BA ’89)
- Shelley G. & Dr. Ronald F. Cichy (BA ’72, MBA ’77)
- Richard C. Cord (MBA ’76)
- Jay Dee Catting (BA ’61)
- Dan W. Darow (MBA ’90)
- Charles & Joyce Day
- Chuck Day (BA ’91)
- Richard D. Farrar (BA ’73)
- Glenn Isaac (BA ’87)
- William & Joyce Lazer
- Shelley MacMillan & Gary Decker
- John Malone (BA ’92)
- Emmelyn & James L. Killip (BS ’75)
- Michael W. Murray (BA ’81)
- Kit Pappas (BA ’92)
- John Pfiar (BA ’65)
- James F. Rainey (MBA ’66)
- Nata Sahn (BA ’97)
- Tom & Julie Teich (BA ’94, HS ’05)
- Lynda & Lou Weckstein (BA ’58)
- Bjar Wittus (BA ’02)
- Robert B. Zemke, Jr. (MBA ’66)
- Other
- Richard Carpenter (BA ’68)
- Molly Feighan (BA ’07)
- Hugh J. VanVliet (BA ’76)
- Betty & Angelos Vlahakis (BS ’51)

A new Graduate Student Professional Development program is underway in The School. Led by Graduate Programs Coordinator and Advisor Melissa Bankroff, it addresses specific issues faced by women leaders in the hospitality industry. “Well over half of our students are female,” explains Melissa. “We recognize that they will face certain challenges and opportunities, both in their careers and at home, so we want them to be as prepared as possible.” With that in mind, women leaders will be invited to come and address students, sharing their career paths and their stories.

The first alumna leader to come to campus as part of the new program was Ann Doré (BA ’04, MS ’07). As a student, Ann was the very first CEO of The School’s Alumni Association. In 2002 and 2003 she is now project manager at the Kellogg Company and a member of the newly formed Performance Excellence Task Force in the company’s Customer and Logistics Services (CLS) Department. In her role, Ann is also able to use her service-oriented education and hospitality background, as well as develop her supply chain knowledge. She has been recognized for her leadership in providing excellent customer service, receiving the first-ever CLS Customer Service Outstanding Leadership Award in 2008 and the Q2 Peak Performance Award from the Western Regional Sales Team in 2009.

Ann spoke to graduate students on March 23, 2012. She gave an overview of her company and provided time for the students to interact with her and with each other. Discussing her own “Leadership Journey and Lessons Learned,” Ann noted that working at a large company is similar to a “long group project.” And in a group project, she said, it is important to define what you can bring to the team, communicate effectively, praise your peers in public, and seek out and respond to feedback.

She encouraged the students to build credibility early and to deliver what you say you will do. Maintain a positive attitude—everyday—and “dig into the details for understanding,” since, she said, “you will be questioned and tested.” In this regard, Ann urged the students to “build your analytical skills, but remember to ‘zoom out’ to keep the big picture in mind with perspective and relevance.”

The students were impressed with Ann and grateful for her insights. “I think Ann is young enough to relate to us,” said one student. “And she was specific about how the ‘live projects we do in The School actually translate to the work world. I appreciated her wisdom and her positive attitude.”

“Ann was an outstanding student and researcher while she was at MSU,” says Ron Cichy. “We are glad to see that she is doing very well.” In regard to Ann’s leadership, Cichy noted that students “build their analytical skills, but remember to ‘zoom out’ to keep the big picture in mind with perspective and relevance.”

The second leader to speak to the students was Lynn Meyers (BS ’95, MS ’97), who retired in 2004 after an illustrious and ground-breaking career with General Motors. Lynn began her career with Oldsmobile in 1971, and by 1985 was Oldsmobile’s director of planning. By June of 1989, Lynn was named general director of North American Car and Truck Planning for GM. In 1992, she joined Pontiac, holding several “glass-ceiling-breaking” leadership positions, including vice president of marketing, general director, brand management and marketing, and marketing services manager. Lynn went on to become the general manager of the Pontiac-GMC Division.

Throughout her career, Lynn received numerous prestigious awards. She was named the McCallum/Ward’s Book’s World/New York International Auto Show’s first annual “Outstanding Woman in the Automotive Industry” in marketing in 1994, and one of the “Top 100 Women in the Automotive Industry” by Automotive News magazine in 2000. The Automotive Hall of Fame honored Lynn with its Distinguished Service Citation in 2003, and in the same year, she received the Distinguished Woman of the Year Award from the General Motors Women’s Club of Detroit.

Her service to MSU has been just as distinguished as her career. Lynn received the Outstanding Business Alumni Award in 1989, the MSU Distinguished Alumni Award in 1999, and in 2003 she became the first alumnus recipient of the 2003 John A. Hannah Outstanding Alumni Award. In her post retirement years, Lynn has been active in a number of nonprofit organizations, becoming the director of the Athena Foundation Board in 2004. ATHENA is an organization dedicated to supporting, developing, and honoring women leaders. Lynn serves on the Women’s Advisory Group to Alternatives for Girls, which provides preventive outreach, and shelter programs for young girls and women in the City of Detroit. In addition, she remains actively supportive of MSU’s development activities and served on the advisory board for MSU-CIBER (Center for International Business Education and Research).

Lynn came to campus to meet with a select group of young women leaders—representing undergraduates and graduate students, and women faculty members in The School. They had lunch at the University Club of MSU, with a question and answer period following Lynn’s informal discussion of her own career, its opportunities and challenges, and managing a career and personal life. She also shared her thoughts on critical leadership skills, past, present, and future.

Dr. Cichy says, “Lynn is a role model to our students and faculty. She is a Spartan leader who continues to mentor others.”

Digging into the Details...

THANK YOU
Industry + Academics = Success

The School hosted the 33rd CAREER EXPO November 1-2, 2011, with 59 hospitality business partner companies, over 110 recruiters, and over 700 students participating. The School, industry-specific within the Broad College of Business, is known for its close relationship with the hospitality industry. Companies from every segment—restaurants, hotels, private clubs, hotel development and management, suppliers, real estate, resorts, and foodservice management—come each year to the annual day-long professional development programs and evening career fair in the Big Ten Rooms at Kellogg Hotel and Conference Center. The second day includes company interviews at Spartan Stadium. In fact, the recruiters do more than seek well-educated and experienced students as interns and permanent associates. Many of the recruiters actually serve as panelists and presenters in the wide variety of professional development programs. (See page 12.)

Despite the economy, company participation exceeded the previous year by over 10 percent. The entire event was expertly led by Student and Industry Resource Center Director Authella Collins Hawks and a student executive board, whose very capable executive director was Jessica Wiggins (BA ’12). Several recruiters commented on the professionalism of the students, and the attention paid to every detail. “I look forward to this event every year,” said Alan Tuttle, manager, university relations and talent acquisition for Marriott International, Inc. “The students are well-prepared and ready for their careers. It is a pleasure to work with them.”

A special feature of CAREER EXPO each year is the honoring of The School’s Industry Partner of the Year. This year’s honoree was Marriott International, Inc. Marriott’s vice president of Global Learning Deployment, Steve Bauman, served as keynote speaker. Introducing him, Ron Cichy noted the long and rewarding relationship between Marriott and The School. “Established in the same year—1927—Marriott and our School share values and vision in collaborating to prepare our students,” he said.

Dr. Cichy acknowledged the many ways Marriott has partnered with The School. Recruiters participate in CAREER EXPO each year and speak in School classes; Marriott has endowed two separate scholarships to aid needy and deserving students; and numerous School alumni are leading Marriott executives who have “given back” to their alma mater in a number of volunteer leadership roles. And, referencing The J. Willard and Alice S. Marriott Foundation Culinary Business Lab grand opening, he said, “We are mindful of the Marriott family’s confidence in our School and their generosity to us.” The Foundation provided $2 million—nearly half—of the funding necessary for the revitalization project.

After addressing the students, Steve Bauman was joined by Alan Tuttle, as well as Alumnus Jeff Serocke (BA ’82), area director of human resources, Pam Birch, human resources director of the Dearborn Inn, and Kristie Cannon, regional sales director. Steve was named an Honorary Faculty Member, and Marriott International the 2011 Industry Partner of the Year. “This is a huge event in the life of our School,” says Ms. Hawks. “It is a source of pride for us that so many companies seek our students, speak so highly of them—and hire them!”

Companies from every segment come each year to the annual day-long professional development programs and evening career fair. Mark your calendars for CAREER EXPO XXXIV—November 6, 2012.
They may be students, but don't necessarily look for backpacks and Birkenstocks. Students in The School are known for their hard-working excellence and career-minded professionalism, in the classroom and out.

Part of the reason for this is their access to effective programs which prepare them professionally. Fall semester alone, they had the opportunity to participate in no fewer than 21 professional development programs. All of the programs were arranged by The School’s Student and Industry Resource Center (SIRC), led by Ms. Authella Collins Hawks.

“We believe in preparing our students for careers in every way we can,” says Ms. Hawks. “We are told by recruiters and companies that our students hit the ground running when they’re hired, which may be why they tend to rise fast and have success in their careers early.”

In November 2011, The School hosted its annual, two-day CAREER EXPO, featuring 12 professional development programs presented by recruiters and senior executives. (See related article on page 10.) Sessions included:

- “Would You Like Wine with That Cheese?” presented by Kellogg Hotel and Conference Center’s State Room Manager Jon Troney
- “Marketing Mania” presented by Sedco
- “The Truth about Events” presented by Michigan Society of Association Executives, Mission Point Resort, and Sheraton Chicago
- “Join the Club” presented by Baltimore Country Club, Oakland Hills Country Club, and Westfield Group Country Club
- “Let’s Dish about Food” presented by ARAMARK, Panda Express, Shake Shack, and U.S. Foodservice
- A keynote presentation by Steve Bauman, vice president of Global Learning Deployment for Marriott International
- “More Than Employees” on the world of human resources, presented by Steve Bauman
- “Think Like an Owner: Hospitality Business Real Estate and Development” presented by Jones Lang LaSalle and Rockbridge Capital
- “Go Green! All About Sustainability” presented by Wyndham Hotels
- “Movie On Up,” a session on careers and goals for seniors and graduate students, presented by Darden Restaurants, Hyatt Hotels, and Sedco

The Midwest Lodging Investors Summit (MLIS) drew between 300 and 400 hotel industry executives to the Hyatt Regency McCormick Place, Chicago July 30-31. MLIS is a leading conference for lodging industry owners, developers, operators, lenders, consultants, and brand company marketers. With The School serving as the MLIS academic partner, the summit is produced by Lodging Hospitality in affiliation with HVS. The MLIS agenda combines general sessions, break-out discussions, and keynote speakers on a wide variety of topics related to hotel development, ownership, operations, and management, both in the Midwest and throughout the U.S.

School Associate Professor AJ Singh moderated a panel titled, “Inside a Development Success Story,” during which hotel executives discuss the most recent findings from the L-MPI — Lodging Market Potential Index. (See page 13.)

Panelists at the session included five School alumni, as well as Justin Epis, from Jones Lang LaSalle; John Fontainebleau, for which he is chief operating officer; Mitchell Kitchen (BA ’09), associate with Paramount Lodging Advisors; Steven Mars (BA ’87), president of Hotel Source; Iserich Medbals (BA ’82), senior vice president – asset management with Starwood Hotels and Resorts, LLC; Nata Sahn (BA ’97), first vice president, investment properties with CBRE Hotels; and John Weseewan (MBA ’09), president of Partners in Development.

The School’s participation in MLIS and similar conferences (such as the Lifestyle/Boutique Hotel Development Conference) is part of a larger effort to educate all of its students in the real estate and development segment of the hospitality industry. (See page 13.)

The MLIS keynote speaker this year was Stephen Rushmore, president and founder of HVS. He has been a Visiting Leader at The School, and was named Honorary Alumnus of the Year in 1988.

Last October, MSU’s research website featured the Lodging Market Potential Index, a joint research project between The School of Hospitality Business, MSU-CIBER, and globalEDGE. As a first step in hotel development, investment, and acquisitions, the L-MPI identifies market areas that show long-term potential for hotel investment. It enables hotel owners and developers to conduct a relative comparison of the 25 largest lodging markets (as tracked by Smith Travel Research) for development. Dimensions are measured using 50 different indicators and are weighted to determine their contribution to the overall market potential index. The Lodging Market Potential is based on a scale of 1 to 100.

The index was developed by Dr. AJ Singh, associate professor in The School; Dr. Ray Schmidgall, Hilton Hotels professor of Hospitality Financial Management in The School; and Dr. Tunga Kiyak, managing director of MSU’s Center for Hotel Research and Education (CIBER). Dr. Singh says the L-MPI shows that while the hotel market in Detroit ranks close to the bottom of the 25 markets studied, it has nonetheless improved.

According to MSU’s website, the index indicates that Detroit’s tourism has been steadily improving over the last five years and its hotel market supply (room inventory) and absorption (new hotel pipeline) ratio is also relatively positive. Steve Marx (BA ’87), owner of Hotel Source, Inc., and a member of MSU’s Hospitality Business Real Estate Advisory Council, explains, “A low ranking in MSU’s Lodging Market Potential Index does not mean a particular market has bad investment opportunities. It may mean the opposite. Top-ranked cities have more buyer competition, resulting in lower assetization rates and lower returns on investment. Many of the low-ranked cities have much more attractive investment opportunities.”

Unveiled in Chicago in the Summer of 2009 at the Midwest Lodging Investors Summit (MLIS), the index is a systematic and formal analysis developed with the aid of MSU’s Hospitality Business Real Estate and Development Advisory Council members. They helped determine the ten dimensions, associated indicators, and their corresponding weights. To measure the performance of each dimension, objective, credible, reliable, and quantifiable indicators were identified and are listed below the index.

While the web-based, interactive tool was originally devised as a tool to tool the School’s alumni, the researchers think it could help lodging industry developers, investors, and owners conduct a relative comparison of the market potential of various metropolitan areas. Dr. Singh says, “...this index will provide both business and civic leaders with a way to assess the attractiveness of their community to new investment.”

To examine this year’s L-MPI, go to MSU.edu, click “research” and then “stories.” You may also use http://globaledge.msu.edu/tmpl. For more information about MSU’s research website, please go to www.midwestlodginginvestors.com or www.lifestyleboutique.com. Six students and three faculty members from The School traveled in October to Miami for the LifeSTYLE/Boutique Hotel Development Conference at the Fontainebleau, for which The School served as academic partner.

The conference was produced by Lodging Hospitality magazine in affiliation with HVS Hotel Management. It featured sessions on a variety of topics, with titles such as “Getting modular is Good,” “Anatomy of a Boutique Hotel Renovations,” “New Approaches to Boutiques,” and “Boutique Leaders Speak about Development.”

Dr. Jeff Beck delivered the welcome, discussing the history and evolution of the School, and its current emphasis on real estate development and thinking like the owner. Describing The School’s Hospitality Business Real Estate and Development specialization, he noted the efforts of Dr. Ray Schmidgall and Dr. AJ Singh to provide relevant real estate and finance courses, as well as networking opportunities to students with a serious career interest in real estate, development, and ownership.

Dr. Beck introduced Alumnus Richard Farrar (BA ’71) as the founding director of MSU’s Hospitality Business Real Estate Institute, established in 2011. Dr. Singh moderated the panel titled “Anatomy of a Boutique Development,” which provided a case study of the “ins and outs of developing a new boutique hotel in East Lansing, MI. It presented the development of a boutique hotel company, and university professor using the East Lansing development as a classroom case study,” according to the event program. Panelists were Mary Dogan, with Hotel Indigo; Scott Chappelle, with Strathmore Development Co.; and Kirk Domer, of Michigan State University. The students, who traveled to the conference with the aid of scholarship funds from The School, were all enrolled in the Hospitality Business Real Estate and Development specialization, and were all members of The School’s Real Estate Investment Club. They assisted in conference set up, information, and logistics. Nick Dillegante, promotions and inside sales agent for Lodging Hospitality, was impressed with the students. “It was a pleasure having the students at the conference,” he wrote, “they really took ownership of their time there, and all were extremely helpful and professional. They will all be wonderful alumni of MSU.”

It was a great experience,” says Richard Farrar. “Partnersing with Lodging Hospitality and networking with developers and owners of this growing and vital segment of our industry helps our School and our students.”

For more information about The LifeSTYLE/Boutique Hotel Development Conference or the Midwest Lodging Investors Summit, please go to www.midwestlodginginvestors.com or www.lifestyleboutique.com.
What do you get when you marry students’ creativity with an entrepreneurial spirit, and add a big dose of hard work? A strategy for increasing membership in the Michigan Lodging & Tourism Association (MLTA).

During Fall Semester 2012, Michelle Uhaze, a member of the Michigan Lodging & Tourism Association Board, asked seniors in The School’s capstone marketing course, taught by Dr. Bonnie Knutson, to produce a plan for increasing membership in the MLTA. During the course of the semester, 13 student teams researched the competition, analyzed industry trends, surveyed consumers, examined the strengths/weaknesses of MLTA operations, and ate a lot of late night pizza in the process.

Each team then developed a strategic marketing plan to address one of three growth challenges: 1) increasing membership of mid-size properties, 2) engaging younger/emerging leaders in Michigan’s hotel industry, and 3) launching the Women in Lodging (WIL) program. Five teams were assigned to each challenge. They developed strategic plans to repurpose the MLTA and increase revenues. These plans included revising member benefits, re-evaluating the dues structure, and persuasive promotional campaigns. The teams presented their plans to the MLTA Board in both an oral “science fair” presentation as well as in a written report on Wednesday, November 30.

All of the hard work, creative vision, and entrepreneurial spirit of these students are coming to fruition. Steve Lencz, president and CEO of MLTA, said that the association is beginning to implement tactics suggested by the students. “It’s like the students were professional consultants,” he says. “We were amazed at how thorough and innovative they were—and at how professionally they presented their findings.”

As beneficial as this classroom project is to MLTA, the greater value is to the students involved. They will take with them what they have learned in this real-world, hands-on learning experience into their careers with a thinking-like-the-owner entrepreneurial spirit. “We worked very hard on these projects,” says Michael Bendert (BA ’11). “It is so gratifying to have that hard work actually applied in a real situation.”

Rissa Halle (BA ’12) agrees, saying, “This was such a meaningful, long-term assignment. It felt like something we would be doing in our careers. Dr. Knutson not only prepares us for this kind of challenge, but she motivates us, too.”

Indeed, there is an old adage that says we learn best by doing. This saying is a fundamental principle of MSU’s By Design strategic positioning. It is also a fundamental principle of MSU’s land grant philosophy, which brings the rich resources of the university together with opportunities to serve people. Such collaborative efforts support what the Greek philosopher, Diogenes, said: “The foundation of every state is the education of its youth.” If Diogenes is right, what these students gained through this educational experience bodes well for the lodging industry and for Michigan.

**Students and faculty involved in MSU’s Hospitality Business Real Estate and Development Specialization traveled to Los Angeles in January to attend the Americas Lodging Investment Summit (ALIS) at the JW Marriott and Nokia Theatre at LA LIVE.**

ALIS is the leading and largest hotel investment conference in the world, drawing thousands of top industry leaders for an extensive array of seminars and panels. Led by hotel industry experts, discussions revolved around trends and new opportunities for the year ahead.

ALIS is presented by conference Chair—and member of The School’s Alumni Association Hall of Fame—Jim Burba (BA ’77), president of Burba Hotel Network. He and the other hosts of ALIS are committed to contributing a significant portion of the net proceeds of the event to educating future leaders in the hospitality industry and to the American Hotel & Lodging Educational Foundation.

“The School happily provides scholarships to our Real Estate and Development Specialization students to help cover their travel and accommodation costs,” says Dr. Ren Cichy. Four students were selected for the trip. Meghan Clark (BA ’10) says, “The ALIS Conference proved to me that I have chosen the right industry. Over a period of four days, I met with the most influential men and women in this rich field. From listening to the keynote speech by Donald Trump, to the small breakout sessions featuring the CEOs of top companies, I learned more than I could have ever imagined.”

Olivia Kobayashi (BA ’13) is an Interior Design student who also saw real-world value in the ALIS. The sessions she attended taught her that “renovations and overall interior design of facilities are quickly accelerating in a new direction. Through the conference, she says, “there were a lot of conversations about catering to the needs of the X and Y millennium generations. This includes design, services, technology, and amenities. It seems that as technology is evolving every day, other aspects of the industry have to evolve as well.” A highlight for Olivia was meeting one-on-one with Travel Management Vice President of Acquisition and Development Mike Damitio (BA ’96), who was very complimentary of MSU students and their work ethic.

Paul Firstad (BA ’13) agrees that the networking opportunities and discussions with CEOs were very helpful. “The CEO roundtable consisted of a mix of different executives from across the industry and we were very encouraged to understand their career paths.” Paul also describes discussions with several other leaders, including general manager of the Ritz-Carlton and JW Marriott Los Angeles, Javier Cano, who stressed how important it is to have a sales background. John Kaner, senior vice president of CBRE, discussed hotel brokerage, saying that the most important thing to do is put aside everything you have learned and look at hotels as a guest does. Paul reports that Richard Millard, CEO of Trust Hospitality, discussed his most recent success, the Iron Horse Hotel in Milwaukee and offered key advice, saying, “First pick a company where you love their culture then make sure you have patience and persistence; and finally, learn your business, the best that you can because you are what you do.” Nancy Johnson, executive vice president of development for Carlson Hotels and chair of the American Hotel & Lodging Association, discussed recent legislation that AHLA has worked on, as well as a February lobbying event.

Mike Erlingis (BA ’72), president of the School’s Real Estate and Investment Club, highlighted the opportunity The School’s students had to volunteer at the conference, allowing them to get up close and personal during major speeches by Mr. Bill Marriott, who he said “provided insight into the hospitality financing landscape,” and Donald Trump, who “shared his expertise on developing unique properties in resort areas.” Michael explains that “I spoke with some very important industry professionals from high profile companies such as Goldman Sachs, HVS Capital, Ashford Hospitality Trust, Hershe Hospitality Trust, Jones Lang LaSalle, Blackstone Capital, Deloitte, and many others.

Jim Burba (BA ’77), president of Burba Hotel Network, graciously hosted a reception for MSU alumni and students, further encouraging the students to network with and form relationships with conference attendees who have Spartan ties. “You can’t place a high enough value on these kinds of interactions,” explains Richard Farrar (BA ’73), the director of MSU’s Hospitality Business Real Estate Institute, who traveled with a group of students and helped arrange for the reception, as well as other “connecting” opportunities. “If our students want to work in a career in this segment of the industry, they need knowledge, internship experiences, and contacts.”

Dr. AJ Singh, who teaches international lodging management and asset management in The School, noted, “The profile and mix of the 2,100 attendees at the conference is a good indication of the state— or expected state—of the industry.”

ALIS’s Lifetime Achievement Award was given to Marilyn Carlson, chairman of Carlson Companies. Dr. Singh says, “At a highly frenzied deal-making conference like ALIS, it was refreshing to hear about personal, management, and leadership philosophy.”

The students who traveled to ALIS all agreed it was a critical component of their real estate and development education.
Another Spartan victory for hoopsters, students, and alumni...

**Destination Auction 2012**

**The Game...**

What do you get when you combine a Michigan State vs. Ohio State basketball game with an exciting fundraising alumni/student auction with vacation packages all over the world?

That's easy! You get what happened on Saturday, February 11, 2012, when 11th-ranked MSU defeated 3rd-ranked OSU in Columbus—and when students and alumni in The School do what they do best: host an event where everyone has fun, goals are exceeded, and Spartan excellence is on display.

The game began about the same time as the Spartan excellence and fun. Goals were exceeded, and Spartan excellence was on display.

**The Auction, which offered community members, faculty, students, and alumni a choice of 392 (no kidding!) creative vacations, dining experiences, sports and theater items, golf getaways—and so much more—raised funds for students in The School, as well as for the Junior League of Lansing and the MSU FCU Institute for Arts and Creativity at the Wharton Center. Members of the Junior League enjoyed a private reception prior to the Auction, prepared and served by Professor of Culinary Business Chef Allan Sherwin (BA ’94) and his HB 885 students. They also kept all the Auction guests in East Lansing supplied with tasty appetizers and beverages throughout the evening. Here’s where it should be mentioned that the door donation for the Auction was only $10!**

**Ginny Brooks, a member of the Junior League, wrote after the Auction, “The Junior League of Lansing reception was extremely well run; I received many, many compliments on the food and hospitality from our members and guests. You’ve set the bar at a high mark! The Auction, from my viewpoint, was well run and successful. My husband and I bought packages in Anaheim, San Francisco, and Chicago. Many of our guests left with packages under their arms for the coming year—I am truly appreciative of the ongoing relationship with The School of Hospitality Business, and our League is grateful for your generous donation to our Endowment Fund.”**

The Auction's total donations received topped $100,000, and Auction sales exceeded $72,000—more than any of the Annual Auctions since the economic downturn in 2008. “Our alumni, who donated the great majority of Auction packages, are the most involved, generous, remarkable mentors we as students could ever wish for,” says Rose Halle (BA ’12), director of solicitations.

Laurel Smith (BA ’12), Auction CEO, was happy with the turnout, the proceeds, and the extraordinary effort of the alumni and students. She wrote to the e-board afterward, “I hope you learned as much as I did. I hope you will take this experience and hold it close to your heart; we have accomplished some pretty incredible things, so don’t take your accomplishments lightly. Each of you played a critical role.”

“We really appreciate the basketball team helping us out,” laughed Mike Rice (BA ’91), Auction advisor, “I hope you will take this experience and hold it close to your heart; we have accomplished some pretty incredible things, so don’t take your accomplishments lightly. Each of you played a critical role.”

“Another Spartan victory for hoopsters, students, and alumni...”

**Going remote...with great enthusiasm!**

Several remote sites—including restaurants and sports bars—allowed alumni and friends of MSU and The School to watch their beloved basketball team with fellow fans and to bid on all the Live Auction items, transmitted live from East Lansing. The remote sites had their own Silent Auction items, as well. Each location drew more Spartan fans than was envisioned, and each one had guests who contributed to the bidding action and came away with great deals on vacations and other packages.

Student and COO of Remote Auction Alyssa Ciapala (BA ’12) was grateful to the alumni at each site who “took charge.” “Their enthusiasm was amazing,” she explained later. “We not only had a huge event happening in East Lansing, but we had six additional auctions going on across the country at the same time—thanks to willing alumni and technology.”

**The Auction Advisors and Executive Board...**

**...and Destination Bear!**

**Auction 2012 Student Executive Board:***

Chief Executive Officer: Laurel Smith (BA ’12)

Chief Financial Officer: Phil Kaschke (BA ’12)

Chief Operating Officer of Live and Silent: Erica Weinaubm (BA ’12)

Chief Operating Officer of Remote Bidding: Alyssa Ciapala (BA ’12)

Director of Live Auction: Tierra Lovejoy (BA ’13)

Director of Silent Auction: Zhou Fang (BA ’13)

Directors of Remote Bidding: Katie Lutton (BA ’13) & Patty Anton (BA ’13)

Director of Human Resources: Natalie Fort (BA ’13)

Director of Food & Beverage: Cali Darish (BA ’14)

Director of Audio Visual: Arielle Hatslos (BA ’13)

Directors of Marketing: Gaolie Zhang (BA ’13) & Ariel Lessens (BA ’14)

Director of Event Design: David Baldwin (BA ’13)

Director of Solicitations: Rose Halle (BA ’12)

Catalog Coordinator: Kevin Pollack (BA ’14)

**MARK YOUR CALENDAR!**

Join us for The School’s DESTINATION COAST-TO-COAST AUCTION

Saturday, February 9, 2013

To see a list of this year’s Auction packages, go to msualumniauction.webs.com/.

For video footage of this year’s event, go to http://www.youtube.com/watch?v=70us9h-MUlQ.

Show your support! See the Auction Donor Form in the center of this issue.
It was Pure-ly delightful. And it was Pure Michigan. The 61st Annual Les Gourmets reception and dinner presented by the students in The School on Saturday, March 31, featured the foods, music, culture, and ambiance of the State of Michigan— and it celebrated the talents and hard work of the students at Michigan State.

Amid incredible fruit and vegetable carvings (one table even featured a lighthouse atop “underwater” carvings of fish and flora—you had to see it to believe it!), the reception’s centerpiece was a handmade “tree,” with branches displaying the four seasons of Michigan. There was shrimp from the shrimp farm in Okeenos and coney dogs reminiscent of Tigers games. Faygo pop flowed through a specially constructed ice carving in the shape of Michigan (yes, the Upper Peninsula was miraculously balanced at the top) to create a frozen concoction of Faygo, cream and vodka. A little too delicious!

“Old Time Rock and Roll.” Seger, thrilled the guests with it was a group of the student volunteers and servers, and, occasionally break out in shouts of “Go Green, Go White,”— “Get Ready;” inspiring and evocative poetry by Korey Hurni; the a cappela group “Ladies First,” performing Motown’s experience. Several of the recipes were developed over several months of experimentation and tasting. Says Heart of the House Director Nate Redner (BA ‘12), “The intermezzo of apple brandy sorbet took fourteen incarnations to get it ‘just right;’ evoking the warmth of the apples and spices we all remember from Michigan in the fall.”

The Les Gourmets Executive Board, led by CEO Brittany Friddell (BA ‘12) and CFO Nicole Scherff (BA ‘12), saw to every detail of the evening, including food purchasing and production, decorations, donations, marketing and publicity, and entertainment.

And what entertainment! Each course was punctuated with creative, remarkable performances by MSU students displaying a true love for the State of Michigan. There was the cappella group “Ladies First,” performing Motown’s “Get Ready;” inspiring and evocative poetry by Korey Hurnt; a jazz saxophone performance by Evan Fedder of Stevie Wonder’s “Sir Duke;” and a lyrical dance performance by the Impulse Dance Team. And though certain tables would occasionally break out in shouts of “Go Green, Go White;” and they could be forgiven, being loyal alumni—the entire evening was purely elegant, and Purely Michigan State.

A highlight of the evening—comments by the alumna who originated the Les Gourmets event at Michigan State University back in 1956: Hall of Fame member Ernie Renaud (BA ’57). Noting that he was born in the same year as The School—1927—Ernie held the guests spellbound as he described the birth of the 61-year-old tradition, as well as the efforts of his fellow students and school leaders to establish the School as an enduring institution at Michigan State College: building and transporting the School’s booth to the NRA Show, producing the “Man in the Kitchen” TV show on WKAR, and working as an alumna to help other students as he had been helped by School legends Don Greenaway (BA ’34) and Les Scott (BA ‘35). Ernie, describing that first Les Gourmets, said the students did everything the food… the service… the decorations… the entertainment. They even had two “cigarette girls” (who gave out candy cigarettes!) with the trays wrapped around their necks. One of those “girls” was in the audience and has become a very active and successful alumna—another Hall of Fame member, Zoe Peckman Slagle (BA ’59, MA ’64). 

Addressing the guests, Brittany described the convergence of the love of the State with the love of Michigan State, and Nicole described Michigan as the heart of the Midwest, with people the love of the State with the love of Michigan State, and Nicole described Michigan as the heart of the Midwest, with people willing to roll up their sleeves and work hard. Both young women were actually describing the students and the atmosphere they were able to create during this impressive event.

Four students won Les Gourmets scholarships, based upon their work on the event and their essays about the experience. Each was recognized and presented with a check, and all will return next year to help lead the event again.

“You know, whether the students were born and raised in Michigan or elsewhere, MSU is their home, so the State of Michigan becomes part of their identities,” said Dr. Ron Cichy. “This has been true through years and generations of student leaders. These leaders believed that serving others is the highest calling. They practiced service with an open heart and pure intentions. And they teach us to this day that what we do for others is a measure of our humanity.”

A highlight of the evening—comments by the alumna who originated the Les Gourmets event at Michigan State University back in 1956: Hall of Fame member Ernie Renaud (BA ’57).

“I want to thank the students and their teachers,” said Alumnus Hall of Fame member Ernie Renaud (BA ’57). Noting that he was born in the same year as The School back in 1956, 2012 Les Gourmets Scholarship Winners Meagan Lutton (BA ’13) Sam Patterson (BA ’13) Rebecca Rose (BA ’13) Lily Shoup (BA ’12) and to their teachers, Chef Allan Brown, Culinary Coordinator, the executive board and supervisors of Les Gourmets closed the evening with “mignardises” of Burgdorf’s Winery raspberry wine dark chocolate truffles and maple shortbread cookies—all lovingly handmade by the students—and a moving video tribute describing what the experience of Les Gourmets has meant to each one of them. This video, as well as a beautiful, pre-event teaser, is available for viewing at http://www.msulesgourmets.com/videos.html.

With thanks to the guest chefs and to their teachers, Chef Allan Sherwin (BA ’54), Professor of Culinary Business, and Chef Rick Brown, Culinary Coordinator, the executive board and supervisors of Les Gourmets closed the evening with “mignardises” of Burgdorf’s Winery raspberry wine dark chocolate truffles and maple shortbread cookies—all lovingly handmade by the students—and a moving video tribute describing what the experience of Les Gourmets has meant to each one of them. This video, as well as a beautiful, pre-event teaser, is available for viewing at http://www.msulesgourmets.com/videos.html.

MARK YOUR CALENDAR! LES GOURMETS Saturday, April 6, 2013

Les Gourmets continues on page 20

Les Gourmets 2012

Pure Michigan... Pure Michigan State

Each of the seven sumptuous courses featured ingredients from Michigan... and each was served with Michigan wine and beer.

A highlight of the evening—comments by the alumna who originated the Les Gourmets event at Michigan State University back in 1956: Hall of Fame member Ernie Renaud (BA ’57).
Amazing people make it happen... Les Gourmets Reception Director
Michelle Balaj (BA ’12)
Courtney Johnson (BA ’12)
Brad Peterson (BA ’13)
Caiti Darish (BA ’14)
Joaquin de la Cerda (BA ’15)
Heart of House Supervisors
Nick Schnotala (BA ’12)
Nate Redner (BA ’12)
Andrew Doroh (BA ’12)
Front of House Supervisors
Taylor Nichols (BA ’13)
Human Resources Supervisors
Rebecca Ginsberg (BA ’12)
Human Resources Director
Katie Lutton (BA ’13)
Nora Smart (BA ’13)
Donations Supervisors
Donations Director
Arts and Entertainment Supervisor
Erin Cardwell (BA ’12)
Arts and Entertainment Directors
Aly Haney (BA ’14)
Reception Supervisors
Whitney Bouvier (BA ’12)
Meghan Clark (BA ’13)
Aly Haney (BA ’14)
Laurie Azua (BA ’13)
Arts and Entertainment Directors
Eric Cardwell (BA ’12)
Lily Shoup (BA ’13)
Arts and Entertainment Supervisor
Lindsey Bird (BA ’12)
Donations Director
Meg Lutton (BA ’13)
Donations Assistant Director
Tom Inners (BA ’12)
Donations Supervisors
Nora Smart (BA ’12)
Katie Lutton (BA ’13)
Luke Maglini (BA ’12)
Troy Walker (BA ’12)
Human Resources Director
Rebecca Ginsberg (BA ’12)
Human Resources Supervisors
Kathryn Kula (BA ’13)
Marketing Director
Courtney Johnson (BA ’12)
Marketing Supervisor
Nevena Diviti (BA ’14)
Michelle Bali (BA ’12)
Director
Abby Clark (BA ’12)
Les Gourmets Donors/Sponsors
Student Organic Farm
MSU Culinary Services
Coastal Produce
Northern Lakes
Seafood & Meats
Superior Foods
Wool Group
Hormel
MSU University Club
Butt’s Beer
Imperial Beverage
Graceland Fruit
Stone Circle Bakehouse
Nestle Minors
Country Fresh
Abraham & Sons, Inc.
Amico Premium Provisions
Shussini/Darrah
Buffalo Wild Wings
Pita Pit
Bell’s Pizza
McAlistier’s Deli
Champs
Brogger’s Bagel
Meno’s Joint
Panera Cafe
The French Laundry
Les Gourmets Guest Chefs
Chef Jason Strotheide
Chef Muhammad Siddiqui
Chef Scott Miller
Chef Joseph Nader
Chef Kelly Robey
Chef Kyle Fouch
Chef Jason Kuech
Chef Mika Trombley
Chef Victoria Phillips
Chef Tawnya McKinley
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Sense of “Family” Nurtures Success...

There was definitely a “family” theme—literally and figuratively—at this year’s Annual Gathering of Leaders for The School of Hospitality Business in Chicago during the National Restaurant Show.

The event at The Drake Hotel on Monday, May 7 honored:

- Alumna of the Year
  Judy Zehnder Keller (BA ’67, MA ’73)
  Martha Zehnder Keller (BA ’03) and Dan Briks (BA ’04)
- Honorary Alumnus of the Year
  Mike Gibbons
- Emerging Alumni Leaders of the Year
  Martha Zehnder Keller (BA ’03) and Dan Briks (BA ’04)

Judy Zehnder Keller is president and owner of Frankenmuth Bavarian Inn Lodge and part of a fourth generation which owns and operates a nearly 125-year-old family business—a complex of restaurants, lodging, and retail operations located in Frankenmuth, MI. Her late father, William (Tiny), and her mother, Dorothy, established the business in its present location in 1930, and today three generations of the family are actively involved in the day-to-day operations of the Bavarian Inn Restaurant and Bavarian Inn Lodge. Judy designed, developed, and leads the Bavarian Inn Lodge, which opened in 1986, and which, under her direction, has undergone four expansions, resulting in today’s seven-acre, multi-faceted resort. Judy has pioneered a role for women in the industry and in her community, serving as Frankenmuth’s first female City Council member and Rotary member. She has earned countless honors and awards and is a leader in the Michigan Lodging and Tourism Association.

But she is a family member first. And the evening truly was a family celebration for Judy... yet many members of her family were NOT present. Why? The same evening, the Frankenmuth Bavarian Inn Restaurant and its executive chef were being honored with the International Foodservice Manufacturers Association’s prestigious Silver Plate Award! Dorothy Zehnder, only 90 years young, was present in the audience. Dorothy still works six days a week, supervising 200 associates, and recently published her own cookbook. Judy’s sons and husband were present, too, and are integral parts of the business. And her daughter Martha was a fellow honoree, the Emerging Alumna Leader of the Year. So, in a first for The School, a mother and a daughter were honored at Annual Gathering of Leaders. Martha Zehnder Keller, a student leader while at MSU, had already learned much from her hospitality family before she even came to MSU. But through her cousin, Paula, a School graduate in 2000, she found work on campus at Cowles House, the MSU president’s residence. When the cousins were asked to prepare a turkey the weekend before Thanksgiving, did they contact the many professionals at MSU who could have guided them? No, they called their grandmother! And Dorothy’s instructions made for a perfect turkey dinner.

Martha began her career with Starwood’s Sheraton Chicago Hotel & Towers. In only eight years, Martha was promoted six times, becoming director of convention services and the youngest member of the hotel’s Executive Committee. She and her staff have earned several important distinctions, including “Stellar Leader of the Year” and “Convention Service and Catering Team of the Year,” both from Starwood. Martha loves her work and her bosses, “all the way to my first boss, my grandmother!” She gives extra thanks to her role model and mother and mentor, Judy, and encourages current students to find balance in their work and love what they do.

Mike Gibbons was welcomed into the Spartan family as Honorary Alumnus of the Year, in spite of the Ann Arbor to Chicago distance. Mike is the president and CEO of Mainstreet Ventures, for which he serves as president and CEO. In all seriousness, Mike and Mainstreet are known for their creative restaurant concepts, very high standards in quality and service, and integrity and care for their associates. Since 1981, the company has set the standard for fine dining in five markets in Ohio, West Virginia, Florida, Maryland, and Ann Arbor. In fact, Mainstreet Ventures is one of the reasons Ann Arbor is known as a place with great restaurants. Entrepreneurial students have found a perfect role model in Mike, and they clamor for internships and placement with any one of his fine establishments.

Mike explains that when he arrived in Ann Arbor, his plan was to go to law school. He found work in a local restaurant and loved it. Now, Mike says “I love the restaurant designer, bartender, host, coach, psychologist, and accountant.” And all in one day! He is also an Honorary Professor in The School, and now is an Honorary Spartan Alumnus—one The School’s Alumni Association is proud to welcome as one of its own.

Dan Briks has Spartan family in New York, where there is an active group of MSU alumni. He also has Spartan family at work, where he is the director of Front Office Operations at The Waldorf-Astoria. (At least five School graduates are among the managers and executives at that historic hotel, and two new May graduates will soon be joining the family.) And of course, Dan is part of The School’s Alumni Association, which represents thousands of relationships around the world.

We are proud that Dan is one of ours. He joined The Waldorf-Astoria after a stellar career as a student, earning the prestigious Statler Scholarship of Excellence and serving as a student leader for CAREER EXPO and Les Gourmets. He joined the Management Development Program when he graduated and in only three years became the capital projects manager and assistant director of capital projects, overseeing the hotel’s multi-million dollar renovations. By 2000, he assumed his current position, with responsibility for both Front Office and Guest Services. Dan acknowledges the special relationship between The School and The Waldorf, and credits much of his success to the mentoring he received from Authella Collins Hawks and Dr. Ron Cichy in The School, and from General Manager Eric Long, Hotel Manager Detrmond Dwyer, and Mark Lauer, general manager at the New York Hilton.

But it all began with his family, who were present in the audience. Dan explained that they allowed him to go to MSU from Atlanta (read: out-of-state tuition!), and then farther away to New York City. “Family made it possible,” says Dan.

To close the evening, Dr. Ron Cichy introduced Dean Stefanie Lenway of the Broad College of Business, who spoke of the Spartan values of integrity, humility, and service and the ways “we are all team members” who partner together to create “something distinctively Spartan.”

Annual Gathering of Leaders certainly celebrates extraordinary leaders in the hospitality industry. But this year, it also celebrated family—and the wider Spartan family shared by every alumna and honorary alumna in The School. •
**Corporate Sponsors**

**Gold**
- 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**
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- Mainstreet Ventures, Inc.
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**Gold**
- Philip J. Hickey (BA ’77)
- Dean Stefanie Lenway, Kevin Brown (BA ’77), and Broad College Associate Director Andrea Mott (BA ’04)
- Melissa Moss (BA ’06), Garrett Bond (BA ’03), Dan Wheeler (BA ’03), and Broad College Associate Professor of Culinary Business Allan Collins Hawks, and several student staff members. After a class taught by Professor of Culinary Business Allan Sherwin (BA ’94), the DC students washed their hands, put on caps and aprons, and prepared their own pizzas under the guidance of Chef Rick Brown.

A campus tour followed lunch, as well as a question and answer session with Broad College of Business Associate Dean for Diversity and Inclusion Dr. Matt Anderson and Dr. Ernestetta, assistant dean for Multicultural Business Programs. Later in the afternoon, officers from The School’s student Hospitality Association and industry-related clubs showed the students a number of videos about all of the students met Vice President of Residential and Hospitality Services Vennie Gore and again enjoyed a meal at Brody courtesy of The School.

The next day at breakfast, all of the students visited campus in early December, and were shown a special brand of Spartan “hospitality.” The students travelled to East Lansing from Hospitality High School and from the Duke Ellington School.

Looking forward to attending college, the students spent December 1-2 with people at MSU who know a thing or two about hospitality. In fact, The School of Hospitality Business served as host for a number of meals and informational events, giving the visitors a taste of student life, and presenting the academic and career opportunities available at MSU.

The DC students arrived on Thursday evening in time for a dinner and a welcome at the newly redesigned Brody cafeteria, hosted by The School.

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The students met with members of The School’s National Society of Minorities in Hospitality (NSMH) club, who introduced the visitors to MSU through an interactive exercise. The two high school groups merged again for dinner, this time at the Spartan Hall of Fame Café, with The School as host. They were welcomed by owner Steve Montayne and enjoyed all of the Spartan sports memorabilia. Then they finished the evening and the visit to MSU with bowling at the MSU Union.

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Dr. Ron Cichy

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“We love showing potential students our Spartan hospitality,” says Ron Cichy. “And generous scholarships from the Marriott Foundation make attending MSU a possibility for many of these students from Washington, DC. We want them here, we’ll help them, and we look forward to seeing their hospitality business leadership emerge.”

“We look forward to seeing their hospitality business leadership emerge.”

Dr. Ron Cichy
Eric O. Long Scholarship

Inspires Hospitality Business Scholar

New York offers a special kind of hospitality. That was evident to Jake Dondzila (BA ’12) as he entered the Vanderbilt Suites in the MetLife Building in New York City on Tuesday, November 15. A senior in the School, Jake was attending the 20th Annual Fred Tibbitts & Associates “A Fall Evening in New York with Very Special Friends” reception and dinner. Accompanied by School Director and Professor Dr. Ron Cichy and The Waldorf-Astoria General Manager Eric O. Long, Jake was introduced at the reception by veteran stage actor Osborn Focht, wearing white gloves, top hat, and tails.

Fred Tibbitts & Associates is a leading global wine, spirits, and hospitality services consulting agency for national account chain hotels, restaurants and event management companies, based at Menands, New York, and Bangkok, Thailand. The dinner honored the 2011 recipients of the FTA Hospitality Awards for Excellence and included 180 hotel and restaurant senior executives, industry VIPs, industry press, and sponsors.

Eric was awarded the 2011 FTA Hospitality Award for Lifetime Excellence, and donated his award money to The School, with Jake as the scholarship recipient.

Highly respected throughout the hospitality industry and within the Hilton Hotels Corporation, Eric is only the ninth general manager in The Waldorf-Astoria’s history, dating back to 1893. Jake served as the 2011-2012 president of The School’s student-led Hospitality Association, which oversees all ten of The School’s industry-associated clubs, as well the executive boards of its four major annual events.

He is a student leader and scholar who has achieved an excellent academic record and completed two internships. Upon graduation, he chose a position with The Waldorf.

The reception showcased the products and services of the dinner’s sponsors, and the four-course gala dinner, began with an introduction by Fred Tibbitts, Jr., president and CEO of FTA, who urged those present to do more for those less fortunate.

Fred then welcomed a prayer by the Venerable Khenpo Lobsang Wangyal, director of the Vikramasila Foundation, who chanted in Tibetan. Robert Thurman, president of Tibet House U.S. and the center’s Tibet Academy, led by faculty who write the texts others study, dressed in traditional Tibetan clothing, performed the Sutra of the Seventh Principle of the Foundation. The prayer was followed by an entertainment segment.

During the program, Dr. Ron Cichy introduced several of the dinner’s special guests, including former students of the School, alumni and industry professionals.

The School of Hospitality Business at Michigan State University is known for students who earn over a quarter of a million dollars each year in scholarship funds. This year, The School has placed an emphasis on the students who have earned scholarships named for living individuals—who serve as excellent role models—for the students, according to Dr. Ron Cichy.

“Many of the scholarships our students earn are named for active, iconic contributors to the hospitality industry and to our School. To be associated with them is an honor.”

In The School, scholars earn title not just with excellent academic records. Learning comes from work experience and two required internship experiences. It takes place when nearly one hundred visiting leaders, experts in the industry, come each year to speak with students and provide a front-line perspective. Professional development programs—all 25 during Fall Semester alone—contribute to students’ practical understanding of hospitality higher education and knowledge. Year-round mentoring from successful alumni around the world is yet another way students build their knowledge base and actually learn by doing.

Of course, the foundation for student scholarship is the classroom, led by faculty who write the texts others study, who conduct the research used by the industry, and who share their knowledge in innovative and informative ways.

“By so every sense,” Dr. Cichy says, “our students are scholars.” And the named scholarships listed at right for the 2011-2012 academic year highlight The School’s relationships with generous individuals who have chosen to invest in the future—students who will one day lead the hospitality industry.
Over the last year, awards in excess of $292,000 were distributed.
The three steps to financial security, he said, are: students prepare to leave college and begin their careers, later in the year, Vijay K. Khetarpal, CLU, ChFC, CFP, time to talk to us and give us his expert advice. “This type of professional development program helps us all,” says Jake Dondzila (BA ’12), HA president. It’s not too early for any of us to consider financial planning and setting goals. We appreciated Pete’s taking the time to talk to us and give us his expert advice.”

Later in the year, Vijay K. Khetarpal, CLU, ChFC, CFP, RFC, and president and CEO of Integrity Financial Group, LLC, spoke to Dr. AJ Singh’s classes, and then met with several members of the HA Executive Board to discuss key points in financial planning as the students prepare to leave college and begin their careers. The three steps to financial security, he said, are:

PROTECTION: preserving what you already have, insuring the unexpected
SAVINGS: for short-term needs, cash for liquidity
GROWTH: for longer-term needs, investments for opportunities

Jake Dondzila (BA ’12), HA president said Mr. Khetarpal noted that “the most valuable asset you have, and you need to make sure that, whatever you do, you keep yourself healthy and able to work.”

BUILDING WEALTH, BUILDING A LIFE—HA MEMBERS GET VALUABLE ADVICE

At a November meeting of the full membership of HA, the students got some expert advice from Alumnus Pete Benington (BA ’79), Vice President, Financial Advisor, Wealth Advisory Specialist, and Certified Portfolio Manager with the Red Cedar Group at Morgan Stanley Smith Barney. Offering “Financial Advice for the College Grad,” Pete discussed the important things to consider when interviewing for a job (wear good shoes, prepare well) and after securing a job (be careful with your bank account, establish good credit, find reliable transportation).

Pete also advised the students to check on a company’s benefits package and disability insurance, and find out whether a company might offer a matching savings plan. Begin to pay off student loans, build a reserve fund, and build a budget plan, he suggested.

Goals are important, according to Pete, so to that end he encouraged students to examine their short-term plans (is this where I want to live?) and their intermediate plans (Do I want marriage? Home ownership?). Pete also discussed “Continue Your Education,” encouraging the students to learn about taxes, vehicles, and investments. “I believe even now about long-term goals and try to minimize debt,” he said.

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2011-12 HA Executive Board:

CEO - Jake Dondzila
COO - Rose Hall
CFO - Paul Fstinad
Director of Events - Kathleen McDonald
Director of Communications - Nevena Divic
Director of Philanthropy - Megan Geist

2012-13 HA Executive Board:

CEO - Paul Fstinad
COO - Megan Geist
CFO - Nevena Divic
Director of Events - Katie Lutton
Director of Communications - Libbi Dust
Director of Philanthropy - Alyssa Bollinger
Director of Marketing - Jessica Garlach

National Society of Minorities in Hospitality

Empowering Trip for NSMH...

NSMH members attended the National Annual Conference on February 16 in Washington, DC. The trip, which included 11 students, was funded through a generous grant received from Hilton Worldwide and chapter fundraisers held throughout Fall semester. The conference proved to be an empowering experience, inspiring both leadership and commitment to the hospitality industry. The conference began with an opening session, where chapters from each region displayed their hospitality school spirit.

The next two days in DC were filled with professional development workshops, networking opportunities, career fairs, and interviews.

“We were all proud to say we were students from The School of Hospitality Business,” says NSMH vice president Larry Bryant. “The industry leaders in attendance were well aware of The School’s reputation, and took our comments and questions very seriously.”

According to chapter President Lauren Wilson, “The conference helped us all to grow both professionally and personally.” It concluded with an elegant, presidential-themed gala including the 23rd National Annual Conference on February 16 at the Washington Hilton.

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Best in the Nation!
Spartan Professional Convention Management Association Chapter

The student chapter of the Professional Convention Management Association (PCMA) in The School was named the Student Chapter of the Year for 2011-2012 by the PCMA Education Foundation, the educational arm of the national organization for the meeting and convention industry. With this designation, the chapter received $1,000 for educational purposes, which was used to send nine students to the PCMA Annual Meeting: Convening Leaders in San Diego, CA, January 8-12, 2012.

MSU’s club was one of only two receiving this distinction—out of 20 that applied from around the nation. Selections were made based on a portfolio application demonstrating overall leadership, academic excellence, community/campus involvement, and membership growth.

“We were so excited to learn about the award,” says Tracy Enners (BA ’12), vice president of the club. “Our members have a lot of passion for the industry. We work hard, and we’re grateful to be recognized.”

Over the course of 2011-2012, the executive board of the student chapter was busy planning, coordinating, and recruiting new members, emphasizing two key goals: experience and education.

Current membership includes hospitality business majors as well as majors in Communications and Public Relations. Members took on leadership roles in the events the organization coordinated, such as the East Lansing Film Festival (November 11-13, 2011) and Fine Wine, LAF Only Gets Better With Time (April 20, 2012); and, new this year, Mr. and Mrs. Hospitality (March 16, 2011). Members have also volunteered for bridal shows, exhibitions, and community events.

In addition, 15 students traveled to Chicago, IL, for a Greater Midwest Chapter of PCMA education program in September, and two students went to Detroit, MI, for a networking event with the Michigan Chapter of PCMA. Students also participated in leadership training sessions and workshops, including the keynote speech by football great Archie Manning; networking with private club executives and managers; and attending The School’s MSU Alumni/Student breakfast on Saturday morning, presented by School designation for this year. It was a pleasure attending the conference with this group of remarkable individuals.” And their two awards support Dr. Cichy’s contention.

“I think the students always benefit from our alumni, whether it’s through a session like Gary’s or through our Alumni/Student breakfast,” said Dr. Cichy. “The alumni are wonderful mentors, and I cannot say enough about the professionalism and maturity of our students this year. It was a pleasure attending the conference with this group of remarkable individuals.” And their two awards support Dr. Cichy’s contention.

Each student’s travel and registration expenses were covered with scholarship funds in The School designated for this purpose. “I was grateful to be able to apply for the travel money,” said Natalie Fort (BA ’13). “The experience and the contacts are invaluable, especially as I prepare to pursue a career in the private club industry.”

World-Class MSU Students Attend CMAA World Conference

Students in the MSU chapter of the Club Managers Association of America (CMAA) did indeed have something to celebrate after a record number of its members attended the 8th World Conference of CMAA in New Orleans February 24 – February 27. The chapter took home two awards: Club of the Future Competition for Event Planning and the Student Membership Growth Award for the Highest Percentage of World Conference Attendees.

Dr. Bonnie Knutsen, chapter advisor, was certainly proud, as was Dr. Ron Cichy, who traveled with the students. They made it to World Conference despite rough travel conditions, leaving as they did in the midst of a snowstorm. But they made the best of the conditions, and the students were high profile at the conference, attending numerous educational sessions and workshops, including the keynote speech by football great Archie Manning; networking with private club executives and managers; and attending The School’s MSU Alumni/Student breakfast on Tuesday morning. Before all of the competing chapters received their awards at the CMAA Student Achievement Breakfast/Orientation later in the morning.

A student networking event got everything started for the group on Friday evening, when dozens of hospitality programs were represented across the U.S. The MSU students were most impressed with a session titled “What I’m a Brand?” on Saturday morning, presented by School Alumnus Gary Hernbroth (BA ’79), president of Training for Winners. It was a fascinating seminar,” said Luke Magnini (BA ’12), MSU’s CMAA chapter president. “We all know that products have ‘brands,’ and that people make decisions everyday over which brands to choose, based on a wide variety of things. But Gary talked about people, too, having brands, and little things go into which ‘brand’ a company will hire. It gave us a lot to think about.”

Gary was just as impressed with the students, saying, “It was great seeing the Spartan students at CMAA. I was proud to see our contingent there, and the fact that they took two major CMAA awards back to East Lansing was great, too. I was also so proud of them when they sang the fight song the loudest among the other hundreds of CMAA student attendees during my session. All this, along with the recent PCMA chapter of the year award last month—and I’d say that The School is on a major roll!”

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Immigration Reform... Technology... Hold/Sell Analysis...
In early December, with finals looming and papers and projects due, you might think students in The School would be concentrating solely on the holidays. But they weren’t, instead, during that stressful and pressure-filled time in their school year, they chose to think of others.

The School has ten professional clubs and executive boards for four major annual events: Overseeing them all is The School’s Hospitality Association (HA), which has its own, active executive board. HA, several of the clubs, and each event board chose a charitable project, and made the 2011 holidays happier for many people.

Director of Philanthropy for HA Megan Geist (BA ‘14) says, “We are so fortunate to be students in The School. Giving back is one of the most important things one can do in life...”

The Executive Board of Les Gourmets hosted an educational dinner on Sunday, December 4 at the Gateway Community Center, a service center in East Lansing to assist families, teens, and struggling youth. The goal was to educate the youth of the center about how simple and important it is to maintain a healthy lifestyle through home-cooked meals. The Board provided an interactive pasta dinner to encourage the youth to eat well and to provide a sense of community and care.

Brittany Friddell (BA ‘12), CEO, explains that “Les Gourmets touches the hearts and lives of all of the students involved in the planning process from year to year. Our Pure Michigan theme this year not only represents the ways that living in this state has touched our lives but now will be able to touch the lives of individuals in our community. Fully taking to heart our passion for exceptional food and great service, we want to share this love with struggling youth hoping to spark a passion within them as well.”

The Executive Board of the 21st Annual Hospitality Association Auction helped the Ronald McDonald House in Lansing by collecting pop can tabs, which can be turned in at the recycling center for funding. The group collected the tabs throughout Fall semester. The Ronald McDonald House provides comfort and care to children and their families who are patients at Sparrow Hospital in Lansing. Auction CEO Laurel Smith (BA ‘12) says, “We wanted to give back in a way that didn’t require asking people to support us by giving more money. The Ronald McDonald House provides us the opportunity to give back to the local community while recycling at the same time!”

The National Society of Minorities in Hospitality (NSMH) collected mittens for the Helping Hands drive. The mittens were donated to local shelters in the Lansing area on December 6. NSMH officer Lauren Wilson (BA ‘12) explains, “There is no greater reward than the feeling you get from making a difference in the lives of those in need.”

Eva Sigma Delta, the international hospitality business honor society, conducted a “labels for education” drive. The group collects Campbell’s soup labels, box tops, and labels from other participating products. These labels are worth points that elementary schools can exchange for school products. At the end of the Fall semester, the labels were donated to a local elementary school. President Jane Cerovita (BA ’12) says, “Eva Sigma Delta chose this drive to demonstrate our commitment to education.”

Students in the School for Foodservice Management (SFM) hosted an appreciation dinner for the ROTC on campus. This was the first time the school was able to bring in the expertise of the armed forces who protect us as citizens. The dinner was December 5 at Demonstration Hall. Drew Peabody (BA ’12), SFM co-director of marketing, was in charge of the dinner, and said, “It was something Chris Moening, Karen Van Atta, Jamie Lyon, and Lee Schroeder made a donation in honor of The School’s faculty to the MSU Food Bank, which supports needy undergraduates and graduate students in the MSU community. “It was a helpful surprise, and such a generous gesture,” says Dr. Jeff Beck. “I know I speak for all of The School’s faculty when I say we were deeply moved by this donation.”
WE ARE THE SCHOOL STUDENTS

A few blinks later—what a year!

Excerpts from Jake Dondzila’s address at the Spring Semester 2012 Newest Alumni Brunch...

At the end of Spring Semester 2011, I started working as president of the Hospitality Association. On election day, I was studying abroad in Sydney, Australia, and I was taking a break on the balcony with my laptop to type my speech. The Pacific Ocean was in the background, the sun was shining, and I was extremely excited. At that point, I had no idea what was about to get myself involved. After school finished in Sydney, I headed up to the Australian rainforest to work at a resort, where I lived in a tent a quick walk to the beach, and really not a cars in the world. I had a lot of free time and I spent many of my runs on the beach reflecting on my new role as the HA president.

What I didn’t know was that as soon as I would get back to East Lansing, the reaction would be shocking. Centrally located would be quickly behind me, and reality would set in; assembled the HA Board. We met the ground running, with a lot of great new ideas, and a few blinks later, I’m standing here today, wondering where the year went. However, looking back, this graduating class has so much to be proud of. The year was a tremendously successful one for all the hospitality clubs and events; best float again at Homecoming; record donations for Auction; a sellout for Le Mieux; and lots of travel for student and national conferences and our School’s Celebration of Leadership.

We participated in a record amount of philanthropy this year, some of which included: a partner event with the two Grill Clubs, raising money for the Boys and Girls Club of Lansing, raising over $3,000 and having over 50 team members for Relay for Life; donating over $500 to the Forgotten Harvest Charity in Detroit (BA ’15) was photographed for an article on the MSU Alumni Association’s University Alumni Association’s executive director, Scott Westerman, awarded a lifetime membership to each student. In addition, several of the board committees incorporated elements of what the students had shown into their strategic thinking even more. “We’ve always said that LB is a family, and it really showed when I needed the support the most. I’m so appreciative that I’ve had the support of friends and I’m glad that our senior class is close and passionate about helping.”

The event was a great success, with games, music, and lots of friends and family and I’m glad that our senior class is close and passionate about helping.”

The projects were so stunning, so creative, and so memorable, the MSU Alumni Association’s Executive Director, Scott Westerman, awarded a lifetime membership to each student. In addition, several of the board committees incorporated elements of what the students had shown into their strategic thinking about increasing the numbers and engagement of Association members.

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The stars were aligned one day in February, when, in the State News, School students were featured in articles and photos in two pages facing each other. On page two, Alison Cassella (BA ’15) was photographed for an article on international-based businesses and restaurants in East Lansing, and on page three, Tricia Walker (BA ’12) was featured in a photo and an article on internships. The photo, “Trey is taking a reservation at the front desk of the Kellogg Hotel and Conference Center.”

 Campus is where this Spartan found her flavor...

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Earning a Lifetime in the Spartan Nation

Glory, Tradition, Family... and Roots

Students in Dr. Ronnie Knutson’s HAM 145 – Applied Hospitality Marketing in Lodging class were stunned when the MSU Alumni Association awarded them with lifetime membership.

Well, the students earned it.

Theirs were the two top class projects in a “H is for Homecoming” competition, one of which had them “look at MSU, your collective experiences here, and the spirit of being a Spartan from an out of the box” perspective in a way that you have never done before.

So during the Michigan State University Alumni Association’s national board meeting Homecoming weekend, the two teams of six students each presented their class projects to the board. The projects were so stunning, so creative, and so memorable, the MSU Alumni Association’s Executive Director, Scott Westerman, awarded a lifetime membership to each student. In addition, several of the board committees incorporated elements of what the students had shown into their strategic thinking about increasing the numbers and engagement of Association members.

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A little background: Dr. Knutson’s class is one of a few that the school has prepared a six- to eight-minute, multimedia presentation using marketing principles learned in class—HIS 38, Creativity, Focus/Theme, Positioning—

“A rise above the clutter and reach your audience in order to have them see your project. One team won the “Green Award,” as determined by guest judges, and another won the “White Award,” as determined by fellow students.

Team Pure Spartan invoked the legacy of former MSU President John Hannah, who told graduates that once they walked across the stage at graduation, they were forever Spartans. The team developed a strategy themed around the Spartan “shield.” They discussed the history of the shield in ancient Greece, and how it stood for honor, glory, tradition, family, and bravery. And with the shield, they said, ancient Greece spread its civilization throughout the known world. The students’ campaign then built a “call to action” for graduates/ alumni to carry the “Spartan Shield” throughout their worlds, asking about increasing the numbers and engagement of Association members.

Where will you carry your shield?”

Team Shore to Shore structured their strategy on a mentoring program, with three target markets as mentors: young alumni, midcareer alumni, and grand alumni. The promotional campaign utilized a tree metaphor called “Roots.” There are 10,000 trees on campus, 6,000 species. The team used these statistics to integrate concepts of diversity, deep root trees, spreading throughout the various seasons of a graduate’s life, relating those seasons to the life of the tree.

An unprecedented yet positive result of diligent work in a demanding class.

After hearing about these two creative concepts, Westerman invited the two winning teams to present their projects at the beginning of the Alumni Association national board meeting. Dr. Knutson is a former president of the MSU Alumni Association National Board, and still is a member of the board, so she was bursting with pride when the students “WOWed” the board with their projects.

But she was as stunned as her students when Westerman surprised them with their lifetime memberships. She says, “One student told me later that morning that he had never really thought about being involved as an alumna, or giving back. But after that experience, he says, ‘I’ve got to do something!’ I am so happy to be involved in the Spartan Nation forever!”

An unprecedented yet positive result of diligent work in a demanding class.

Lifeline: Spartans together!
Onward and Upward  
DECEMBER 2011 GRADUATES

It was a celebratory day in a celebratory season. On Saturday, December 10, the newest alumni from The School gathered with their families at the University Club of MSU for a graduation luncheon provided by The School's Hospitality Association. Over 70 guests enjoyed an elegant meal, as well as farewell thoughts from HA CEO Jake Dondzila (BA '12) and from School Director and Professor Dr. Ron Cichy. Dr. Cichy discussed the hundreds of thousands of relationships between students, alumni (including these brand new ones), faculty, and industry partners. He called the graduates “vessels of hospitality” which will pour out to others during their careers.

He encouraged the graduates to create and deliver “positively memorable experiences” to guests, and to do so with “openness, courage, and trust.”

“DREAM BIG,” he said. After all, “You are MSU’s The School of Hospitality Business Alumni. Spartans Will... work hard and achieve their dreams.”

Tribute was paid to the two students voted by their peers as “Outstanding Seniors,” Rasheeda Augustine (BA ’11) and Michael Ignaczak (BA ’11). Rasheeda was president of the hospitality honor societyEta Sigma Delta, and was a member of the School's Real Estate Investment Club. Michael served as a student leader for the Hollywood Auction and for CAREER EXPO.

“What a great day,” said Rasheeda, who was joined by 17 family members, some from as far away as Jamaica.

The luncheon was followed by commencement at MSU's Breslin Center. The School wishes the newest alumni the very best in their careers and all of their endeavors.

Spartans Will... change the world...

This was a special group of graduates. The class of 2012 for The School gathered one last time before commencement on Saturday, May 5, for an elegant brunch at the University Club, sponsored by the student Hospitality Association (HA) and planned by The School’s Student and Industry Resource Center (SIRC) Director Authella Collins Hawks and her very capable staff of students.

A record number of graduates and their families and friends attended the send-off—nearly 300—to celebrate in what The School has begun to call, “The Newest Alumni” brunch. The energy and emotion in the main dining room were infectious. In her introductory remarks, Ms. Hawks introduced the many faculty and staff members who were present to honor the graduates, as well as a special alumni who set a new standard for mentoring this past year, Coach Billy Downs (BA ’88), founder of Mongo Consulting and 8D's Mongolian Barbeque. She also introduced the speaker for the afternoon, Alumni Association Hall of Fame Member and Founding Director of the MSU Hospitality Business Real Estate Institute Richard Farrar (BA ’73).

Then Ms. Hawks gave the spotlight to some important seniors, asking all HA, club, and event officers to stand, as well as all senior members of the SIRC staff. School Director and Professor Dr. Ron Cichy, welcomed the guests. “First,” he said, “all family members please stand. Second, all graduates, look at those family members and say a sincere, ‘Thank you.’”

Dr. Cichy then noted the “Sweet Sixteen” for these graduates, referring to the four groups in The School: students, faculty and staff, alumni, and industry partners; the four cornerstones of the curriculum: management, operations, real estate, and thing like the owner; and the five ways students receive that education: coursework, internships, mentoring, professional development programs, and leadership roles in HA clubs and events. Total? Sixteen! And because of all this, he said, “Spartans Will... make a difference.”

Change the world...
THANK YOU to every single one!

classrooms during the academic year. They provide mentorship and guidance to students by taking time out of their busy careers and—at their own expense—traveling to campus. And they provide mentorship and inspiration every step of the way.

When The School names them as Honorary Faculty Members, it is recognizing that they are treasured partners with the professors in educating our students. At right is just a sampling of the hundreds of visiting leaders who have stepped into our classrooms during the academic year and shared their expertise.

THANK YOU to every single one!

Bruce Lange (BA ’78)
Managing Director
Westin Kierland Resort & Spa

Kathy Miller (BA ’06)
District Manager
Potbelly Sandwich Works

Michael Gibbons, Owner
CEO, and President
Mainstreet Ventures, Inc.

Dave Herbel
President & CEO
Aging Services of Michigan

Ray Rabilou
President & CEO
Glacier Hills, Inc.

Jason Rabilou (BA ’04)
Director of Real Estate

Dave Dow
Vice President of Sales
Gordon Food Service Canada Company, Inc.

Dene Yankies
President and CEO Investments

White Lodging

Dave Sibley
President and CEO

Hotel Management Services White Lodging

Dan Bricks (BA ’04)
Director of Front Office Operations

The Waldorf=Astoria

Deanna Walters (BA ’09)
Housekeeping Manager

The Waldorf=Astoria

Brian Dunn (BA ’11)
Hilton Worldwide Corporate Elevator Management Development Program

Hilton Worldwide Corporate Elevator Management Development Program

Two perspectives offer clarity for students on current hot topic—
INTERNATIONAL FINANCIAL REPORTING STANDARDS

Hilton Lecture Series XXII, on campus September 29-30, 2011, presented the latest thinking on International Financial Reporting Standards—and at the same time, helped inaugurate The School’s newly refurbished J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab.

The lecture series, begun in 1991 by The School’s Hilton Hotels Professor of Hospitality Financial Management Dr. Ray Schmidgall, addresses a single topic each year, from both the hospitality industry’s and the hospitality academy’s viewpoints. Over the years, many issues have been discussed, including Ethics, Globalization, Mergers and Acquisitions, Trends in Franchising, Leadership, and Hospitality Valuation.

This year’s lectures were delivered by Arlene Ramirez, controller for the Club at Carlton Woods, near Houston, TX, for the industry viewpoint, and Dr. Ersem Karadag, associate professor of hospitality and tourism administration at Robert Morris University, for the academic viewpoint.

Ms. Ramirez has extensive experience in all areas of hospitality accounting and finance ranging from the property level all the way to the corporate environment—and she has also been an adjunct professor in the Conrad Hilton College of Hotel Restaurant Management at the University of Houston.

A member of the Hospitality Financial and Technology Professionals for over 20 years, Ms. Ramirez has served on the International Board for three years.

Hilton Lecture Series XXIII, scheduled for Thursday, October 4, 2012 and Friday, October 5, 2012, will focus on “The Evolution of the Uniform System of Accounts for the Lodging Industry.”

She is an author, speaker, and trainer to several organizations, and has earned an MBA from Sam Houston State University, as well as the Certified Hospitality Accounting Executive (CHAE) and Certified Hotel Educator (CHE) distinctions.

Dr. Karadag teaches a wide range of hospitality management courses at Robert Morris, and draws upon his 16 years of industry experience as a financial controller and financial director in hotel properties in the U.S. and internationally. His research mainly focuses on hospitality managerial accounting and information technology.

Ms. Ramirez spoke to undergraduate students and faculty on Thursday morning. Both speakers clarified the arguments for and against IFRS in ways students could readily understand. “We are fortunate to have had Ms. Ramirez and Dr. Karadag with us,” said Dr. Schmidgall afterward. “They illuminated a complicated subject.”

Thursday evening, September 29, participants in the lecture series, faculty members in The School, and administrators in the Broad College of Business, including the Dean Stefanie Lermay and her husband, Tom Murtha, gathered for a “soft” opening of The School’s J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab. They toured the remodeled space and enjoyed a reception and dinner prepared and served by Professor of Culinary Business Chef Allan Sherwin (BA ’64) and the students in his HB 485 – Hospitality Foodservice Operations class.

This sampling represents thousands of business connections and mentoring relationships. Together, WE ARE THE SCHOOL.

Hilton Lecture Series XXIII speakers and guests
In December, the NFF announced, in partnership with Fidelity Investments, that it was expanding its NFF National Scholar-Athlete Awards Program to recognize the contribution of the faculty athletics representatives at each of the 10 schools with a member of the 2011 NFF National Scholar-Athlete Class. As part of this new initiative, the NFF is presenting each of the faculty representatives with a plaque and a $5,000 check from Fidelity Investments to support the academic support services at each school.

“Dr. Michael Kasavana has been an integral part of Michigan State University and its Athletics Department, and his passion for student-athletes is shown by how he represents them at the conference and national level,” Michigan State Athletics Director Mark Hollis said. “Michael cares deeply about protecting the student-athlete experience, and has demonstrated this commitment by leading our Student-Athlete Advisory Committee for the past 24 years. Personally, I’m thrilled that the National Football Foundation and Fidelity Investments are giving us this opportunity to honor and celebrate Michael and his achievements and service. In addition, the funds given on his behalf will be distributed to our Student-Athlete Support Services office to enhance our tutorial program.”

“Since 1988, Dr. Kasavana has chaired the MSU Athletic Council as well as led the Student-Athlete Advisory Committee. In 2000, he was presented the All-American Football Foundation’s Outstanding Faculty Athletics Representative Award, and in 2009, Kasavana was named recipient of the MSU Alumni Association Honorary Alumnus Award.”

Michigan State was represented in the 2011 NFF National Scholar-Athlete Class by Kirk Cousins, who played quarterback for the Spartans this past season while carrying a 3.69 GPA in kinesiology major. In 2011, Cousins completed a historic season, becoming Michigan State’s all-time winningest quarterback and the first Spartan quarterback to defeat Michigan three times.”

In addition to his fine work in athletics, Dr. Kasavana is an integral part of The School of Hospitality Business, a faculty member for over 30 years. He is the National Automatic Merchandising Association (NAMA) Endowed Professor of Hospitality Business, and in 2011 received the NAMA Industry Person of the Year Award. He has earned the CHTP (Certified Hospitality Teacher Professional) certification and continues research into the current and near future developments of electronic commerce, information technology, and transaction processing methodology relative to the hospitality industry in East Lansing.”

“Michael is the National Automatic Merchandising Association Endowed Professor of Hospitality Business. In Dallas on March 12, Michael, who serves as the Michigan State Faculty Athletics Representative, was presented with a plaque and MSU with a $5,000 check in recognition for efforts in fostering excellence among the student-athletes, as exemplified by 2011 NFF National Scholar-Athlete Kirk Cousins. We are proud to join with Fidelity Investments in highlighting his role in ensuring that the student-athletes at Michigan State have an educational experience that prepares them for success long after their playing days in East Lansing.”

They say dynamite comes in small packages...
Dr. Ray Schmidgall, Hilton's former Professor of Hospitality Finance and Management in The School, has received the University of Delaware Michael D. Olsen Research Achievement Award. The award honors Dr. Olsen for his contributions to the body of hospitality knowledge and his mentoring of graduate students. Dr. Olsen died on March 20, 2012. Dr. Olsen earned both his bachelor's degree (1967) and his MBA (1973) from MSU's School of Hotel, Restaurant, and Institutional Management, and was professor emeritus at Virginia Tech. He was awarded with The School's Alumni Association Lifetime Academic Achievement Award in 2009. Dr. Schmidgall's award was presented on January 6 at the 17th Annual Graduate Education and Student Research in Hospitality and Tourism Conference's Awards Dinner at Auburn University. Dr. Schmidgall has taught in The School for nearly 37 years, and is widely recognized for his knowledge and his mentoring of graduate students. "When Ray was honored last January, Dr. Olsen said, "The award represents the outstanding productivity of a scholar who has contributed significantly to the body of knowledge in hospitality. Dr. Schmidgall's work demonstrates how important it is for all hospitality researchers to pursue the advancement of knowledge and to share it with academics and practitioners alike." Dr. Schmidgall was equally gracious, saying, "Michael D. Olsen, in my judgment, has impacted hospitality education in a greater degree than any other educator I have known. It is a great honor to receive this prestigious award named after him."

Dr. Olsen's death less than three months later makes the award even more meaningful. His life was devoted to the students he taught and mentored, and he leaves an extraordinary legacy in the hospitality education.

So deserving... Dr. Ray Schmidgall Earns Meek Award

Dr. Ray Schmidgall has earned one of the most prestigious honors in hospitality academia. He was awarded the Meek Award at the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) summer conference in Providence, RI, August 3, 2012. The Howard B. Meek Award is the highest individual recognition a member of ICHRIE may receive. It is presented to an ICHRIE member in recognition of the individual's lifetime contributions and outstanding service both to hospitality education and to International CHRIE. This award serves as a living memorial to the late Howard B. Meek, a pioneer in American hospitality education, the first dean of the School of Hotel Administration at Cornell University, and an executive vice president of ICHRIE.

An expert on hospitality industry accounting practices and known for his nearly 37 years, and is widely recognized for his knowledge and his mentoring of graduate students. "When Ray was honored last January, Dr. Olsen said, "The award represents the outstanding productivity of a scholar who has contributed significantly to the body of knowledge in hospitality. Dr. Schmidgall's work demonstrates how important it is for all hospitality researchers to pursue the advancement of knowledge and to share it with academics and practitioners alike."

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New Book Focuses on the State of Green Hospitality

Dr. Aj Singh, along with Anup Pratap Singh, created the book, "Sailing into the Future of Hospitality and the Environment," the first to focus on green hotel development and its impact on the environment. The book offers four sections: one addresses the historical context of environmentalism in the hospitality industry; another addresses the development and investment perspectives; a third offers hotel corporate and property perspectives; and a fourth provides an operational perspective.

Part one includes a chapter on the story of green hotel development in the hospitality industry, leading up to the International Hotels Environment Initiative in 1992 and efforts by hotels chains today to minimize their environmental impact. Another chapter addresses trends in sustainability regulation and possible climate change legislation. Other chapters address other ways participating in ICHRIE's 2012 "Sailing into the Future of Hospitality & Tourism Education" summer conference.

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A publication by Drs. Seung Hyun Kim and Jaelfin Cha (MS '98) titled “Comparing e-Service Quality between Online Travel Agencies and Hotel-Owed Websites” received the Best Paper Award from the Korea America Hospitality & Tourism Educators Association (KATEA) Conference from April 7 to 9, 2012, at University of Nevada, Las Vegas.

Dr. Kim, and Cha on research involving the hotel and lodging. The e-text that Dr. Carl Borchgrevink has written with Dr. Ron Cichy, professor in the hospitality, department, will be updated to its 3rd edition in Summer 2021.

Dr. Borchgrevink continues his research (with H. Borchgrevink and M. Sciarini) regarding alcohol consumption in general and specifically with regard to consumption among hospitality business populations. Some of the findings indicate that personality typologies are predictive of alcohol consumption. Additionally, other data suggest that the current debate centering on parental and grandparental consumption being predictive of alcohol consumption is overstated.

He also initiated a “Human Resources Practices in Hospitality Business” five-minute survey series with Isao Tc (BA '11), Jane Cerovic (BA '12), and GVU professor Mike Sciarini. He is looking for human resources professionals who would be interested in receiving the data and participating in the research series. The purpose for this research is to bring current HR practices directly back to the classroom. Interested alumni should contact Dr. Borchgrevink at carl.borchgrevink@gvsu.edu.

The handbook Culinary Blending: Culinary Arts and Food Science, is currently the subject of the Fall 2015, “Culinary Applications in Food Processing – From A Chef's Perspective,” with Dr. Borchgrevink, M.A. Uebersax, and M. Siddiqui. Dr. Borchgrevink has also authored a chapter on the culinary applications of beans for a "Bean Science Text" that M.A. Uebersax, M. Siddiqui developed and edited. And with Professor of Culinary Business Chef Allan Sherwin (BA '84) and a team of students, he is working to uncover whether dietary patterns can predict who a person’s typical consumption predict which wine she/he finds to be delicious? This could lead to a few questions we could ask guests who are not knowledgeable about wine which would allow hospitality service staff members to guide guests to their best choice.

Dr. B's H 490 - Introduction to Wine class enrolled over 1,000 students in 2011-2012.

Dr. Jeff Elsworth has co-developed and taught an online course titled "Entrepreneurship: The New Venture Creation Process." It is offered to non-Business majors at MSU and to students at King Khalid University in the Kingdom of Saudi Arabia and in Togo Africa. Jeff also teaches an online module on restaurant and retail foodservice security for the Food Protection and Defense course for the MSU Food Safety and Toxicology Center. He has also taught a class on American restaurant history and culture to a group of Japanese exchange students attending MSU for one semester as part of a program with Hosei University in Tokyo.

In addition, Dr. Elsworth participated in a roundtable discussion at a national level of the restaurant industry at the Restaurant Finance and Development Conference in Las Vegas last fall, and in the winter participated in three panel discussions at the United States Restaurant Association (USRAESE) conference.

For his presentation, he moderated a session of case study presentations and served as a reviewer for academic papers and case study presentations.

Dr. Jeff Elsworth is a fixture in The School for over 30 years, a prolific author (some 70 texts!), a fixture in the college. Ed received The Richard J. Lewis Quality of Excellence Award, and he was a Bohler Research Fellow in the Broad College of Business for the improvements made to the Broad Scholar Program which supports undergraduate research in the college. Ed's contributions were also recognized by NACADA (National Academic Advising Association) in 2001 and 2006 while he served on various MSU committees.

As academic advisor for all the undergraduates in The School, Ed concentrated on seeing to the needs of each of the students, and capably mastered the computation of records and advising session notes. "Ed's passion was undergraduate student advising in The School." says Dean of Academic Programs Dean James Rainey. "Ed was very devoted to our students and their academic progress." Ed and his wife, Randa, were regulars at all The School’s student-red events, with Ed serving as unofficial photographer for most of them. His dedication and care for the students will be greatly missed.

Dr. Jack Nineimeier: An "Old Dog" Retires

Dr. Jack Nineimeier, a fixture in The School for over 30 years, a prolific author (some 70 texts!), and a widely-known expert in the area of food and beverage management, supervision, hospitality, and private club management, retired at the end of Spring Semester 2012.

"He has been here longer than I have," laughs School Director and Professor Dr. Ron Cichy, who earned his bachelor's degree in The School in 1972. "He is part of the 'Old Dogs,’ as we call ourselves—the faculty who have been here since leisure suits were in style." The Old Dogs are Jack and Ron, as well as Mrs. Michael Kasawara, Ray Schadeff, and Bonnie Kunitom, who, collectively have been teaching, researching, and serving over 1,200 (dog) years in The School (see The Leafer, Summer 2011, page 41).

All joking aside, there is a foundation in The School, a core group of faculty members whose careers are bound intrinsically to The School’s history and its reputation. Jack is a cornerstone of that foundation. And in addition to teaching more than two generations of students who have studied food and beverage operations and club management, Jack has had an enormous impact on the industry through his authorship and presentation of executive education programs.

He serves on the Master Club Manager (MCM) Academic Council of the Club Managers Association of America (CMAA). He is The School’s Coordinator of the CMAA Business Management Institute III, a week-long intensive study program that brings a total of approximately 120 club managers three times each year to the MSU campus.

Jack also works closely with the Professional Development Council of the International Association of Healthcare Central Service Materiel Management. He has written and edited several books, student manuals and correspondence courses for this association, writes a management column in their trade journal and is currently helping to develop certification procedures and develop strategies to most effectively manage that Association’s numerous Professional Development programs.

Jack is the project leader of a team that develops annual financial accounting benchmarks for the indoor tanning industry and is working with the International Spa Association to undertake its first-ever financial trend analysis.

"Jack has been a wonderful colleague for many years," says Ron Cichy. "We'll miss him."

For several years, Jack and his wife, Lani, have lived most months in Hawaii, where they will live full time in retirement, with their dog, Luka, and cat, Koa. Jack’s son, Scott (BA '06), is a graduate of The School, a Certified Club Manager, and is the Assistant Clubhouse Manager at Medinah Country Club in Chicago. Scott’s wife, Mallory Haslet (BA '06) also graduated from The School, and is controller at Sunset Ridge Country Club in Chicago.

To Dr. Nineimeier—WE—students, faculty, alumni, and industry partners—say “Aloha!” and remind you of the Grouch Mars quote: “Outside of a dog, a book is a man's best friend. Inside of a dog, it's too dark to read.” Keep writing the books, Dr. Nineimeier.
Faculty Leadership
in Industry and Academia

The School Earns High Marks at ICHRIE 2011

Nearly all of the full-time faculty members of The School attended the annual conference of the International Council on Hotel, Restaurant and Institutional Education (ICHRIE), held last year in Denver, CO, July 27-30, 2011.

A student’s work shone brightly at the conference, when senior Laurel Smith (BA ’12), with her associate professor from The School, Jeff Beck, won the HOTELEUR® Article of the Year Award for their article titled, “Environmental Certification Programs for the U.S. Lodging Industry: A Content Analysis,” which appeared in HOTELEUR® Volume 19, No. 2, 2010.

Laurel was the 2012 CEO for The School’s student Hospitality Association/Alumni Association “Destination” Auction (see page 10). In a concurrent session at ICHRIE, Dr. Beck was a co-author on a research paper discussing “the rating of hospitality journals for influence on salary, reappointment, promotion, and tenure decisions in international hospitality programs.” Other authors were Dr. Seung Hyun Kim and Dr. Ray Schmidgall, Hilton Hotels professor of hospitality programs. “Other authors were Dr. Seung Hyun Kim, graduate student Maria Frangos, and undergraduate honors students Meghan Clark, and Aaron Bradford. And Drs. Cha and Kim presented a session on “predicting the hospitality students’ intent to involve as active alumni,” a result of their research which was co-authored with Dr. Ron Cichy.

A conference refereed “poster abstract” included “an examination of alcohol consumption and sense of coherence among hospitality and non-hospitality college-age population,” presented by Dr. Borchgrevein and co-authored by Henrik Borchgrevein, counselor of chemical dependency, and Dr. Michael Sciarrini, now with Grand Valley State University, and a member of The School’s faculty for 20 years. Another poster abstract, presented by Dr. Jeff Elsworth, featured the topic “hospitality entrepreneurship education: students’ knowledge and attitudes.” Dr. Elsworth also served as moderator for three additional presentation sessions.

Dr. Aj Singh spearheaded an hour-long session of the Financial Management Special Interest Group (SIG) at ICHRIE. Ten members from eight hospitality schools discussed a variety of pertinent topics, including the research symposium scheduled for November 2011, during the New York International Hotel/Motel & Restaurant Show. Dr. Ray Schmidgall is the Financial Management SIG chair. Also during the ICHRIE Conference, The School was thrilled to learn that Dr. Kim had earned an Outstanding Reviewer award from the Cornell Quarterly for making a “substantial impact” on the journal’s editorial efforts.

Another session was presented by Drs. Carl Borchgrevein and Jaehin Cha on “handwashing compliance rates and predictors in a college town environment.” Their co-authors on this research were Dr. Seung Hyun Kim, graduate student Maria Frangos, and undergraduate honors students Meghan Clark, and Aaron Bradford. And Drs. Cha and Kim presented a session on “predicting the hospitality students’ intent to involve as active alumni,” a result of their research which was co-authored with Dr. Ron Cichy.

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A lifetime of achievement—
2012 ICHRIE CONFERENCE IN PROVIDENCE

The School’s Alumni Association presented its annual Lifetime Academic Achievement Awards to Dr. Reginald Foucar-Szcuki (BA ’77), professor of Hospitality Management in the School of Hospitality, Sport and Recreation Management at James Madison University; and to Professor Robert B. Zemke (MBA ’66), professor emeritus at the Culinary Studies Institute at Oakland Community College. School alumni, supporters, faculty members, and friends gathered for the annual breakfast award ceremony on August 2, 2012.

In addition to this “highlights” list, we initiated the first-ever “Spartan Hospitality Business Champion” award, honoring Ed Watkins, executive editor for Lodging Hospitality magazine, in New York at our Celebration of Leadership. We also continued our focus on teaching real estate and development across the curriculum, encouraging all students to “think like the owners.”

This list, filled with impressive numbers, is just a teaser! On every page of this magazine and you get an even bigger picture of all that goes into a year in the life of The School. There is a real satisfaction in sharing these stories, knowing that we are all a part of the narrative. WE ARE THE SCHOOL.

John Thoeue (BA ’83, MBA ’83)
President, The School of Hospitality Business Alumni Association
Chief Financial Officer
International Coffee & Tea, LLC

WE ARE THE SCHOOL™
Southeast Michigan Spartans

It was a dark and snowy night... and interregnum Southeast Michigan Spartans gathered anyway at the beautiful Dearborn Inn, where School Alumnus and Hall of Fame Class of Coaches member Bob Pierce (BA ’83) is general manager.

As the gracious host, Bob displayed his Spartan hospitality on January 17 when a group of alumni from The School got together to make donations to the Alumni Association/ Hospitality Association Auction in February, to reinvigorate The School’s Southeast Michigan Alumni chapter; and to watch the MSU vs. U-M basketball game together.

Ron Cichy attended the event and even shared a “unique” version of the MSU fight song with the group before a drawing in which the prizes were a signed fight song with the group before a MSU vs. U-M basketball game together.

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The February 2012 Gourmet magazine named the top 25 American Food Entrepreneurs since 1986, and the group included two Spartans: Jeff Sinelli (BA ’90), was named the 2003 winner, with his Which Wich restaurants. Jeff was awarded The School’s Alumni Association Emerging Alumnus of the Year in 2011. Jeff has been to campus to speak to students, and his creativity and energy have inspired and awed them! As this magazine went to print, Jeff and his wife, Courtney, had welcomed a new daughter, Sky, who joins older sister Story. Congratulations to the beautiful family.

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The Choice

Yet another accolade for Mike Rice (BA ’91), general manager, and his Quality Suites Hotel of Lansing, which received the 2012 Platinum Hospitality Award from the Silver Spring, MD-based Choice Hotels International, Inc. The honors from Choice just keep rolling in, and Mike is a deserving alumnus, and our choice, as well.

SusieCakes Bakes

The February 2012 Entrepreneur magazine featured a very complimentary article about Alumni Association Hall of Fame Class of Coaches member Houston Strickg (BA ’75). As CFO for SusieCakes, a home-style bakery with a dozen stores across California, Houston turned to Dropbox for teams, a new premium version of the popular file-sharing application designed expressly for business customers. The article says that Houston reports that “Dropbox forced us as a company to become more organized. When I talk to our management teams, they all say it has made their lives easier. It has definitely made my life easier.”

Houston goes on, “I’m not a real technical person. For me, if you can’t engage applications easily and quickly, then they’re not as useful as they need to be. I don’t hire tech people—I hire people who can bake well, who can manage well and who can deliver excellent customer service... any solutions we adopt have to be very simple and very useful.”

SusieCakes, known for its customer services and personal relationships, likes those same qualities in Dropbox.

Fourth Generations of Schuler Hospitality

Hans Schuler (BA ’59), chairman and CEO of Schuler’s Restaurant & Pub in Marshall, MI, has been named National Restaurateur of the Year by Independent Restaurant Review. Hans is an Alumni Association Hall of Fame member, inducted in 2006 with the Class of Owners.

A familiar family name to most Spartans, the Schulers have come to embody the very best in hospitality, and the restaurant and pub are legendary Michigan landmarks. Hans grew up in the business—a family-owned business which was established in 1909 by Hans’ grandfather. It was during Hans’ father, Win’s, 50-year leadership that Schuler’s became a household name, known for legendary, quality food, imaginative recipes, and warm and gracious service.

A feature article in Independent Restaurant explains Schuler’s longevity and success, saying, “The restaurant’s philosophy is the key. Hans Schuler, the third-generation owner, points to a unique connection with his guests, as well as attention to the changing eating habits of those guests. “We have a saying at Schuler’s: The guest shall decide,” he says. Yes, there is that special guest service— that genuine hospitality. Hans has told students at MSU: “It’s about welcoming people, training staff. We smile, and we know the dining room by the guests, not by table numbers. We make every guest experience special.” And anyone who has ever been to Schuler’s Restaurant & Pub knows exactly what Hans is talking about.

“We’ll continue to evolve and to reinvest in order to keep providing the experience our guests have come to expect,” he assures.

School Director Dr. Ron Cichy says, “Hans Schuler is an iconic leader who represents the best of gracious hospitality in a family that has created positively memorable experiences for 103 years. We applaud Hans and Nancy Schuler.”

CONGRATULATIONS to an exceptional man and an exceptional family. The School is proud to call him one of ours.”

Super Agent

Mary Ann Ramsey

The September 2011 issue of Travel + Leisure magazine has provided its annual “A-list” of “Super-Agents,” and of course has included Alumni Association Hall of Fame Class of Alumni Leaders member Mary Ann Ramsey (BA ’75), who, the magazine says, is known for “tracking down hidden gems and what’s new in hotels, restaurants, and cruises.” It also notes that she “spends days at a destination—always with advance reports from ground staff about where to go, from the popular to the under-the-radar spots.”

We Spartans already know about Mary Ann’s stellar (and fascinating) career as owner and president of Betty Maclean Travel, and this designation is the latest in a long list of awards and honors that confirm her outstanding reputation in the travel industry.

CONGRATULATIONS, Mary Ann.

“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!”

School wants to hear from you!
Spartan of the Year

MSU’s 2011 Orange County Alumni Club golf tournament and dinner fundraiser on June 6, 2011, featured MSU Athletic Director Mark Hollis and MSU Hockey Coach Tom Anastos as guest speakers. But the program also honored School of Hospitality Business alumna and Hall of Fame Class of Owners member Mark Auerbach (BA ’03) as the MSU Orange County Alumni Club Spartan of the Year! In addition to his dedication to The School as a member of its Alumni Association Board and as a Visiting Leader and Honorary Faculty Member, Mark and his wife, Mazzine, are members of MSU’s John Hannah Society, and have graciously established an endowment in The School to help Hospitality Business students. Mark volunteers many hours for the Orange County Club’s scholarship and outreach efforts, has mentored many students, and has connected numerous alumni in the Orange County area.

CONGRATULATIONS, Mark, and thank you, on behalf of all your fellow Spartans.

Norman Award for Phil Hickey

Alumnus and Hall of Fame Class of Givers member Phil Hickey (BA ’77) was recognized with the 2011 Norman Award at Natio’s Restaurant News at Multi-Unit Foodservice Operators Conference September 25–27, 2011. Named for the late Norman Brinker, the award honors a restaurant executive for extraordinary leadership skills. Winners are selected for their consistent mentoring of others and serving as an inspiration for future industry leaders. Brinker was chairman emeritus and former chief executive of Brinker International. He retired after building it into one of the world’s leading casual-dining restaurant organizations.

With over 35 years in the foodservice industry, Phil has become an icon himself. He co-founded the Cooker Bar & grille and led the rejuvenation of Rio Bravo Cantina. From 1997 to 2007, Phil was the chairman and CEO of RARE Hospitality until it was acquired by Darden Restaurants. RARE operated more than 80 restaurants and employed over 20,000 people, serving over 55 million guest per year.

Randall Friedeman, Natio’s Restaurant News publisher, has said that Phil’s “passion for mentoring has had a remarkable impact on scores of up-and-coming restaurateurs.”

Phil has a unique talent for helping others discover their own leadership potential, both within the industry and within The School. He has mentored many students in The School, including several who have gone on to great success in the restaurant industry. “There can be no doubt about Phil’s leadership and his cultivation of leadership in others,” says Ron Cichy. “I can think of no one who better exemplifies the qualities that are recognized by the Norman Award.”

Three Generations of Weber Hospitality

Weber’s Inn, owned and led by our 2010 Alumnus of the Year Ken Weber (BA ’77), was host to several families from Dexter, MI, Huron Township, MI, and more on September 25. Three generations of Weber families were present. The homes were damaged by a tornado that touched down March 15. Weber’s Inn, about six miles from the subdivision, got so many calls for rooms after the tornado, the phone system was knocked out for two hours.

Following the storm, Weber’s went from 35 rooms available to 12, according to front-desk staff. Photos of the devastation appeared online on the Detroit Free Press website.

In happier Weber’s Inn news, Ken’s son Mike, a 2008 graduate of The School, has moved back to the Ann Arbor area from Florida to become Weber’s Inn vice president of food and beverage. “Mike was an outstanding student leader in our School,” says Ron Cichy. “He was CEO of the Annual Auction in 2008 and led it to record breaking revenues. It’s wonderful that he now joins the family business as the third generation of leaders. And we’re glad he’s nearer to Spartan Country!”

Paragon Award

Alumnus Frank Agnello (BA ’80), CMA, CHA, in October received the HFTP (Hospitality Financial and Technology Professionals) Paragon Award. The director of finance for the Wyndgate Country Club, Frank has had a career spanning over 30 years, and is known for his dedication to HFTP and for his mentoring of colleagues.

Angeles DeFranco, Ed.D., CHA, HFTP global past president and professor and associate vice president of undergraduate studies at the University of Houston’s Conrad N. Hilton College of Hotel and Restaurant Management, says, “Frank leads by example, and he is a man of few words. So when he speaks, we all listen intently. As an educator, watching Frank mentoring young professionals is most heart-warming.”

Frank has served HFTP in a number of capacities, including as part of the group that recently revised the Uniform System of Financial Reporting for Clubs. He has been a participant in The School’s Hilton Lecture Series, and serves on The School’s Real Estate Advisory Council. CONGRATULATIONS, Frank!

A Model of Leadership at Frankenmuth Bavarian Inn

In addition to being named The School’s 2012 Alumna of the Year (see page 22), Judy Zehnder Keller (BA ’67, MA ’73), president and owner of Frankenmuth Bavarian Inn Lodge, has been recognized by the Michigan Business & Professional Association’s (MBPA) Woman and Leadership in the Workplace Conference. The award was given on January 26, 2012, at the 18th annual conference at The Henry in Dearborn, MI. The MBPA’s goal is to promote high professional standards, encourage leadership, provide education, and assure equal advantages for women who have demonstrated excellence in their professions, place of employment, and volunteerism. The highlight of the conference is the awards ceremony where several women are given the Distinguished Leadership Award for their achievements in the business community. Judy’s award was in the small business category. CONGRATULATIONS to Judy on this latest recognition!

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.
Coach Downs and the Passionate Foodies

By Luke Magnini (BA ’12)

Coach Downs (far left) frauds The Student with an interview.  Plays in the MSUemade Barbecue restaurant.  Shows more than a few times, shared a meal with us at the Lansing Park and Recreation, president of F.F. Chang’s China Bistro, to campus.  Over a three-day period, Mr. Campbell named me in the group more than a few times, shared a meal with us at the Lansing Chag’s location, and later joined the foodies and Billy at a football tailgate Nate and I hosted so that he could interact with many students in a more casual and relaxed atmosphere.

The group reunited with Billy in November during the annual celebration of Leadership at The Waldorf-Astoria in New York City. We were invited by Alumnus Joel Halperin (BA ’07), the general manager of Hillstone Roastman - Midtown, and his wife, Mitchell, as well as restaurants that Billy and his family own. In March 2012, Eileen and Bob passed away in East Lansing, with deep and abiding friendships through their work at the Kellogg Center at Michigan State, their volunteering at Ingham Medical Center, their membership at St. Thomas Aquinas. Bob, a 1947 School alumnus and member of the Hall of Fame Charter Class, was a general manager of Kellogg Center from 1956 to 1974. He passed away ten years ago. Bob was an “ambassador” for MSU, often serving as President John Hannah’s right-hand man, and serving up Spartan hospitality to visiting dignitaries and recruits.

Bob and Eileen hosted, with Brooks (BA ’47) and Jan Thomas, the annual Patriots Breakfast for The School. After Bob and Brooks passed away, the hosting tradition continued with Eileen and Jan. The alumni, as well as the MSU and surrounding communities, loved and admired Eileen. With no children of her own, Eileen served as the surrogate mother and grandmother to many. She was a loving and positive presence who always had a sunny side of life. Ever the epitome of graciousness and Class, Eileen was also quick to laugh, high and share an irreverent joke. She had an unnatural way of drawing people to her, simply by being kind and caring, always thinking of others.

It was noted several times that when she moved to Burcham Hills Health and Rehabilitation Center almost a year and a half ago, the entire atmosphere on the third floor became happier, more positive, and friendlier, owing to Eileen’s presence and personal qualities. The School and the community, and sincerely appreciated the care she received there.

“Every time Coach Downs walked into a room, conversations led to the course of conversation. He knew the kind of commitment and joy for the restaurant business that they do. They were always open to advice and for anything I suggested, I know they have a bright future ahead, and they will go on to coach others.”

EILEEN EMERSON: 
Hospitality and Graciousness Personified

Eileen Emerson, known to several generations of students as the epitome of hospitality, passed away in East Lansing on March 25, 2012. Eileen and Bob were institutions in East Lansing, with deep and abiding friendships through their work at The School of Hospitality Business at MSU, and their membership at St. Thomas Aquinas. Bob, a 1947 School alumnus and member of the Hall of Fame Charter Class, was a general manager of Kellogg Center from 1956 to 1974. He passed away ten years ago. Bob was an “ambassador” for MSU, often serving as President John Hannah’s right-hand man, and serving up Spartan hospitality to visiting dignitaries and recruits.

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Two alumni were honored with Lifetime Academic Achievement Awards by The School’s Alumni Association during the annual conference of the International Council on Hotel, Restaurant and Institutional Education (IHCRIE) in Denver, CO, on July 28, 2011. The awards breakfast in the Pinnacle Room at the Grand Hyatt Hotel was hosted by The School’s Alumni Association and recognized Dr. H.A. “Andy” Divine BA (’56) and Professor George Alley BA (’59) for having “guided, mentored, and taught hundreds of students in the achievement of their dreams during careers that span half a century.”

Dr. H.A. “Andy” Divine BA (’56) 

George is the retired director of the School of Food, Hotel & Resort Management and retired professor of Management at the Rochester Institute of Technology. A Renaissance man, a painter, and avidly-traveled, trained musician, George left a remarkable legacy at the Rochester Institute of Technology when he retired there in 1988. From there, George served as dean of the School of Hotel and Food Administration at Boston University, and then as director of the School of Hotel and Food Administration in 1988. From there, George served as dean of the School of Hotel and Food Administration at Rochester Institute of Technology when he retired there in 2011 season as chairman of Grand Hotel after R.D. (Dan) Musser, III, assumes full control of the beloved 110-year-old resort after 60 years of daily involvement. His son, Dan Musser, II, assumed full control of the beloved landmark. Both men are honorary Faculty Members in The School, having visited campus and spoken in classes.

Andy is professor emeritus and past director in the Fritz Knoebel School of Hotel, Restaurant and Institutional Management, part of the Daniels College of Business at the University of Denver. His influence extends to several institutions of higher learning, since before Denver he served as chairman of the Business Management Program at Bellvue Community College in Washington; director and associate professor of the Seattle Center Hotel and Restaurant Administration for Washington State University; and, from 1983 until 1991, director and professor in Peru State’s School of Hotel, Restaurant and Institutional Management. Andy has earned numerous awards and is a prolific author of publications, research projects, and presentations. He continues to serve as consultant and expert in court cases.

Isn’t It Grand?!

These two happy Spartan Grand Hotel associates are Marty Haines, sales coordinator, and Rachel Ingolt BA (’09), sales manager. Grand Hotel is celebrating its 125th year in 2012. This photo was taken at a reception in the historic resort’s honor last spring at the Waldorf-Astoria in New York, and she received her award in Barcelona, Spain.

Dr. H.A. “Andy” Divine BA (’56) 

George Musser, III, assumes full control of the beloved 110-year-old resort after 60 years of daily involvement. His son, Dan Musser, II, assumed full control of the beloved landmark. Both men are honorary Faculty Members in The School, having visited campus and spoken in classes.

Jim Anshut (BA ’85) has been named senior vice president Americas Brand Management for InterContinental Hotel Group.

Chad Bellville (BA ’95) is new energy manager for Marriott International, Inc., located in Bethesda, MD.

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Advancements in Academic Programs

Decades ago, to better serve students, Dean James Rainey created an undergraduate advising center in the MSU College of Business. His timeless principles are now needed to reinvent undergraduate academic programs and services for our students in the School. We are committed to our students and their academic skills development.

Dean Rainey is the director of academic programs for the School, and leads a dedicated staff which is committed to both undergraduate and graduate students. This past spring and summer, two new staff members joined the Academic Programs team: Jeff Yingling and Dr. Shannon Burton.

Jeff Yingling is the new assistant director of undergraduate academic programs. Jeff earned his Master’s degree at MSU in Higher Education Administration, and was a triple major at Kent State University in Business Management, Finance, and Real Estate.

Jeff comes to us from Undergraduate Academic Services in the Broad College of Business, where he was an academic specialist from 1999-2005, and was the coordinator of admissions & information technology since 2005. Jeff advised Hospitality Business students for two years at the beginning of his academic advising career, assisting with the transition to and systems design for The School’s unique application and admissions processes, and from last April to July, was the interim undergraduate programs coordinator for the School.

Jeff says, “My undergraduate majors, combined with over 15 years of being involved with virtually every aspect of academic advising in the Broad College of Business, has made undergraduate business education part of who I am.” He has a firm understanding of curricula, policies, and procedures at the college and university levels. This knowledge, as well as the work in collecting and analyzing data, has allowed him to improve the quality and quantity of academic services offered to students in the Broad College. There is no question that Jeff will bring those same capabilities to his new position. He says “I enjoy being an early adopter of new information systems and take great satisfaction in providing feedback to improve them for other academic advisors and students. However, my most important contribution is mentoring students and helping them discover their true potential.”

Dr. Shannon Burton
Undergraduate Advisor

Shannon Burton is the School’s undergraduate advisor. She recently completed her Ph.D. at MSU in Higher, Adult, and Lifelong Education, and will continue working to half-time as MSU’s assistant ombudsman. She has a wealth of advising experience and a number of institutions, including MSU’s Departments of Romance and Classical Languages and Criminal Justice. Over the past 15 years, she has worked in higher education, with a focus on academic advising and international education. Additionally, Shannon serves in various leadership roles for the National Academic Advising Association (NACADA), the Michigan Academic Advising Association (MAAA), and Alpha Sigma Tau Sorority.

In 2010, Shannon received the National Academic Advising Association’s Outstanding Advising Award and in 2011 was given their Doctoral Research Award. Recognizing an ever-increasing emphasis on globalization, diversity, and multiculturalism in the world and in higher education, Shannon explains her commitment to a “liberal education” that “provides students with the ability to become lifelong learners and transform themselves and their communities in proactive and positive ways through critical thinking, engagement, and responsibility.”

As an advisor, Shannon says she adheres to the greater goals of higher education and seeks ways for our students to best manage diversity and change in their own lives. “With her commitment to liberal education, as well as to dialogue, pluralism and intercultural development, challenge and collaboration, support for the curriculum, she strives to ‘make my community a better place by advocating for my students, being proactive in my engagement with my institution and communities, thinking in innovative and entrepreneurial ways about my work, and promoting the global community itself,’”

Melissa Bankreff is the veteran of the group, and for several years has been our graduate program coordinator, navigating students through the graduate programs application process, meeting degree requirements, the annual Graduate Student Forum—and much more. Melissa helps with undergraduate advising, and she teaches The School’s two professional development courses.

Dean Rainey is very pleased with the entire Academic Programs team. “I am very confident about the services we will provide to all our undergraduate and graduate students. Each day, with each student, we endeavor to show the same kind of hospitality that defines our School.”

Please visit The School’s website for the latest happenings. Press releases are located by clicking “media center.”

Spartans Will—stay informed!

Visit The School online at hospitalitybusiness.broad.msu.edu

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 positions in Hospitality Business operations, development, ownership, and management

Recognized as the top-ranked hospitality business school, The School has a unique, industry-specific position within Michigan State University’s Broad College of Business. Celebrating its 85th 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
-• Merit
-• Going to community
-• Honesty
-• Hospitality industry
-• Collaboration
-• Creation of knowledge
-• Each other

THE Partnership Continues

The May 2012 issue of Lodging Hospitality magazine featured an article titled “The View from Main Street: Michigan State Panel Takes on Big Issues.” Written by The School’s very first Spartan Champion, Editor Ed Watkins, the article reports on the Spring semester gathering of The School’s Real Estate and Development Advisory Council. It has become a tradition for the Advisory Council to form a panel discussion about the “state of the industry” during the annual meeting in East Lansing, and as in past years, Ed has been on hand to facilitate the discussion and report on its main themes.

Ed writes, “While the pace of the hotel industry’s rebound may at times seem to be excruciatingly slow, it is very real, particularly if you look street corner by street corner.” Members of the Advisory Council, nearly all alumni of The School, provides a unique and highly valuable perspective to the students present who are enrolled in The School’s Real Estate and Development Specialization.

To view the entire article, please go to LIonline.com and in the search field, type “Another Optimistic Outlook for the Hotel Business.”

 Lodging Hospitality Magazine: The Partnership Continues

The School serves as the academic partner for two annual conferences hosted by Lodging Hospitality, Faculty and students attended and presented research at the Midwest Lodging Inveters Summit July 16-18 in Chicago, and they will participate in the Leisure/STYLE/Boutique Hotel Development Conference October 17-19 in Miami.
Calendar of Events

HOMECOMING WEEKEND
OCTOBER 11-13, 2012
Thursday, October 11, 10:30 am
Alumni-Student Golf Outing

Thursday, October 11, 5 pm – 6:30 pm
Alumni-Faculty Roundtable Discussion

Thursday, October 11, 7 pm – 9 pm
Spartan Sponsors Mentor Program

Friday, October 12, 8:30 am – 3:00 pm
Alumni Association Executive & Appointed Boards Meeting

Friday, October 12, 6 pm
Homecoming Parade

Friday, October 12, 7:15 pm – 8:30 pm
After-Parade Reception

Saturday, October 13, 8:30 am – 11:30 am
Homecoming Pre-game Reception

Saturday, October 13, 12 noon
MSU vs. Iowa

November 6, 2012
CAREER EXPO XXXIV

November 7, 2012
CAREER EXPO XXXIV Interviews

November 10, 2012
(during International Hotel/Motel & Restaurant Show)
- Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
- Celebration of Leadership

December 15, 2012
- Commencement
- Newest Alumni Celebration

January 26, 2013
Vegas Night

February 9, 2013
Annual Auction

March 29 and March 30, 2013
Real Estate & Development Advisory Council Meeting

April 6, 2013
Les Gourmets

May 4, 2013
- Commencement
- Newest Alumni Celebration

May 20, 2013
(during National Restaurant Association Show)
- Alumni Association Executive & Appointed Boards of Directors Briefing Meeting
- Alumni Network Gathering
- Annual Gathering of Leaders