Think and Act Like the Owners

From Hotel Training Course in 1927 to the School of Hotel, Restaurant, and Institutional Management in 1956 to The School of Hospitality Business on October 5, 1995, our School has quite a history.

Though it has evolved and changed over the years from 1927 to 2013, some things in our School have remained constant. WE ARE THE SCHOOL.

We have always included our student first, as well as faculty and staff, alumni, and industry partners. WE all "own" the School and its mission; its role at MSU and the Broad College; its effect on our industry; and of course, its future.

For 25 years, I have been honored to serve as The School’s director. I have also been a member of an outstanding faculty, whose dedication and intelligence are inspiring because they are unmatched. During these years, countless students have come to MSU and shared their BIG dreams with me. And then they return, sometimes years later, to talk about the even BIGGER dreams they have realized in their lives and in the lives of others.

Together, all of us who “own” The School have had a hand in those dreams, and in preparing the future: the students who are the next generation of hospitality business leaders. In fact, my greatest joy as director has been my interaction with those hardworking, curious, enthusiastic, and ambitious young people. I have also been blessed to help develop a generation of School alumni and work with graduates spanning many decades. My career has been most rewarding.

In August 2014, I will end my tenure as director after 26 years. I have chosen then to spend a year in a research assignment as a member of a collaborative research team with some of our faculty. But I am confident in the future, knowing that as “owners” we all have a stake in the continued work of The School. Let us continue to be mentors, role models, visiting leaders—sharing our “presence” with our students. And let us continue to share our “presents,” as well, by providing annual giving, funding for endowments, sponsorships, Destination Auction donations, and more. Let us continue to think and act like the owners of this special School which was established and operates to serve students first, foremost, and always. Love them!

Here’s to the Future!

Dr. Ronald F. Cichy
Director and Professor, The School of Hospitality Business

The Legacy of Ange Vlahakis and his wife Betty continue

New endowment will assist students seeking and participating in required internships.

During Homecoming weekend 2012, School Director and Professor Ron Cichy announced the establishment of the Angelo J. and Betty Yeotis Vlahakis SIRC Scholarship in The School of Hospitality Business. This new endowment will assist students who are seeking and participating in required internships.

Ange Vlahakis (BA ’51), an alumnus and restaurateur-turned-educator, established the formal internship program in what was then called the School of Hotel, Restaurant and Institutional Management (HRIM) and influenced a generation of students who are now leaders in the hospitality industry.

Ange began working in the family’s restaurant, Jim’s Tiffany Place, while still in junior high school in the 1940s. He continued to work there full-time after graduating from the School of HRIM in 1951. In 1967 Ange took over the business from his father, Jim, and for 40 years helped establish it as a Lansing hospitality legend. Over those years, he was a devoted alumnus of the School, and served on the Alumni Association’s Board of Directors.

In 1980, then-School Director Don Smith suggested to Ange that he “consider education.” Ange was anxious to spend more time with his family—wife Betty and children James and Angela. He sold the restaurant in December and agreed to join the HRIM School the following fall, working that first year for the princely sum of $50. Ange team-taught the introductory course with Director Smith; he was an effective ambassador for the School in the wider community; he later served as director; and he supervised the second CAREER EXPO. As it turned out, he supervised all of the CAREER EXPOS that followed for more than a decade. (In 2013, we’ll have CAREER EXPO XXXV!)

Importantly, “Professor V” also began to direct the School’s internship program, taking seriously Don Smith’s desire to turn it into the nation’s best.

“I was able to bring the industry’s perspective,” says Ange. He adopted written objectives for both the interns and their mentoring companies, and he added follow-up evaluations. He imposed tough standards on the students, and with his trademark gentility, insisted upon professionalism.

In the 1980s, Ange began to set up open houses, allowing companies to come and recruit throughout the year. One of the School’s priorities by 1988, when Dr. Ron Cichy became director, was to provide a $1 million endowment for the internship program, solely led by “Dr. MSU-HRIM,” Ange Vlahakis.

What had been known as the HRIM internship office became the Student and Industry Resource Center in 1999, because, as Ange explained, “Internships are only part of what we do here.” SIRC was dedicated to students, alumni, recruiters, and the whole hospitality industry. The office arranged for internships and permanent placements; it printed and distributed a weekly Job Alert Bulletin and set up interviews; it provided aid to international and minority students; it coordinated student attendance at industry trade shows; it coordinated visits by prospective students; and it kept databases up-to-date.

The office continued to present the fast-growing and effective CAREER EXPO each fall, and it arranged for company open houses, coordinating the recruiters, students, and company executives. SIRC also helped arrange the annual alumni receptions in Chicago and New York and the Patriots’ annual visit on campus. Where?

(continued on page 2)
Twelve years after returning to his alma mater, after transforming the scholarship program, and after touching hundreds of students’ lives, Ange retired in 1993. In honor of his service, The School’s Alumni Association presented Ange and Betty with a two-week retirement vacation in Hawaii.

It is a testament to his dedication and leadership that The School’s SIRC is still serving the School and the industry under his model (though computers and the internet have replaced Mr. V’s Rolodex); through the dynamic, capable, and enthusiastic leadership of Mrs. Audthella Collins Hawkins. And, it should be noted, throughout the years since its establishment, SIRC has been staffed with hand-picked School students who have carried on a tremendous legacy. SIRC now operates through a generous $1.5 million endowment for operating costs.

Recently, alumni of The School encouraged The School to create a second endowment—in honor of Ange and his wife, Betty—and many have already contributed generously to it.

At the Homecoming reception, Alumna Beth Perry (BA ’88) spoke emotionally to all the alumni who returned for golf, board meetings, the parade, and Homecoming reception and game, there was another important reason to celebrate.

Dr. Bonnie Knutson, professor in The School and alumna of Michigan State, was honored by the MSU Alumni Association as a “Distinguished Alumna,” at the 2012 Grand Awards Gala on Thursday, October 11.

The award is given annually to select alumni “who have distinguished themselves by obtaining the highest level of professional accomplishments and who possess the highest standards of integrity and character to positively reflect and enhance the prestige of MSU.”

“Dr. Bonnie,” as she is known to students and alumni, certainly qualifies. She is known for her innovative teaching methodology, energy, passion and excitement. She is known for her enthusiasm for emerging lifestyle trends, the customer experience, and her creative marketing strategies. She is known for her dedication to the School whose students and graduates are all around the world.

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“What It Means To Be a Spartan. According to Dr. Bonnie…

S is for Students, the reason we are here.

They come to gain knowledge, from near and far.

They seem to find Spirit, that thing that’s inside.

That thing that makes us sweat pride.

So the P stands for Pride, it’s what we all feel

For each memory cherished

That is a very real

Of alumni, of libraries, of assignments galore

Of games, and of pep rallies, of late nights and more.

The first A means the Arts, from Whitmore to Broad

That takes us all down a gentle road.

Towards music, and plays, and dancing as well

Plus the culinary arts, I must tell.

The R gives us Research to solve mankind’s woes

Beyond what is now to what it can be

To transform our lives, through the S-A-R-T-A-N

The T is for Teaching, which, of course, is our heart,

But it goes beyond books in a new last part

Learning for life is what we instill

Making it so true that Spartans will.

The second A means Alumni, that’s me and that’s you

Coming back, giving back, with faith so true

To Student’s in sight and far removed

To memories as it falls.

N means the Nature, its beauty abounds

40,000 plus trees are all around

The beautiful Buil Gardens, the Bed Cedar’s

And our wonderful ducks, even the smell of nature, which really is...

The final S is for Sparty, so tall pristine

Now that you all paid, you’re not a Wolverine!

There aren’t too many people whose blood runs greener than Dr. Bonnie’s. But a few of her students whose run as green was the love of her life, her husband, Bob.

Bob passed away on June 22, 2012, leaving a legacy of humor (yes, integrity, and leadership). Bob had a very successful career, becoming senior vice president of Wells Fargo Advisors in Lansing, with friends too numerous to count. And in The School, Bob was one of “ours.” Even when Bob was an illinois graduate, he was a Spartan in his heart. Most alumni in The School thought Bob had graduated from MSU. He and Dr. Bonnie came to every School event, and over the years, her relationship with students, alumni and colleagues became a shared one. They hosted holiday tailgates and held longstanding friendships with coaches, players, and staff members in MSU’s Athletic Department. With her active involvement in MSU’s national Alumni Association (she even served as chairperson), Wharton Center (she also served as chairperson), and the lives of students and graduates.

Binnie’s constant companion was Bob. In fact, The School kept Bob supplied with his favorite Spartan gear and School paraphernalia, which he carried with him everywhere—at work or on the golf courses he loved so much.

Many alumni and students will never forget Bob coming to the after-parade barbeque during Homecoming and sharing with colleagues and alumni what his daughters, when they were little, called “Daddy juice.”

Binnie and Bob met in high school, becoming a couple after being cast as opposite leads in the musical Brigadoon. In the play, the couple gets married and lives happily ever after, for Bonnie and Bob (Bob, it should be noted, is a three-time alumnus and has two daughters, Lauri, and Aimee, both of whom have beautiful families of their own.

With wonderful memories, her close-knit family, and demanding yet rewarding work schedule, Bonnie continues to be Spartan strong. After all, she says, “It’s been the Spartan family that has gotten me through this time.”
The theme for Homecoming at MSU in 2012 was “Spartans Make History,” but for The School, it could easily have been “Spartans have School Spirit.” For The School, the festive weekend began on Thursday, October 11, with a spirited round of golf for students and alumni. That evening featured a faculty/alumni roundtable discussing current topics in the industry and in faculty research. In addition, at the MSU Alumni Association Grand Awards Gala that evening, The School’s Dr. Bonnie Knutson, also an MSU graduate, was named an MSU Distinguished Alumna. (See page 3.)

Just down the hall in the Kellogg Center, a record number of School alumni and students were kicking off The School’s “Spartan Sponsors Mentor Program,” which pairs alumni with students who have similar career interests in a year-long mentoring relationship. “There were over 150 people in the room, connecting with each other,” says School Director Ron Cichy. “And this is BEFORE Homecoming weekend officially began!”

Spartan Spirit filled the room as The School’s Alumni Association Board of Directors met on Friday during a beautiful sun-filled day of bright fall campus colors just outside the windows. A record number of alumni returned—80, to be precise. As usual, much was accomplished during the meeting, but most of all, great friendships, all around.”

“Honestly, this is a group that loves to be together,” explained Board President Billy Downs (BA ’88). “And, remarkably, there is a wonderful mix of ‘senior’ alumni and those who have recently graduated...really great friendships, all around.”

During the board meeting, it was announced that four young alumni—Luke Magnini (BA ’12), Nate Redner (BA ’12), Mike Moriarty (BA ’11), and Brad Johnson (BA ’11)—had established The Lena L. Loefller Emerging Leader Scholarship in honor of Lena Loefller, The School’s coordinator of alumni relations and development, who was surprised and touched by their kind and generous gesture. The first scholarship recipient is Megan Geist (BA ’14), a very active member of the HA board of directors who for the past two years has assisted Lena.

Another happy presentation during the meeting was to Lois Schroeder, secretary, who won the Alumni Association’s Staff Award for 2012.

But the most Spartan Spirit was on display just a little later, when dozens of students joined at least 80 alumni and faculty to walk beside the Hospitality Association’s float in the late afternoon Homecoming parade. The float celebrated MSU history by depicting President Lou Anna and Roy Simon, their kind and generous gesture. The first scholarship recipient is Megan Geist (BA ’14), a very active member of the HA board of directors who for the past two years has assisted Lena.

Early the next morning, students in HB 485, led by Professor of Culinary Business Allan Sherwin (BA ’64), prepared and presented the most coveted (honest!) tailgate ticket around. In the Riverside Room in Kellogg Center, it was standing room only for an enthusiastic group of School alumni and friends who gathered for delicious food and drinks, prizes, and greetings from Drs. Lou Anna and Roy Simon. Guests enjoyed the spirited fellowship and made-to-order omelets; Newberg with lobster, jumbo lump crab, and shrimp; jasmine rice; house cured pastrami salmon with wasabi, grilled chicken apple sausage; maple glazed bacon; assorted bagels; cinnamon bread pudding with warm rum crème anglaise; blintzes with raspberry sauce; and wonderful connections.

“Homecoming weekend for our School is a whirlwind three days,” says Ron Cichy. “And each event during the weekend confirms the strong bonds that connect our students, alumni, faculty, staff members, and industry partners to each other and to MSU.”
Celebration of Leadership

Honoring Hospitality Leaders, Educating Students, Connecting Alumni

Four new members of the Alumni Association Hall of Fame were inducted at the annual Celebration of Leadership in an elegant ceremony at the Waldorf Astoria in New York City on November 10, 2012.

Over 200 alumni, students, faculty members, and supporters of The School gathered to induct the “Class of Pacesetters,” which includes Hans Desai (BA ’79), vice president of Xanterra Parks & Resorts; John Huckestein (MBA ’72), partner with Yang Kee Noodle; Mary Roszel (BA ’88), co-founder of BIGGBY Coffee; and Jim Veil (BA ’73), hotelier and distinguished alumnus. The evening began with a welcoming from Waldorf General Manager Eric D. Long, whose confidence in graduates from The School is highlighted by the six alumni in executive positions within the iconic hotel. (Three more Spartans headed to the Waldorf in July 2013.

Introducing the honorees, School Director Ron Cichy (BA ’72, MBA ’77) said, “Whether setting the bar high in our nation’s national parks, creating new and exciting restaurant concepts, building a fast-growing coffee franchise company; or developing groundbreaking or hotel brands—each of our new Hall of Fame members has earned our recognition. In addition to career success and contributions to our industry, they have challenged our students with their values and their lives.”

Hans Desai joined Xanterra Parks & Resorts in 2004, and prior to that spent 25 years in hotel management with Fairmont Hotels, Hyatt, Mandarin Oriental, HVS Hotel Management, and Sheraton. With Xanterra, he is responsible for business development, operations, and asset management for the nation’s largest operator of park-based hotels, restaurants, and stores. With The School, Hans serves on the Executive Board of the Alumni Association, and he has been very active in the Spartan Sponsors Mentor Program for years.

Speaking to the 60 School students who are attending from East Lansing to New York for Celebration of Leadership and the activities surrounding the International Hotel, Motel & Restaurant Show, Hans recalled his days as a student with fondness. He urged the students to follow The School’s lead and “think like the owner,” no matter their position within a company. He encouraged them to find a company that shares their values, then take responsibility for adding value to that company. “Get the most out of your HB classes,” he said, “but become well-rounded, taking classes in the humanities, English, and history, as well. Put your heart into what you do, and don’t forget your roots,” he concluded.

John Huckestein enrolled in MSU’s MBA program after gaining valuable hospitality business experience as a club officer with Tripler Army Medical Center Officers’ Open Mess in Honolulu while serving in the U.S. Army during the Vietnam conflict. After leaving MSU, John joined Burger King and then Long John Silver’s, Inc. He later served in several executive capacities with Chi Chi’s, Inc., eventually becoming senior vice president of development during a period of rapid growth for the company. He then joined with partners in a variety of successful franchises and currently is a partner in Buckhead Mountain Grill and Rocky’s Italian Grill. John and one of his sons have developed Yang Kee Noodle, a fast casual concept serving Asian stir fry dishes. John’s executive skills are inspirational for students who aspire to careers in the restaurant industry.

John spoke gratefully of the opportunities MSU provided in setting him upon a very rewarding career path. He noted that the restaurant business takes hard work and “giving everything you have to make it happen.” He acknowledged that the business has been very good to him, as have the supportive friends and colleagues he has known through the years. John recommended that the students “spend time on the floor” of the businesses they manage—and he stressed, “you have to be there on the weekends.”

Mary Roszel’s story is an inspiration that resonates with MSU students, because most have spent their college careers attending classes with coffee from a BIGGBY café in hand. BIGGBY was co-founded by Mary and fellow Spartan Bob Fish. The company was named the “fastest-growing coffee retail chain in the U.S. “ by CNBC last year. Mary moved to East Lansing with her two small children to attend Lansing Community College in 1974. Becoming a paralegal, she worked for 13 years with the Michigan Supreme Court until 1987, when she enrolled in what was then known as the School of HRI.

Mary took a job at a local breakfast spot, and, after graduating, built and managed another. The first BIGGBY opened in March 1995, just across from the MSU campus. The first franchise for BIGGBY was sold in 1999. With numerous industry awards and 160 stores and growing, the company is known for outstanding customer service and quality products. BIGGBY is a real-life and close-to-home example to the students of effective entrepreneurship, hard work, and perseverance.

Accepting her award, Mary told the students “to do what you love.” She offered sage advice as they progress in their careers: “Be alert to opportunities,” she also encouraged them to hone their “people skills,” give back to their communities, and “take care of yourselves.”

Jim Veil has more than 40 years of experience and leadership in the hospitality industry in a wide range of areas including hotel operations, corporate, owner relations, development, and pre-development. He has worked with Fortune 500 companies in the lodging and entertainment industries, multi-brand lodging management organizations, and startup hotel companies. His most recent position was regional director of operations for InterContinental Hotels in Baltimore and Washington, DC, and as general manager of the historic Willard InterContinental. From 2004–2009, Jim served as president of TWELVE Hotels & Residences, a boutique hotel brand which he helped create. Before that, Jim spent 18 very successful years with The Ritz-Carlton Hotel Company, where he was a senior executive and a member of the corporate steering committee that twice won the highly coveted Malcolm Baldrige National Quality Award.

Jim reminded the students that they will be “armed with a great degree” when they graduate from The School. Relating a story about the time he was “let go” on the very first day of his first job with Disney (it all got worked out, he explained!), he told the students to be flexible, and work hard toward their goals. “Success is what we do every day, not in the future,” he said. “Maintain a support system around you—people who will serve as good mentors.”

The entire evening, including an elegant reception following the award ceremony, was a celebratory opportunity for the nearly 250 alumni of The School, students, faculty members, and friends and family of the honorees. The students were able to attend because of travel scholarships sponsored by alumni and industry partners.

During their stay in New York, students participated in a dozen professional development experiences hosted by various hotels, restaurants, and companies of the alumni who help lead them.

Record-breaking generosity on the part of corporate and individual sponsors in honor of the evening’s honorees hosted the Celebration of Leadership possible. “We are fortunate to be able to recognize these very special individuals, and grateful to our alumni and industry friends who have given in their honor,” says Dr. Cichy.
Shah brothers honor their parents with an MSU endowment to help fund leadership experience for students

Hersha Hospitality Trust CEO Jay H. Shah and President and COO Neil H. Shah were honored as 2012 Industry Leaders of the Year at Celebration of Leadership. At the reception, the Shah brothers announced their commitment to create an endowment at MSU, in the name of Hersha’s co-founders, their parents, Hass P. and Hersha H. Shah. The endowment will annually fund a scholarship for a level II intern’s housing expenses while he or she gains leadership experience in New York City with a hotel managed by Hersha Hospitality Management (HHHM). The scholarship provides a way to give back directly to parents and students who also strongly believe in the importance of education.

Dr. Ron Cichy introduced the honorees. “Although Jay and Neil have thrived at a collection of top universities, it’s the ‘hard-working excellence’ in their lives and their companies that reflect our Spartan spirit and values,” Cichy said. “They lead a family business built on hard work, patience, creativity and skill. They have displayed for our students the very best of entrepreneurial spirit in hotel investment, development, and management.” Speaking directly to the 60 students who traveled to the Historic Waldorf Astoria for Celebration of Leadership, Jay acknowledged Hersha’s core value of education. “Pioneers in what you decide to pursue—goals sometimes take longer to achieve and require more sacrifice than expected, but stick with it. We joined the company with six limited service hotels in central Pennsylvania. Today we have 64 hotels in the U.S. urban gateways of New York, Boston, Philadelphia, Washington, Miami, and Los Angeles;” he said. “Let honesty, communication, community, personal growth, and achievement be the core values that serve as your daily compass. Leave the world more interesting than how you found it.”

Neil’s comments also inspired as he reminded the students that the hospitality industry is an attractive growth sector in the economy that provides opportunities for international exposure without having to leave the United States. “This business allows us to help ‘increase the pie’ and generate jobs,” he said. “Be optimistic. Coming out of an economic downturn can strengthen your foundation.”

Through the year, Neil and Jay demonstrated their support to MSU, following up with internship offers at several of their hotels and providing packages for the annual Destination Auction in February.

The Hasu P. and Hersha H. Shah Endowment will provide an annual scholarship for a level II intern’s housing expenses while he or she gains leadership experience in New York City with a hotel managed by Hersha Hospitality Management (HHHM).

2012 Celebration of Leadership

CORPORATE

Diamond

Hyatt Hotels Corporation

Platinum

EastEnd Security

Marriott International

Gold

Robert W. Baird & Co., Inc.

Gaylord Entertainment Foundation

Hilton Worldwide

Holzhaus Ward Elliott

InterContinental Hotels Group

JMP Securities

Jones Lang LaSalle Hotels

MIT Bank

Starwood Hotels & Resorts Worldwide

Silver

Bank of America Merrill Lynch

Goldman, Sachs & Co.

Hilton & Vantage Williams LLP

PepsiCo

Bronze

Aon Consulting

The Brickman Group Ltd., LLC

Coutney Products

Fidelity National Title Company

HD Supply

Heartland Fresh Baked Waffles

HREC

HVS

Kone, Inc.

Max/Metro

MU & Co.

KPMG, LLP

Royal Cup Coffee

US Foods

VirGingCard Elsafe

Other

The School of Hospitality Business Alumni Association

The School of Hospitality Business Director’s Fund

The School of Hospitality Business Hospitality Association (HA)

The School of Hospitality Business Student & Industry Resource Center (SIRC)

The Waldorf Astoria Hotel

INDIVIDUAL

Platinum

Hans Desai (BA ’79)

Ready and Philip J. Hickey (BA ’77)

Gold

John L. Hucklestein (MBA ’72)

Ramsey Mankarious (BA ’90)

Tricia and Tim Marvin (BA ’83)

Michael W. Murray (BA ’81)

John Theuer (BA ’83, MBA ’83)

Silver

James F. Anhalt (MB A ’85)

Chad Bahlole (BA ’95)

Richard D. Farnir (BA ’73)

Bronze

Matthew Anderson (BA ’09)

Susan Bachman (BA ’86)

Neil Barnhart (BA ’94, MBA ’95)

Jacob Best (BA ’59)

Cheryl and Dan Burdaian (BA ’81)

Marc Cassiar (BA ’98)

Shelley S. and Dr. Ronald F. Cichy

(BA ’72, MBA ’77)

Rich Conil (MB A ’76)

Jay Dea Cutting (BA ’91)

Dan W. Darrow (MB A ’91)

Chuck Day (BA ’91)

Max Dobens (BA ’97)

Billy Downs (BA ’88)

John Flood (BA ’90)

Daniel A. Gennari (BA ’00)

Glenn Isaacs (BA ’87)

David R. Johnson (BA ’79)

Andrew Kern (BA ’90)

J. Bruce Lange (BA ’79)

Thomas W. LaTour (BA ’66)

Kurt W. Leifer (BA ’86)

John G. Malons (BA ’82)

Kavin Maul (BA ’96)

Emmna and Jim McElhiney (BA ’75)

Shelley MacMillan and Gary Decker

John Phan (BA ’69)

Lori Scharfe and Bob Pie (BA ’83)

Stacy Ragland

Nate Sahn (BA ’97)

Joe F. Slagle (BA ’59, MA ’64)

Kristin St. Marie (BA ’97, MS ’99)

Tom and Julie Tashie (BA ’94, MS ’05)

Richard Vogt (BA ’85)

Lori Westdock (BA ’95)

Blair Wills (BA ’02)

Other

Nadia Lamari (BA ’70)

Sponsors

SPONSORS

2012 Celebration of Leadership

The Hasu P. and Hersha H. Shah Endowment will provide an annual scholarship for a level II intern’s housing expenses while he or she gains leadership experience in New York City with a hotel managed by Hersha Hospitality Management (HHHM).

Corporate sponsors of Celebration of Leadership

Individual sponsors of Celebration of Leadership

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Celebration of Leadership
Keeping School Graduates Competitive

Sixty one hospitality companies and 130 recruiters came to campus last November to participate in CAREER EXPO XXXIV.

“We counted 691 interviews conducted the day after the career fair,” explained Mrs. Authella Collins Hawks, director of The School’s Student and Industry Resource Center which organizes the annual event through a student-led CAREER EXPO Executive Board. Meghan Clark (BA ’13) was CEO.

CAREER EXPO featured an entire day of eleven different professional development programs delivered by over 40 alumni and industry partners at the Kellogg Hotel and Conference Center on Tuesday, November 6, followed by an evening career fair in the Big Ten Rooms. The next day, the companies conducted interviews in the Huntington Club at Spartan Stadium for students seeking internships and permanent positions.

Also during CAREER EXPO each year, The School selects its Industry Partner of the Year, which for 2012 was ARAMARK, a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities, school districts, stadiums and arenas, and businesses around the world. In 2012, FORTUNE magazine again recognized ARAMARK on its list of “World’s Most Admired Companies,” and the Ethisphere Institute honored ARAMARK as one of the “World’s Most Ethical Companies.”

Headquartered in Philadelphia, ARAMARK employs approximately 230,000 individuals who serve clients in 22 countries.

The keynote speaker on Tuesday was ARAMARK’s Chief Operating Officer for Education Chris Hackem, who graduated from The School in 1977.

“We were so pleased to honor ARAMARK this year,” says Meghan. “Recruiter Nicole Wormley takes a personal interest in our students, and she works hard to place them within the company in places where they can succeed.” Indeed, ARAMARK’s mentoring system involves weekly contact with the students’ managers. In addition, ARAMARK has been actively involved in the life of The School, with Nicole frequently speaking in classes and participating in CAREER EXPO, and influencing top ARAMARK executives to do the same.

ARAMARK supports industry-related clubs within The School, and has attracted School graduates for decades. Spartans can be found at every level and in nearly every company location. Chris Hackem, of course, is one of those Spartans. She currently leads a team that manages dining, facility and stadium and arena services for more than 600 colleges and universities throughout North America. Her team also handles food nutrition, facilities management, and other support services for more than 500 K-12 school districts in the United States.

Chris began her career as a management trainee with ARAMARK. She served as catering director, assistant food service director, and an operations manager before moving into senior leadership roles in business services, facilities services, and higher education.

In 2010, Chris was recognized by the Profiles in Diversity Journal magazine as a “Woman Worth Watching.” She was inducted in The School of Hospitality Business’s Alumni Association Hall of Fame Class of Originators in 2000.

“We thank Chris and ARAMARK for being important partners for our School,” says Dr. Ron Cichy. “Our students are fortunate to be able to participate in CAREER EXPO and have access to leaders such as Chris and ARAMARK.”

Companies from every segment come each year to the day-long professional development programs and evening career fair.

Mark your calendars for CAREER EXPO XXXV!

NOVEMBER 5, 2013
After 22 years, there could be some coasting. Some “autopilot” lack of energy. But not in The School of Hospitality Business at MSU! At the 22nd annual Destination Auction: Coast to Coast on Saturday, February 8, (produced by The School’s student Hospitality Association and Alumni Association), the freshest kind of energy, organization, and effort lifted the annual event to its highest level of fundraising ever.

Auction CEO Caiti Darish (BA ’14) led a dedicated executive board of inexperienced student volunteers who were transformed over the course of a year into leaders—managing the human resources, financials, marketing, fundraising, and event planning activities required to present a silent and live auction that broke previous gross income records.

“A percentage of our net income is donated to the Junior League of Lansing and to the MSU FCU Institute for Arts and Creativity at the Wharton Center,” explains Caiti. “We are so pleased to live out the idea that ‘by doing good, we will do well.’” In fact, at the Wharton Center, “It’s a team effort,” explains Chuck Day (BA ’91), Auction adviser. “Alumni and industry friends really came through with outstanding vacation, restaurant, athletic event, and golf club packages. The market value of all of the donated items totaled $173,006—a record.”

This is what makes The School’s Auction so unique. Bidders bought vacation getaways from Puerto Rico to Florence, Italy, and from Boyne Mountain to Palm Springs. And the Silent Auction offered in-home wine tasting, tickets to museums, and priceless Disney collectibles.

The Auction is also a community event, drawing guests from MSU faculty and staff, School alumni, and residents of the Mid-Michigan region who look forward every year to the great deals. This year, as in the past, alumni and School friends from Atlanta, Chicago, and Denver were able to participate in remote bidding, connected to students on cell phones and lending their support from afar. Dan Burdakin (BA ’81) in Atlanta said afterward, “It was GREAT to see so many happy Spartans together having fun and building camaraderie. Really, MSU is sooooo special and the work all of the students do is sooooo great that I want them to know they are giving a gift—a gift to alumni and a gift to future Spartans. A gift of fellowship. Please know that in my 53+ years I know of no school that has anything even close to what we did tonight. Be proud, Spartans!”

Allegra Johnson (BA ’91), who helped engineer the Atlanta gathering, agreed with Dan, saying, “We really do have something special. The Bond & The Dedication between The Alumni and The Students is what will always differentiate us as The School. No other school can duplicate or fabricate something this amazing. Go Green!!!”

Thank you for hosting remote bidding sites:
- Dan Burdakin (BA ’81) and Allegra Johnson (BA ’91) – Atlanta
- Steve Thompson (BA ’87) and Laurel Smith (BA ’12) – Chicago
- Michael Moriarty (BA ’11) – Denver

But the students are careful to point out that their success had much to do with the alumni who stood behind them, providing the extraordinary auction packages and items; advising every phase of the event; and bidding high and often so the Coast to Coast results soared.

“A percentage of our net income is donated to the Junior League of Lansing and to the MSU FCU Institute for Arts and Creativity at the Wharton Center,” explains Caiti. “We are so pleased to live out the idea that ‘by doing good, we will do well.’” In fact, at the Wharton Center, “It’s a team effort,” explains Chuck Day (BA ’91), Auction adviser. “Alumni and industry friends really came through with outstanding vacation, restaurant, athletic event, and golf club packages. The market value of all of the donated items totaled $173,006—a record.”

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MARK YOUR CALENDAR!
Join us for The School’s 23rd Destination Auction: SWEET ESCAPES!
SATURDAY, FEBRUARY 8, 2014

The Bond & The Dedication between The Alumni and The Students is what will always differentiate us as The School. No other school can duplicate or fabricate something this amazing. Go Green!!!

Allegra Johnson (BA ’91)
The cuisine, music, and décor of the Big Easy delighted nearly 250 guests of The School on Saturday, April 6 at the annual Les Gourmets reception and dinner in the Big Ten Rooms at Kellogg Hotel and Conference Center.

The event, which sold out even before tickets were advertised, was planned and prepared by students on a 45-person Les Gourmets executive board that manages every detail of the elegant extravaganza.

The group’s adviser, Professor of Culinary Business Chef Allan Sherwin (BA ’64), was effusive in his praise of the students’ efforts and abilities. “This is their moment to shine,” he said, “and they did a wonderful job.”

Faculty and staff of The School, alumni, industry partners, and many, many of the students’ family members all enjoyed a reception featuring New Orleans favorites such as oyster shooters with black pepper vodka; a fresh jumbo shrimp ice display with cocktail and remoulade sauces; po’boys cut to order; mini muffuletta of serrano ham, olive salad, and genoa salami; gumbo; jambalaya; sauces; po’boys cut to order; mini ice display with cocktail and remoulade pepper vodka; a shooters with black such as oyster Orleans favorites featuring New enjoyed a reception of the students’. and many, many industry partners, The Faculty and staff of the students’ efforts and abilities. (BA ’64), was effusive in his praise of Culinary Business Chef Allan Sherwin board that manages every detail of a 43-person planned and prepared by students before tickets were advertised, was The Big Ten Rooms at Kellogg Hotel and Gourmets reception and dinner in the of the Big Easy delighted nearly he cuisine, music, and décor

Each entrée was paired with an appropriately matched wine or beer—and everything was unique, mouth-watering, and evocative of New Orleans’ best restaurants. Throughout the evening, the sounds of Benjamin Hall provided the famous New Orleans jazz, prompting a few brave guests to get up and dance!

Les Gourmets is not just about great food and entertainment, however. The evening also recognizes that hundreds of students in The School earned more than $274,000 in scholarships this academic year. And the Scholarship Committee—Drs. JaeMin Cha, SeungHyun Kim, and Assistant Director of Undergraduate Programs Jeff Yingling—presented four of those students with the traditional scholarships.

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This high praise came from Hall of Fame Member and Alumni Association Executive Board Member Zoe Peckman Stagle (BA ’59), who knows a thing or two about quality hospitality!

board, as well as a recipe book of the evening’s best menu items and a specially-created New Orleans spice and seasoning mix for use at home.

One of the alumni guests was also one of the directors of the original Les Gourmets dinner dance in 1956. She wrote to the students this year, “The food was delicious and beautiful; the service, friendly and efficient; the band, great fun and outstanding; the decorations make us feel like we were really there; your organization was phenomenal and your favors will continue to remind us of the fabulous time we had! Congratulations on a job well done and thank you for making The School continue to be great.”

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The School Honors Alumni Leaders

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urious hospitality industry leaders were honored by the Alumni Association of the School at Annual Gathering of Leaders on Monday, May 20, at The Drake Hotel in Chicago. Joel Halperin (BA ’09), general manager of Hillstone Restaurant – Midtown, and Jeremy Mourey (BA ’00), corporate operations director and principal at Premiere Food Service, Inc., were named Emerging Alumni Leaders of the Year. Randy Smith, owner and co-founder of Smith Travel Research, was named Honorary Alumnus of the Year. And Steve Wagenheim (BA ’77), president and founder of Granite City Food & Brewery, was honored as Alumnus of the Year. The event coincided with the annual National Restaurant Association Show.

Joel is a familiar face to School students who travel to New York each year for The School’s Celebration of Leadership during the International Hotel/Motel & Restaurant Show and The School’s Celebration of Leadership at the Waldorf Astoria. He annually provides a site tour and lunch for them at Hillstone Restaurant – Midtown, a high-volume, quality-driven restaurant. Joel is one of the youngest general managers in the entire Hillstone company and he is one of only three of Hillstone’s general managers with the responsibility for training and developing new management for positions at over 50 locations. Joel mentors students who aspire to careers in the restaurant industry, providing guidance and counsel throughout the years.

Thanking his wife, Michelle, for “moving five times to five states” before they settled in New York, Joel remembered his first hospitality experience working at a snack stand shaped like a peanut butter and jelly sandwich with his siblings. He said working with people isn’t always easy, but it is always entertaining. “Don’t worry about the distant future,” he told students. “Think primarily about today.”

Jeremy Mourey is corporate operations director and principal at Premiere Food Service, Inc., established by his father, Larry, and mother, Lori, in 1982. Jeremy has earned his position with continual education, hard work, and stellar performance. After earning his degree from The School, Jeremy completed the Dale Carnegie Leadership Training Course and the Sales Advantage Training Course, helping to build a successful, shared vision at Premiere Food Service, Inc. Students in The School are fortunate that Premiere Food Service, Inc. is located in close-by Williamston, MI, so Jeremy can often be on campus. He frequently speaks in classes and has served on numerous panels; he has provided site tours for our students, a tangible way to understand the corporate foodservice segment; and he has mentored and assisted our student leaders who have completed the Dale Carnegie Leadership Training Course. Jeremy is an example of a family business leader who puts others first and understands how to be a mentor for The School’s students.

Realizing that the industry is a “people business,” Jeremy gave three pieces of advice to the students for improving relationships. “Become likeable,” he said. “Smile, use names, listen, and do the simple things.” He added, “Be respected; don’t argue, don’t seek credit, and always forgive.” Finally, once the first two things are in place, he said, “become trusted.”

Jeremy thanked his family and close friends, and The School’s Alumni Association.

Honorary Alumnus of the Year Randy Smith is a pioneer in the field of business analytics for hotels. He led the way in creating this discipline, reporting the metrics, and establishing a reliable source of information which did not exist before Smith Travel Research, now the leading authority on current trends in occupancy, room rate, and supply/demand data for the global lodging industry. Under Randy’s leadership, STR is a go-to source of data for Hotel Management, Hotel Business, The Wall Street Journal, and the New York Times. In fact, STR is the official source of lodging statistics for over 300 convention and visitors bureaus, state tourism departments, and government entities.

Randy described how he got his start in 1970 as a payroll clerk in a hotel, then went to Orlando after graduating and began surveying about 300 hotels. He and his wife quit their jobs to establish STR, and now they process data on over 40,000 hotels. The key for their success “Surround yourself with smart people,” he said.

Alumnus of the Year Steve Wagenheim is a creative entrepreneur who graduated from The School then earned a degree from the Culinary Institute of America. With that perfect blend of business and food knowledge, Steve began a very successful career primarily in the restaurant industry.

Steve is president and founder of Granite City Food & Brewery, based in Minnesota, a 29-unit chain known for its fresh food and on-site brewery—and the unique patented brewing process called fermentus interruptus.

Prior to founding Granite City, Steve was at the forefront of the expansion and operations of Champs Americana restaurants as the co-developer of the concept and the company’s first executive officer. As CEO and Director of Champs Development Group, Inc., Steve merged the company with DMAK International, sold his interest, and formed New Brighton Ventures, Inc. Early in his career, Steve was a principal of the Leisure Time Industries practice for Laventhol & Horwath.

Actively involved in The School’s Alumni Association, Steve comes to campus to excite the students, and they feel very fortunate to be able to learn from someone with such varied experience in and passion for the industry.

Steve talked about the value of his experience at MSU, where he said “The School was the leader then and is still today. “I learned my craft at MSU,” he proclaimed. Steve talked to the students about passion, asking them, “On your heart, do you have the desire to take care of customers?”

He continued, “Be professional, be passionate. And remember the saying, ‘Nobody remembers what you said, nobody remembers what you did. They only remember how you made them feel.’”

Dr. Ron Cichy (BA ’72, MBA ’77) introduced the honorees to the over 150 alumni, faculty members, industry friends, and students in attendance. He acknowledged their contributions to the hospitality industry and to The School’s efforts to inspire and develop the industry’s future leaders. Last year’s Alumni Association President and brand-new Chairman Billy Downs (BA ’78) and incoming President Bruce Lange (BA ’78) were on hand to congratulate the honorees, as were distinguished Alumni Association Chairmen Emett Dan Burdulak (BA ’83) and John Theuer (BA ’88, MBA ’83).

“The whole evening was very meaningful,” says Dr. Cichy. “Our alumni enjoy being with each other and getting to know our students. Annual Gathering of Leaders during the NRA Show is something we all look forward to each year.”

And the event was even more special by the appearance of School Alumnus and Hall of Fame Member Phil Hickey (BA ’77), chairman of the NRA, and his wife, Reedy. “There is no greater friend to his alma mater than Phil Hickey,” says Dr. Cichy. We are proud he is one of our alumni, and were honored to have him and Reedy as our guests.”
The School Launches Growth Plans for Real Estate Investment Management Specialization

Dr. A. J. Singh Named Director

Professor A.J. Singh has been named the Hilton Hotels Fellow in The School. The newly-created endowed position is funded through The School’s existing Hilton Hotels Professor endowment, created in 1989. Dr. Singh’s responsibilities will primarily include his role as director of The School’s Real Estate Investment Management Specialization.

The Specialization is a highly competitive option for students who are committed to a career in real estate development. A select group is chosen each year for this rigorous twenty-two credit curriculum which requires strong academic performance; extra-curricular activities, an internship in finance; a 400-hour ten-week internship at a hospitality real estate firm; and a serious commitment to this career path. With this Specialization, students prepare for careers in hospitality real estate investment firms, acquisition and development departments within major hospitality companies, hospitality consulting/appraisal firms, and mortgage lenders specializing in hotels, real estate acquisition funds, and asset management companies.

Students from a variety of majors may enroll in the Specialization, which is designed to supplement their core degrees and increase their professional skills and career options.

We are pleased that Dr. Singh will oversee the growth of the Specialization,” says School Director Ron Cichy. “Our goal is to ensure the high quality of Specialization students, along with their internships and placements as alumni.”

In addition to overseeing the Specialization, Dr. Singh will add four new outreach, research, and training affiliations. He will lead a new real estate investment workshop and a new research symposium, and develop an international investment conference affiliation for The School.

Under his leadership, The School will formalize collaborations across the Broad College of Business’ existing programs and centers, specifically, Data Analytics, Financial Markets, Multinational Business, and/or Entrepreneurship.

Dr. Singh will also work with Dr. Cichy and The School’s Hilton Hotels Professor Dr. Ray Schmidgall to raise new funds to support students and faculty with research related to real estate investment, financial management, asset management, or sustainability.

The School has had an active Real Estate Advisory Council for a number of years. With this new position, Dr. Singh will restructure the group, closely involving the students who are enrolled in the Specialization.

Dr. Singh, who has been a faculty member in The School since 2000, has a proven track record. He has worked with Dr. Schmidgall for the past 22 years on research, teaching, and outreach engagement associated with financial

management, real estate development, and asset management. He helped create and build the Specialization in The School, and establish its Real Estate Advisory Council. With his collaboration, The School has been an academic partner to two hotel industry investment conferences—the Midwest Lodging Investors Summit, and the Lifestyle Boutique Hotel Development Conference. In addition, The School has representation on four leading real estate investment professional and research organizations. Dr. Singh is also the adviser to The School’s Real Estate Investment Club.

“I look forward to my new role in The School,” says Dr. Singh. “I have been in on the ground floor as we built our real estate investment and management curriculum and programs. This will help us more keenly focus on that direction.”

Along with teaching undergraduate courses, Dr. Singh has collaborated with Dr. Schmidgall and other MSU researchers to create the Lodging Market Potential Index (L-MPI). He regularly conducts annual real estate and asset management workshops, publishes journal articles, presents papers at academic conferences, and mentors both undergraduate and graduate students. He is the co-author or co-editor of several books and resource guides for the industry.

“Dr. Singh has proven, with his research, publications, and industry outreach, to be well suited to be the Hilton Hotels Fellow,” says Dr. Schmidgall. “Our School is poised for leadership in the field of hotel real estate investment and management education.”

Windy City Serves as a Lively Classroom

The Annual Gathering of Leaders occurs after school has ended for the year at MSU. Nonetheless, eleven student leaders chose to travel to Chicago as a group to attend the NRA Show and staff The School’s booth; attend Annual Gathering of Leaders; and participate in several professional development programs organized by The School’s Student and Industry Resource Center director and staff members.

Students received a tour and etiquette dinner session at the Standard Club, hosted by Alumni Steve Thomson (BA ’97), general manager. They were the guests of Entertainment Crisis’s Human Resource Manager Christian Somara, who gave them the opportunity to cruise on the Spirit of Chicago.

The students also enjoyed a tour and tastings at Shaw’s Crab House, hosted by Alumnus Nate Redner (BA ’12), manager. The annual HIRE reception for all hospitality students, hosted by Hyatt, Marriott, and Sodexo at the Willis Tower in the Metropolitan Club, was also on the agenda. And on the final day, students toured the Drake Hotel and met with host Nicole Mieski (BA ’10), sales and marketing coordinator. They also toured Hillstone Restaurant Group’s Bandera Restaurant, hosted by Emily Verke. The Chicago experience ended for the students with Annual Gathering of Leaders, where they were able to network and build relationships with School alumni and other industry leaders.

Guides to the dedicated students, and thanks to the gracious hosts and the School staff members who arranged for the many valuable opportunities.

MSU’S HOSPITALITY BUSINESS REAL ESTATE INVESTMENT MANAGEMENT SPECIALIZATION

WINDY CITY SERVES AS A LIVELY CLASSROOM

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Guides to the dedicated students, and thanks to the gracious hosts and the School staff members who arranged for the many valuable opportunities.
The Real Estate Investment Management Specialization director, Dr. A.J. Singh, who took care to explain that this special history, “Think Like The Owner.”

They met with Alfredo Arroyo, the manager of the La Concha Resort, toured the property, and participated in a presentation on its history and its current market. They met with Sigfrido de Jesús, the manager of Casino Del Mar for a tour and an analysis of casino operations. Hugh’s current project, the rebuilding of the Hotel Vanderbilt, was another stop in the itinerary, with a presentation by Assistant to the President, Ricardo Diaz, and a four-hour discussion of the financial, market, and viability of condo-hotel.

Another day brought a trip of TripAdvisor’s number-one-rated hotel in Puerto Rico, Hotel El Convento, and a meeting with General Manager Yodell Caban, and a discussion of real estate financing with Financial Advisor John Richardson.

They weren’t done. They also toured Courtyard Isla Verde Beach Resort with General Manager Jose Padin. The students met with Peter Hopgood, IHE’s vice president of sales and marketing and Brett Miller, Expedia market manager for Puerto Rico and the Caribbean, to discuss the Caribbean hotel market—indispensable vs. branded hotels, in particular. A tour of the Condado Palm Inn followed with General Manager Miguel Rivas, as did a lengthy talk with IHE Vice President of Finance Erick Cárdenas about project financial structures.

The meetings were eye-opening for the students. Junior Daniel Dyer (BA ’14) says, “IHE’s portfolio caters to a wide variety of markets, and each of them does it in a very unique way. Many of the hotels are currently undergoing some form of development, with renovations, additions, and we were given the chance to learn the strategy behind each project and its expected return for IHE.” Perhaps one of the most memorable experiences was the gourmet dinner in the Boardroom of the Hotel Vanderbilt with Mr. Andrew, D. Cichy, and Dean Rainey, during which Hugh talked about the students about international hotel management companies and shared his story of developing hotels in Puerto Rico. “Mr. Andrew is truly a visionary within our industry,” says Real Estate Investment Management Club President and Hospitality Association CEO Paul Finnstad (BA ’13). “Words cannot express our gratitude for taking part in this trip of a lifetime. The knowledge we gained in only one week will not only be beneficial and fruitful on our classroom studies.”

Meanwhile, Dr. Cichy and Dean Rainey shared quality time with Hugh, a truly valued alumnus, who years ago coined “kids,” though I would love to take credit for “The School shine!”

For his part, Hugh emailed Ron later, “I am so grateful for your time and generosity.” It wasn’t all work and no play. On their final full day on the island, the students were treated to an all-day excursion on Hugh’s yacht, the Barracuda, where they joined students from the University of Puerto Rico and Ruben’s family for a day of swimming, sunning, and getting to know each other.

Meanwhile, Dr. Cichy and Dean Rainey shared quality time with Hugh, a truly valued alumnus, who years ago coined what has become The School’s mantra: “Think Like The Owner.”

Hugh’s interest in our students, his unique position in the hotel world in Puerto Rico, and his generosity in sharing his time, advice, and joy is (> 2 is truly appreciated,” says Dr. Cichy. “He is a dear friend and a gem among our many wonderful alumni.”

For his part, Hugh emailed Ron later, “Your kids make The School shine!”

Demurring, Ron says, “They aren’t my kids, though I would love to take credit for their brainpower, ambition, and maturity. They are Ron’s. At Spartan, and they conducted themselves beautifully.”
It was an all-around success for The School. ALIS, that is. The Americas Lodging Investment Summit, produced by Alumnus John Belden (BA ’73) originated a gathering of School students, alumni, and industry partners on January 23. It was the sixth annual event of its kind at ALIS, this year sponsored by Davidson Hotels & Resorts, led by Alumnus John Belden (BA ’85). The students, Paul Finstad (BA ’13), Oliviia Kobayashi (BA ’13), Ya Liu (BA ’13), and Alyssa Simpson (BA ’13), joined Dr. Ron Cichy, Dr. A. J. Singh, and Richard Farrar (BA ’73) at the reception, which attracted the top names in the industry—even those with no formal ties to MSU.

“it was a thrill to walk in to Trader Vic’s and see so many alumni, as well as industry partners such as Choice Hotels CEO and President Steve Joyce and Mark Labort, president and CEO of Concord Hospitality, and so many other influential individuals in the hotel real estate business,” says Dr. Cichy. “They were there in spite of many other events they could have attended, and I have to believe it is because our students have stellar reputations and much to offer. They also genuinely enjoy meeting and interacting with our students.” Dr. Singh, The School’s Real Estate Investment Management Specialization director, was at ALIS in part to meet with members of The School’s Real Estate Advisory Council, most of whom are alumni, as well. “The Council is filled with movers and shakers,” he says, “but they give us their time and expertise for the benefit of our students. We appreciate it.”

And everywhere they turned, the students saw alumni “on display,” presenting talks, participating in panels, and yes, making deals! Jim Burba, despite the demands on his time and attention, met with them on two separate occasions during the summit. Jim Anhut (MBA ’95), senior vice president of InterContinental Hotels Group, served on a panel discussing opportunities across the U.S. Matthew Sparks (BA ’04), senior vice president of luxury, corporate development for Hilton Worldwide, spoke about the luxury sector. And all four of the students had already met Jay Shah, CEO of Hersha Hospitality Trust, when he, with his brother, Neil, president and COO, were named The School’s Industry Leaders of the Year in November 2012 in New York City. Jay participated in a panel discussing acquisition strategies and what customers are talking about/buyers are paying attention to. Neil was a panelist on “BEEPA” - The Financial Gurus Tell It Like it Is. “Dr. Singh was a panelist on a newly-launched and standing-room-only session titled “Hotel Investments 101,” designed primarily for attendees to learn about the real estate financial jargon and concepts presented at the various ALIS presentations.

As just as important were the all alumni who attended ALIS and who made themselves available, not only at the January 23 reception but throughout the summit, to speak with the students and faculty members. People such as Jim Anhut, John Belden, and Matt Sparks, as well as Rich Conti (MBA ’76), president of The Plascencia Group; Joel Hiser (BA ’78), CEO of Horwhath Hotel Tourism and Leisure; and John Pharr (BA ’69), president of Strand Development Group, “I chose The School for its historic reputation as the top business hospitality school,” says Paul Finstad (who is also president of The School’s Real Estate Investment Management Club and CEO of the student-led Hospitality Association). “But I wasn’t prepared for the level of commitment from our alumni and the widespread admiration they have earned throughout the industry. It’s really amazing.”

“We are proud to have a School connection to an important conference such as ALIS,” says Dr. Singh “Jim Burba does an outstanding job with this, and with the many other conferences his company produces. His impact on our students’ education is phenomenal.” Indeed, School students are fortunate to have outside-the-classroom learning and professional development opportunities such as ALIS. And it is a bonus that so many alumni and industry partners are involved, able and willing to connect with the students.

Graduates of MSU’s Hospitality Business Real Estate Investment Management Specialization

Quickly Get Down to Business

Hopes are high for career success for these very capable students. Here is what a few of the students from The School had to say about their plans upon graduating:

Meghan Clark:
After graduating in May, I plan on furthering my education at The University of Texas, Austin. I will become a part of its Masters in Professional Accounting Program, starting classes in July 2013. This is a one-year program and I will graduate with my master’s in August 2014. By that time I also hope to have passed all of the parts of the CPA Exam. Even though I am not directly entering the hospitality industry, I hope to one day return, where I can utilize both my undergraduate and graduate degrees.

Benny Ebert-Zavos:
Post college, my intention is to continue on with my mobile app TempOpal. (See page 35.) We launched TempOpal in May 2012 worldwide on the Apple app store. We function in the business development/sales/operations role, exploring potential partnerships, raising additional funding, and of course the day-to-day operations. I have been offered an internship with a marketing tech start up in Tel Aviv for three to five months in conjunction with TempOpal. Many uncertainties arise with my future, but I believe the experiences that I have had with TempOpal are second to none. People spend their whole lives trying to achieve what we have in just one academic year. The intention is to stay humble, learn as much as we can, and just enjoy the ride.

Paul Finstad:
Starting in September I will begin my career working for Ernst & Young in the hotel real estate consulting division based in Miami, working throughout Latin America, South America, and the Caribbean. A good portion of what our group does is support our audit teams in valuing real estate. I am very excited about this opportunity and will be the first MSU graduate hired at the office. I have purchased Rosatta Stone and will be learning Spanish. This graduating class has become a great group of friends, which is one of the great advantages of being in a tight-knit program such as this. It is about the relationships you build.

Michael Nickerson:
I will begin my job as an investment management analyst with RockBridge Capital. RockBridge is a hotel investment firm that specializes in a unique platform for the industry. Their concept is to be involved in the entire process of acquiring and owning a hotel through capital markets, finding potential hotels which to invest debt and equity, and assisting partners through asset management.

Alyssa Simpson:
The Real Estate Investment Management Specialization opened my eyes to a side of the industry that I didn’t know existed, and I couldn’t be more thankful. I am thrilled to say I’ll be working at a community hotel company called Girard Alcock Company in Ann Arbor. I will work one-on-one with one of three partners at the firm to grow the hotel appraisal business which he currently handles alone. I will have the opportunity to travel nationwide to appraise all segments of hotels. I am currently taking classes through the Appraisal Institute to become licensed in the State of Michigan and hope to become the youngest female MAI in the next several years.

Dr. Ray Schmidgall.
On hand to help recognize the students’ accomplishments were School Director Dr. Ron Cichy, Director of Academic Programs Dean James Rainey; and Hilton Hotels Professor of Hospitality Financial Management Dr. Ray Schmidgall.

Those in attendance from the Class of 2013 included the following students:

Meghan Clark
Benny Ebert-Zavos
Paul Finstad
Tyler Kook
Michael Nickerson
Matthew Redman (Senior Manager in the College of Business)
Saraih Shah
Alyssa Simpson

A first-ever dinner honoring the graduating seniors enrolled in the MSU Hospitality Business Real Estate Investment Management Specialization took place on Tuesday, April 23, at Kellogg Hotel & Conference Center.

The event was conceived of by Dr. A.J. Singh, director of the Specialization, who has served as a valuable mentor to most of the students. On hand to help recognize the students’ accomplishments were School Director Dr. Ron Cichy, Director of Academic Programs Dean James Rainey; and Hilton Hotels Professor of Hospitality Financial Management Dr. Ray Schmidgall.

Launching Apps...
Appraising In All Segments...
Earning Advanced Degrees...
Analyzing Investments...

Meghan Clark
Benny Ebert-Zavos
Paul Finstad
Tyler Kook
Michael Nickerson
Matthew Redman
Sarah Shah
Alyssa Simpson

Everywhere they turned, the students saw alumni “on display,” presenting talks, participating in panels, and yes, making deals!
A big thank you to **Lodging Hospitality MLIS Partners** from MSU and The School

### Spartan Champion Ed Watkins Steps into New Role

In a not-so-surprising move last year, Penton Media decided to shutter its Lodging Hospitality magazine. The publication’s editor-in-chief, School supporter and 2011 Spartan Champion Ed Watkins (after 40 years; he’s often called “the Walter Cronkite of the industry”) moved seamlessly into a new role. Randy Smith is chairman and co-founder of Smith Travel Research, the parent company of HotelNewsNow.com. According to contributor Jeff Higley, writing in February, “The respect Ed receives from people throughout the industry, along with his contacts, historical perspective, and all-around positive demeanor will be beneficial to us, and in turn, to our readers. You can expect to see Ed’s wit, opinion, and journalistic integrity on display beginning immediately.”

Ed came to campus early in April 2013 to attend the meeting of The School’s Real Estate Investment Management Specialization. He participated in several hotel development conferences at the Fontainebleau Hotel in Miami, October 17-19. The School also served as the academic partner with Lodging Hospitality to present the Lifestyle/Boutique Hotel Development Conference at the Fontainebleau Hotel in Miami, October 17-19. The School’s Honorary Alumnus for the years of MLIS and Lifestyle/Boutique Hotel Development Conference partnerships.

Throughout the Summit, a number of speakers, panels, and events promised to help hotel owners, operators, and marketers find success. General sessions and breakout sessions covered updates on the health of the U.S. lodging industry and future opportunities for growth; an analysis of “niche amenities” social media strategies; a “view from Washington;” and reports on various market segments and repositioning.

From The School, Dr. A.J. Singh moderated a session on the state of transaction markets. In addition, several students from The School’s Real Estate Investment Club took time from their summer internships to attend the Summit and meet with School alumni and industry partners.

Ed reported on the discussion in HotelNewsOnline on April 17 and 18 in a two part series: “Is it Better to Buy, Sell or Develop?” and “Panel Debates Power of Hotel Branding.” Access these articles at:


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### Congratulations MSU Statler Scholar: Paul Finstad

In September 2012, CEO of the Hospitality Association Paul Finstad (BA ’13) was awarded a Statler Foundation Scholarship of Excellence. He travelled to Buffalo, New York, to receive the award.

Paul reported to the School’s Honorary Alumnus the Statler Foundation’s Dr. Bruce J. Jenkins Jr.

Association his junior year, he was the group’s CEO in 2013. PAUL FINSTAD

The School served as the academic partner to the Midwest Lodging Investors Summit in Chicago, July 16-18, 2012. In its fifth year, the Summit, presented by Lodging Hospitality in association with HVS Hotel Management, addressed the question of what lies ahead for owners, developers, operators, marketers, and lenders, and drew hundreds of participants to the Hyatt Regency McCormick Place.

School Director and Professor Dr. Ron Cichy traveled with several faculty members and students to the MLIS, and he introduced School Director and Professor Dr. Ron Cichy traveled with several faculty members and students to the MLIS, and he introduced School’s Honorary Alumnus for the years of MLIS and Lifestyle/Boutique Hotel Development Conference partnerships.

School’s Honorary Alumnus for the years of MLIS and Lifestyle/Boutique Hotel Development Conference partnerships.

Nearly each year for the past two decades a student from The School has won the prestigious Statler Scholarship. “We are very proud of the caliber of our students, and those who compete for and win this award are among the best,” says Scholarship Committee member Dr. JaeMin Cha.

The Statler Foundation was established from the estate of hotelier Ellsworth Statler in 1928 “for research work for the benefit of the hotel industry of the United States, not only in the construction and operation of hotels, but in the training and making more proficient the workers in hotels, for the benefit of the hotel industry, as a whole.” In the 1990s, Statler scholarships allowed many students in the newly-established Hotel Training Course at MSU to stay enrolled during the Great Depression.

The scholarship is given to outstanding students who are enrolled full time in a hotel management program and who plan to pursue careers in the hospitality industry. The award came with up to $20,000 for tuition, fees, and books for the 2012-2013 academic year.

And Paul is certainly outstanding. Serving as the CFO for the student Hospitality Association his junior year, he was the group’s CEO in 2013.

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### Spartans Captured:

Paul Finstad (BA ’13) for his outstanding scholarship.

“Hospitality is not just welcoming people into your home, it is delivering that compassionate service to every guest that walks into your establishment. Hospitality means going the extra mile to make a guest’s day—every day.”

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The School’s Scholarship Committee nominated Paul for the Statler Scholarship based upon his leadership in HA, his academic excellence, and the outstanding combination of human resources, communication, and analytic skills he possesses. Perhaps the committee was most impressed with his intangible sense of hospitality. He says, “Hospitality is not just welcoming people into your home, it is delivering that compassionate service to every guest that walks into your establishment. Hospitality means going the extra mile to make a guest’s day—every day.”

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Without generous endowments such as these, The School could not fulfill its mission. We thank our donors’ kindness, and appreciate their vision for the future, our students.

The Robert J. (BA ’47) and Eileen L. Emerson Endowment for Student Travel in The School of Hospitality Business

Supporting School students’ travel

Bob Emerson graduated from MSC and our School in 1947. He went to work at the La Salle Hotel in Chicago as the assistant food and beverage manager. There he met Eileen Kane, who was the executive secretary to the general manager. Bob and Eileen married November 18, 1950. In 1952, Bob left the La Salle and became the executive assistant manager at the Ambassador Hotel in Washington, DC. After President Eisenhower’s election, Bob was vice chairman of the inaugural Committee’s General Service Committee. After his catering success at the inaugural, Bob was promoted to general manager in 1964, and the Ambassador became the preferred hotel for visiting Michigan State dignitaries such as President John A. Hannah.

In 1966, Bob became the general manager of MSU’s Kellogg Center, described by President Hannah as “the front door to the University.” Bob served there until 1974, when he became the training coordinator for MSU Housing and Food Services. He retired in 1985. Throughout his years at MSU, he was truly an ambassador who, with grace and dignity, and with Eileen at his side, demonstrated the best in Spartan hospitality.

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The John L. (MBA ’72) and Joy L. Huckeinstein Endowed Scholarship

Supporting graduate students in The School

John Huckeinstein’s career in the restaurant industry began when he was a youngster and worked in a restaurant owned by his father. He worked throughout high school and college, and, after joining the U.S. Army and receiving his commission in 1968, was appointed club officer of the Triplet Army Medical Center Officers’ Open Mess in Honolulu.

After his discharge in 1971 as Captain, John enrolled in the MBA program at MSU in the School of Hotel, Restaurant and Institutional Management. After earning his degree, John joined Burger King as regional merchandising coordinator and soon after became marketing director and then vice president of marketing for Long John Silver’s, Inc. He joined Chi Chis, Inc., in Louisville, KY, in 1978, and rose through several capacities with the company until 1985, when he was EVP of development. In those years, John oversaw construction, real estate, and architectural services during the highest period of growth for the company.

John joined with partners in a new franchised venture with Chi’s restaurants, with units in Pittsburgh and several areas in Ohio. These he sold in 1982, and he then worked on a number of creative ventures, including franchises of Studabaker’s Night Clubs, Rally’s Hamburgers, and Papa John’s Pizza.

Currently, John is a partner in Buckhead Mountain Grill and Rocky’s Italian Grill, with restaurants in Louisville and in Indiana. In addition, he and one of his sons have developed a restaurant in Louisville called Yang Kee Noodle, a fast casual concept serving Asian stir fry dishes.

John was inducted in The School’s Alumni Association Hall of Fame Class of Pacesetters in 2012.

John’s wife Joy has been a loving and loyal partner to him. He has said, “I traveled extensively during my restaurant days and Joy played the role of teacher, chauffeur, and all-around Super Mom in raising our three sons, Dan, Rick, and Brian.”

The Hans R. (BA ’59) and Nancy D. Schuler Endowed Scholarship for Student Travel in The School of Hospitality Business

Supporting School students’ travel

Hans Schuler graduated from the School of Hotel, Restaurant and Institutional Management in 1959 and joined the family company, Schuler’s Restaurant and Pub. Hans is the leader in the continuing evolution of the family-owned business in Marshall, MI. The restaurant, founded in 1909 by Hans’ grandfather, became a household name during Hans’ father, Win’s, 50-year leadership. It is known for legendary, quality food, imaginative recipes, and warm and gracious service, and with Hans at the helm, the company has grown and thrived and become a State-wide treasure.

Hans grew up in the business, but “officially” joined the company after graduation, when he took over the operation of the family-owned Schuler’s Bar Scheez production plant and the family’s butcher shop. He refined the Bar Scheez recipe and introduced the spread to the retail market where United Airlines became the company’s biggest customer. In 1982, Hans directed the sale of Win Schuler Foods and Bar Scheezes to the Campbell Soup Company.

Hans became the chairman and president of the company in 1970, purchasing the family business from his father upon Win’s retirement. Hans has returned to campus for the annual Legacy breakfasts honoring 50-year graduates, and has spoken in School classes, saying “It’s about welcoming people, training staff. We make every guest experience special.”

Hans was named National Restaurateur of the Year in 2012 by Independent Restaurant Magazine, and was inducted into The School’s Alumni Association Hall of Fame Class of Owners in 2006. Throughout the years Hans and Nancy have continued their relationship with The School, providing internships and job opportunities to students and graduates.

The Mary McGrady Hickey Scholarships

Supporting “passionate foodies” in The School

The Mary McGrady Hickey Scholarships were established by Alumnus and Hall of Fame member Phil Hickey (BA ’77) in his mother’s name. Mary McGrady Hickey is the mother of seven children, Phil (BA ’77) is the oldest son. She inspired Phil early with her lessons in hospitality, and six of her seven children started their working careers in hospitality. She encouraged curiosity, being kind to people, and having an open and loving heart. She has touched countless lives in hospitality through Phil, who incorporated Mary’s values into the organizations he created and led. In 2013, he became the Chairman of the National Restaurant Association.

Mary has been a lifelong learner. She is a grief counselor and community activist. She seeks knowledge; practices social consciousness, responsibility, and political activism; and is a woman of integrity. She is compassionate to those in need, and has worked to support the homeless, teaching mothers how to feed their children.

To understand Mary’s character and influence, one need only look to Phil, who has demonstrated time and time again in The School an uncommon generosity, kindness, dedication.

While all gifts contribute to our high quality of education, research, and students’ experiences, endowments are particularly meaningful as they offer a dependable, perpetual source of funding.

The investment made with the creation of an endowment provides the type of support that makes a real difference in the lives of our students, faculty, and staff by enhancing their education, research, daily work, future innovations, and academic excellence.

We are proud to also share news of the Angelos J. and Betty Yeotis Vlahakis SIRC Scholarship (page 1) and the Hasu P. and Hersha H. Shah Endowed Scholarship for Student Internships (page 8).
What’s in a name? A strong future.

These students have all earned scholarships named for the donors who established the fund in The School, or in honor of someone important to the donors.

For this lucky group of recipients, it’s possible to be in touch with the people who made the awards possible. That “living” connection brings added inspiration and an effort to do well—living up to the reasons behind the scholarship.

**SCHOLARSHIPS**

**Named Scholars**

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STUDENTS IN THE NEWS

Hospitality Association Gives Back

The Executive Boards of HA, as well as all the HA clubs and School events, spend time each year “giving back.” Below is just a sampling of some of their efforts.

Relay For Life

HA raised $1447.56 for the American Cancer Society April 19-20 in this University-wide fundraiser. The School’s Spartan Enology Society hosted an on-site fundraiser during Relay for Life called, “Stomp Out Cancer,” in which participants donated money to stomp grapes. The students also sold baked goods.

Penny Drive

During the fall of 2012, HA conducted a penny drive that raised $175.60 for the Ronald McDonald House of Mid-Michigan. The students learned about “the house that love built,” and the members of the student chapter of the Professional Convention Management Association (PCMA) went back to the house in the Spring to help with a hands-on day of helping guests in a caring atmosphere.

Adopt-a-Family

HA adopted two families that were in need last December in the Lansing area and provided 4 hand-working parents and seven children with holiday gifts through the Salvation Army’s Adopt-A-Family program.

Hospitality Association (PCMA) ANNUAL CONFERENCE

Thirteen students from The School traveled to Orlando for the Professional Convention Management Association (PCMA) Convening Leaders annual conference from January 13-16, 2013. The students are members of the PCMA student chapter at Michigan State, and each is interested in a career in event management.

Chapter President Jessica Munoz (BA ’14) and Vice President Alexandra Risher (BA ’14) were each awarded the PCMA Convening Leaders Scholarship, which covered all of their expenses for the conference. The scholarship was based on academic achievements, recommendations, a written essay, and involvement in PCMA, both in the student chapter and national organization. Alexandra says, “This scholarship was the reason I was able to attend the conference. Convening Leaders was an invaluable experience which furthered my knowledge and allowed me to grow within the events industry.”

The students attended the conference’s educational sessions and keynote speakers with alumni and industry professionals. These seminars covered a wide variety of interesting topics, including Me: The Brand, Experimental Meetings Laboratory, and Economic Trends and Issues. They listened to inspiring keynote presentations by Thomas Friedman, Pulitzer Prize-winning author and Foreign Affairs columnist for the New York Times, and David Novak, chairman and CEO of Yum! Brands.

Student “unions” were an effective addition to this year’s conference, providing help to students with resume preparation and interviewing and business dress tips. Students were encouraged to network with peers, educators, and industry professionals from around the U.S. as well as Canada and Mexico. These connections promise to increase their exposure in the industry and strengthen their network for the future.

With over 3,000 meeting professionals, suppliers, and planners attending Convening Leaders, the School’s student chapter members learned about a wide range of possibilities in the event, meeting, and hospitality sales industry. The national conference experience is a valuable addition to course work and internships. “This is my second trip to Convening Leaders,” says Jessica, who is also the newly elected CAREER EXPO XXXV executive director. “I continue to be inspired by PCMA as an association and its amazing members. The experience of being immersed in the industry that I wish to enter is incredibly motivational, and PCMA provides the opportunity to make connections and continue learning about the event industry.”

Next year’s PCMA Convening Leaders conference is January 12-15, 2014, in Boston, MA.
Students from The School of Hospitality Business
Elected Leaders – Broad Student Senate

Two students from The School were recently elected to the top two positions on the Broad College of Business Student Senate.

Sarra Serhan (BA '13), a junior, was selected to be president of the group of student leaders, and Austin Alexander (BA '16), a freshman, will serve as vice president.

“Relatively, The School is one of the smaller entities within the 6,000-student Broad College,” says The School’s assistant director of undergraduate academic programs Jeff Yingling. “So having two of our students elected to these positions is quite an honor.”

Sarra already has a wealth of leadership experience at MSU. She served as a resident assistant in Wilson Hall last year and in The School has volunteered with CAREER EXPO, Destination Aucion, and Les Gourmets. She is a member of the Professional Convention Management Association student chapter and the hospitality honoraryEta Sigma Delta. Previously on the Broad Student Senate, Sarra served on the event planning committee and as director of membership enrichment. She now looks forward to her role as president, and has big plans for the group.

“Being elected president of the Ell Broad Student Senate as a sophomore Hospitality Business student has been a huge honor. I’m extremely excited about this leadership opportunity where I can best represent both the students of the Broad College as well as the students in The School of Hospitality Business. My goal over the next year is to make Senate more present in the College and in The School through more integrated, inclusive, and beneficial programs for all business students.”

Austin, who is a freshman, was active in 2012-2013 as a Broad Student Senator, involved especially with the group’s Human Resources committee. In The School, he participated in The School’s Hospitality Association Polar Plunge fundraiser and was a volunteer for Les Gourmets. He is excited to serve as the Senate’s vice president during his sophomore year.

“Next year we have plans to bring international students and domestic students closer through a new committee task force. We also hope to get a permanent store to sell Broad College apparel. Beyond that, I believe the overall structure and involvement of the senators will be amped up. As a freshman, I am honored to represent The School and student body. I could have not asked for a better group of people to work with and am enthusiastically awaiting the new school year to begin!”

School Director Dr. Ron Cichy is proud of the new officers, not only for what they bring to The School, but for their work on behalf of the whole College.

“Our students are movers and shakers; Sarra and Austin are great examples of this,” he says.

“Congratulations to them both.”

Susan Plooi (BA '13), a senior, was presented with the Sergeant York Award, given to those who demonstrate outstanding support for the profession, as well as a commitment to the battalion. Susan has contributed extraordinary time and effort to the Army ROTC program.

“We are very proud of Shannon and Susan,” said Ron Cichy, who attended the Award Ceremony with Director of Academic Programs Dean James F. Rainey. “It was a moving ceremony and a pleasure to learn about their contributions to this realm of service.” Dean Rainey noted the impressive descriptions of Dr. Burton’s and Ms. Pioli’s “distinguished, extraordinary service and commitment.”

It is a pleasure to receive an email congratulating students on an impressive academic achievement. It is even better when one of those students is an alumnus of The School.

Chelsea Hallman (BA ’08), worked in our office for four years as an undergraduate, served as CAREER EXPO executive director, and then went on to receive rave reviews in a career at the Chicago Marriott Downtown, starting in its Management Development Program, moving to food and beverage supervisor, and then becoming front desk manager. Chelsea returned to MSU to pursue an MBA in Finance last fall.

Chelsea was on the team of first-year MBA students who won Third Place at the Fisher Invitational Case Competition (formerly called the Big 10 Case Competition) on April 9-11 at Ohio State University. In addition, Chelsea won the award for the Best Q&A Individual Presenter, receiving a trophy for her achievement.

The other members of the Broad team are Dane Carey, Mark Evans, and Greg Mendez. The group brought a beautiful crystal trophy back to East Lansing with a great deal of pride.

Here is how Dr. R. Dale Wilson, professor and chair of the Department of Marketing and the Broad College MBA case competition coordinator, described it:

“Third Place at this competition is no easy feat. The Big 10 competition is one of the most prestigious MBA case competitions in the nation and has by far the most challenging and deliberative judging that I’ve seen in my four years as MBA case competition coordinator. Our team beat the University of Iowa (last year’s winner) and Ohio State (always a formidable case competition opponent) to advance to the final round. The final round featured our team, the University of Illinois (first place), and the University of Wisconsin (second place).”

Chelsea explained the case, saying, “Our specific presentation was for Bravo-Brio Restaurant Group. They operate Italian restaurants under the Brio and Bravo names. The point of the case was to present to the CEO, CFO, and founder of the company—all three of whom were present—a strategy for growth in the next five years.

Currently a graduate assistant in The School’s Student and Industry Resource Center, Chelsea was well prepared to help the team place. “It is always exciting to be a part of a case competition, but this competition was especially exciting for me because of my background in hospitality business,” she said. “I was able to use many of the skills I learned from my HB degree and Real Estate Specialization, as well as my management operations experience from Marriott, to help my team understand more about Bravo-Brio Restaurant Group.”

In addition, she added, “It was very helpful to tour the local Bravo during the case competition and be able to ask the ‘right’ questions to upper management, given my background in food service. For me, it was especially exciting to have the hands-on knowledge during our actual presentation, so that when judges were stopping us to ask questions, I was quickly able to use my knowledge of the industry to give an appropriate and realistic analysis of the situation. All of this helped my team and me represent MSU, place into the final round, and bring the ‘Best Q&A’ Award home to Michigan State!”

We congratulate the whole team, and understandably, we have a little extra pride for Chelsea! 😊

“Third Place at this competition is no easy feat. The Big 10 Competition is one of the most prestigious MBA case competitions in the nation and has by far the most challenging and deliberative judging that I’ve seen in my four years as MBA case competition coordinator.”

Dr. R. Dale Wilson
Professor and Chair of the Department of Marketing
Broad College MBA Case Competition Coordinator

Students from The School of Hospitality Business

Broad School MBA Students
Present Strategy for 5-Year Growth
Case Study Competition Success!
**Discovering and Disseminating New Knowledge**

**Annual Graduate Student Forum**

Twelve graduate students in The School participated in the annual Graduate Student Forum on Thursday, April 11, at the James H. Henry Center for Executive Development. Another student presented her research April 12-13 at the Annual Southwest America Hospitality Tourism and Educators Association Conference (KAHTEA) at the University of Nevada Las Vegas.

The forum began eight years ago as a way for graduate students who were becoming skilled at conducting research to practice presenting that research.

“The Graduate Student Forum simulates a conference environment, preparing the students to present papers and research findings among their peers,” explains Dean James F. Rainey, director of Academic Programs. Faculty mentorship of graduate students is a priority. Each student had a faculty sponsor who guided the research effort throughout the year and helped ready the student to speak authoritatively.

Coincidentally, on the day of the Forum, three of those professors were at conferences in Hawaii, Los Angeles, and Las Vegas, presenting their own papers!

“It’s win-win,” says Graduate Programs Coordinator and Adviser Melissa Bankroff. “Our students are learning from top researchers and in turn they help keep our professors active and engaged. The atmosphere here is invigorating.”

It is also reflective of the mission of a research university: to discover new knowledge and disseminate it.

“Our hope is that these students, when they graduate, go on to teach and conduct research at major research schools or in organizations, and continue to add to the body of knowledge and its application in our industry,” says School Director Dr. Ron Cichy. “The annual Graduate Student Forum is a step toward that goal.”

At right is a list of the presenters at the Graduate Student Forum and their faculty sponsors.

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<th>Presenters</th>
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<td>Fangqi Li</td>
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**Setting the Pace and Taking First Place!**

**TempoRun App Wins Student Start-up Madness Contest**

It’s no secret that MSU produces some very remarkable students. And last spring, a team of four of them took first place in South by Southwest (SXSW) Interactive’s “Student Startup Madness” tournament. The students include Benjamin Proschek, advisor; and Adam Proschek, both juniors in the College of Engineering.

The MSU team competed in March in Austin, TX, pitching an app they created called “TempoRun.” Judged by a panel of successful investors and entrepreneurs, TempoRun and the students won the tournament as well as $5,000 from Google Cloud Platform, which they planned to use to bring Temporun to the iTunes market.

Let’s set the stage. For a runner, it’s a familiar scene: you’re running along, feeling good, feet perfectly moving to the beat of the song you’re listening to. Then a slower or a faster song comes on, and your pace is altered; you try to keep the same pace, but you can’t avoid matching your feet to the beat. Now there’s a solution to controlling that pace. “Temporun will allow users to always run at a consistent and enjoyable pace, using music tempo as a guide,” explains Benny. “This is especially important if you’re running outside.” He says, “We give you the option to control the pace of your run by moving the tempo level of your music up or down. The app scans a user’s smartphone music library and categorizes the music into different levels, based on tempo. So, if most music exercise playlists are scattered, with many different songs of many different tempos, TempoRun will organize it into levels 1-12, so every song on a certain level will be the same exact tempo.

Benny explains, “Josh, TempoRun’s CEO and co-founder, and I learned about the Student Startup Madness Contest at SXSW through Paul Jacques, the director of student and community engagement at Spartan Innovations. We learned about the space in The Hatch, East Lansing’s business incubator located on Grand River Avenue above the former Barnes and Noble store.”

**Fellowship Awarded to Ph.D. Candidate Julie Tkach (BA ’94, MS ’05)**

The School recently learned that Julie Tkach, research assistant and instructor, has been awarded a Summer Fellowship for 2013 from the College of Agriculture and Natural Resources. The $5,000 award will help enable the completion of her dissertation through the Department of Community, Agriculture, Recreation, and Resource Studies (CARRS) program at Michigan State University.

“I am very honored to receive the award,” says Julie. “It’s going to help me take the final steps toward my goal.”

Julie earned her Bachelor’s and Master’s degrees in The School, and has taught in the Department of Hospitality and Tourism Management at Grand Valley State University. From 2004 until the present, she has been a research assistant, teaching assistant and then an instructor in The School while completing her graduate work, including a Ph.D. in CARRS, with a Graduate Specialization in Hospitality Business, slated for this August.

“From the time she was an undergraduate student, Julie has displayed a passion for the hospitality industry,” says her dissertation director Dr. Bonnie Knutson. “It has been a pleasure to mentor her as she developed and honed her teaching and research skills, finding her niche in the academic side of the industry.”

“The students in HHS 300 – Introduction to the Hospitality Business have been enthusiastic about her teaching style and ability to communicate,” says Dr. Ron Cichy, School director and member of Julie’s dissertation committee. “She will contribute greatly to hospitality education.”

There and more good news for Julie; she has been named assistant professor and chair of Hospitality Management at Northwood University in Midland, MI.
Spartan Stars of the Industry

MIKE RICE (BA ’91), 2013 Hotelier of the Year

As general manager of Quality Suites Lansing, Mike leads by example every day and has motivated the entire staff to excel. Since his arrival in 2001, Mike’s leadership has led to an increase in sales of over 80% and the property has won five Platinum awards for service excellence from Choice Hotels. Mike’s property was recently named #1 out of all 990 Quality-branded hotels in the United States for the second time. He is a dedicated executive board member of The School’s Alumni Association for The School and served as board member for the Greater Lansing Convention and Visitors Bureau and the MLTA, where he was influential in getting an increase in the State’s lodging per diem, resulting in $700,000 for Michigan lodging properties.

THUY TRAN (BA ’08), 2013 Room Attendant Star of the Year

Currently housekeeping supervisor at Lansing Marriott Hotel, Thuy began there as a guest service agent and was one of the property’s first to become a Certified Tourism Ambassador. She earned a rapid promotion to a Housekeeping Supervisor because of her work ethic and friendly demeanor. Her staff respects her as a model. Lexington General Manager and member of the MLTA Board of Directors Cindy Bowen notes that Thuy is “a stellar manager, who focuses on both the guests’ experiences as well as interactions with staff members.”

ELIZABETH MATHISON (BA ’13), 2013 Student Star of the Year

Having completed two internships at the Dearborn Inn, Lizzie will begin her full-time career there in the Event Management department as part of Marriott’s post-graduate “voyage” program. She has established an outstanding academic record while also displaying creativity and team spirit, overseeing seven other resident assistants on campus this year and serving in numerous capacities over four years as a student leader in the Business Alumni Association. She recently served as Masters of Ceremonies for the dinner.

LUcretia Mansfield, 2013 Food and Beverage Star of the Year

Currently banquet operations manager at MSU’s Kellogg Hotel and Conference Center, Lu began her career in 1993 as a banquet server. She has earned four promotions since then, assuming more and more responsibility. As banquet operations manager she developed a comprehensive, 20-hour orientation program that all staff members must complete before serving a single guest. Lu personifies discipline, hard work, generosity, and loyalty to all staff and the hundreds of student interns she trains. Lu is an essential mentor for the hundreds of student interns she trains.

The School congratulates all of these Spartan winners, each of whom lives up to a “Pure Michigan (State)” ideal.

Another Michigan Shining Star...

MSU and The School will gladly claim another impressive honoree at Stars of the Industry Leadership Conference in Texas last year.

The Michigan Lodging & Tourism Association

The Michigan Lodging & Tourism Association was formed in 1905, and while it has undergone a variety of name changes, it has always been the only statewide trade association representing Michigan’s lodging and tourism industries. MLTA represents hundreds of hotels, motels, resorts, and bed & breakfasts, comprising over 40,000 guest rooms. MLTA membership also includes categories for allied/suppliers, convention and visitor bureaus, colleges and universities, students, attractions and transportation operators. Headquartered in Lansing, the MLTA provides a full range of association services. For more on MLTA, visit http://www.mlta.org/
The School's student leaders embrace leadership learning through 12-week course

Weatherby School will also receive the new, confident personality. She appreciates his classmates and instructors have combined to “help make enthusiasm a part of my daily routine.” He appreciates for their ability to “make a four-hour class one that I looked forward to attending every week.”

“We chose students who already displayed leadership qualities and commitment, and who would be taking on top leadership roles next year,” explains Dr. Cichy. “Completing this course will help them in their careers, but The School will also receive the benefit of their new skills and practices.”

For 12 weeks they met for four hours each week with instructor Mark Eddy, “graduate assistants” Jeremy Moory (BA ’00) and Phil Zeller, and other members of the Dale Carnegie course in Lansing. By the end of the course, whatever had been their preconceptions, each participant felt changed.

Jessica Munoz (BA ’14), who will lead CAREER EXPO XXXIV in the fall of 2013, says the group dynamic was very supportive. “I was one of the people in the class, I would not have pushed myself as far as I did. She noted that the class taught her ways to handle myself as far as I did.” She noted that the class taught her ways to handle herself as far as I did.” She noted that even what you do. But they will always remember how you made them feel.”

Nevana Divic (BA ’14) will be president of The School’s Real Estate Investment Club as well as CEO of the Hospitality Association (HA) for 2013-14. That’s a lot to bite off, but she is ready for the challenge. “Improving my self confidence was part of my original goal and vision,” she explains. “I am very excited to be willing to give an internship (this summer) with a new, confident personality.”

T.J. McDermott (BA ’14) will direct all philanthropic efforts for HA in 2013-14. He notes that from his perspective, his classmates and instructors have combined to “help make enthusiasm a part of my daily routine.” He appreciates his classmates for their ability to “make a four-hour class one that I looked forward to attending every week.”

Rachel Geer (BA ’12) agrees with T.J. “I will sincerely miss going to Dale Carnegie every Tuesday and seeing the people that I have come to know and appreciate over these last few weeks.” She admits, “I am naturally a very quiet introvert, and I knew this class would push me to challenge myself as a person and a professional.” But instead of this class, which included public speaking, creating more stress for her, Rachel says, “I felt more than comfortable.” She contends that Dale Carnegie is a philosophy that “changed my life.”

Lena Loeffler is a perfect example of the applicability of Dale Carnegie to a wide range of people. She is already a consummate professional, an extraordinary management with Inland American Lodging Advisor, Inc., and Anna Christian (BA ’09), an associate in asset management with Goldman Sachs. Both are alumni of The School of Hospitality Business. Andy and Matt explored the topic of “Search Engine Optimization,” and Meghan and Olivia’s work centered on “Labor Updates for the Hotel Industry.”

They each received an all-expense paid trip to the 2013 Spring HAMA Conference at the JW Marriott Indianapolis on May 8-9 to present their findings. They attended the Educational Sessions, Member Only Forum, and the Welcome Reception on May 8, as well as the General Session on May 9.

Caiti Darish (BA ’14) was Auction CEO last year and a member of Le Gourmet executive board. In 2013-14 she’ll serve as director of marketing for Auction and chief operations officer for Le Gourmet. She says, “I thought knowing how to be a good leader to a team, how to have honest communication with others, and how to be the ‘boss’ of your day was ever wrong! I have changed many relationships in my life for the better as I now can have open and honest communication while being confident in what I have to say. I also have learned to manage the stress of all my leadership duties so that, by the end of the day, I can separate my work and home life and get a great night’s sleep free of worry.”

Alyssa Bellinger (BA ’14) will be chief financial officer of the Hospitality Association in 2013-14. She says that on the very first day of class “I was setting goals, stretching my comfort zone, and meeting people from all over the state.” And instead of being intimidated by all of the various professionals in the class, she began to become “more flexible, enthusiastic, and clear with my life.” And with new-found communication, memory, and leadership skills, she says she found herself with less worry and stress.

Megan Geist (BA ’14) will serve on the Auction executive board next year, after serving in various capacities in HA. She admits to having lost a little of her usual zeal, allowing in recent years the world to “dictate who I am and who I should be.” That has changed, she says, “The Dale Carnegie course has given me the confidence to be who I AM and who I WANT TO BE.” Truly inspired by her classmates, Megan says, “I cannot begin to express my gratitude to my Dale Carnegie instructor for her and my current employer for their support.”

The four winning teams were introduced at the Member Only Forum by The School’s Dr. A.J. Singh in behalf of HAMA Education Committee Chair Melissa Silver, who could not attend. Each team had the opportunity to then deliver its presentation for HAMA members. The two MSU teams had the special privilege of a private presentation to Bruce White, founder, chairman & chief executive officer of White Lodging Services Corporation, and The School’s 2008 Industry Leader of the Year.

Dr. Singh, Real Estate Investment Management Specialization director, helped guide the students’ projects and accompanied them to the HAMA Conference. “Both presentations were very impressive,” he said. “The students displayed a thorough knowledge of their subjects, as well as confidence in their presentations. We are very proud of them.”

This is not the first time MSU students have earned places in the HAMA Student Competition. “This is a priority for us,” says Dr. Singh. “The students who are selected to enroll in the Specialization are urged to take advantage of these opportunities. They are career-builders.”

According to the HAMA website, the Hospitality Asset Managers Association is the pre-eminent organization of professionals responsible for proactively increasing asset values on behalf of hotel owners worldwide. Its mission is the enhancement of hospitality asset managers through education, advancement of the profession, and serving as the collective industry voice of hospitality ownership.
In April 2012, a new treat debuted on campus, showcasing a student-developed business plan from The School. The ice cream cookie sandwich is made with crisp chocolate chip cookies baked by the MSU Bakers and filled with ice cream from the MSU Dairy Store.

The news from the Division of Residential and Hospitality Services described it as a result of a 2010 spring semester project for Dr. Bonnie Knutson’s senior marketing class. (Not surprising—Dr. Bonnie is well-known for her creative and memorable projects that have distinct “Spartan” flavors.) Joel Heberlein, Spartan Hospitality Group director and adjunct instructor in The School, challenged Dr. Bonnie’s students in HB 475 to help develop the concept, marketing strategy, and promotional tactics for an MSU brand ice cream product.

Thirteen student groups formed and presented their product ideas to a panel of MSU faculty and staff. The panel chose the ice cream cookie sandwich Udder Delights. Getting the product to the market was a collaborative effort, with the recipe coming from a Kellogg Center chef, cookies from MSU Bakers, packaging label from a Residential and Marketing Services marketing student, and the ice cream and packaging from the MSU Dairy Store.

Udder Delights was initially sold at select Sparty’s locations on campus, two MSU Dairy Stores, Forest Akers Golf Courses, and the Kellogg Hotel and Conference Center.

MSU Introduces Student-Developed Ice Cream Treat
December graduation celebrations in The School of Hospitality Business always have a festive, holiday atmosphere. The December 15 “Newest Alumni Celebration” was no exception. The graduates, their families, and the faculty and staff of The School gathered at the University’s Alumni Center for a special send off and words of wisdom from Alumnus Mike Rice (BA ’90), general manager of the Quality Suites Hotel in Lansing.

After a welcome from Ms. Hawks, HA President Paul Finstad (BA ’13) reflected on the graduates’ years at MSU, recalling the friendships, the pivotal learning experiences, and of course the first-place Homecoming floats they shared. School Director Dr. Ron Cichy, himself a 1972 and 1977 graduate, also shared his thoughts on bringing his own version of the MSU fight song to commemorate the 85th Anniversary Year of The School!

He then introduced Mike Rice, who began his career after graduating from The School with Marriott, and then managed two catering businesses in Chicago before returning to Michigan to lead the Courtyard by Marriott in downtown Detroit.

In his current position, Mike has led his hotel to five consecutive Platinum Awards for excellence in service, facilities, and hospitality. And in 2011, his property won the coveted Hotel of the Year award for downtown Detroit.

It is traditional in The School that, whenever possible, the speaker at the Newest Alumni Celebration is an alumnus of The School as well as a parent of a graduating senior.

This spring, there was indeed such a parent/alumni combination. Stu Wolff (BA ’82), is executive vice president – Midwest for Acosta Foodservice. Formerly the Wolff Group president, his company partnered with Acosta recently to provide sales and marketing services to the foodservice industry. With the partnership, the company has more than 900 foodservice associates in over 50 offices coast to coast.

You could not have asked for a more perfect weekend to celebrate the graduation of 182 seniors from MSU with degrees in Hospitality Business!

Warm and sunny on May 4-5, the campus was bursting with flowers and spring scents, as well as the anticipation of new beginnings for MSU’s newest alumni.

The School of Hospitality Business celebrated by hosting its “Newest Alumni Celebration” early on Saturday after a graduate degree ceremony the previous evening. At the graduate ceremony, 12 were awarded Master of Science degrees, and one a Ph.D. A record 109 family members, friends, and graduates of The School gathered on Saturday for an elegant luncheon at the University Club, organized by the Student and Industry Resource Center (SIRC) and the Hospitality Association.

The luncheon was followed by commencement for the undergraduate students at the Broad College of Business graduation ceremony. It is traditional in The School that, whenever possible, the speaker at the Newest Alumni Celebration is an alumnus of The School as well as a parent of a graduating senior. This spring, there was indeed such a parent/alumni combination. Stu Wolff (BA ’82), is executive vice president – Midwest for Acosta Foodservice. Formerly the Wolff Group president, his company partnered with Acosta recently to provide sales and marketing services to the foodservice industry. With the partnership, the company has more than 900 foodservice associates in over 50 offices coast to coast.

But most importantly for the weekend, Stu is dad to graduate Josh (as well as to 2010 James Madison graduate Aaron). In fact, it’s a Spartan family altogether, as Stu met his wife, Liz, at MSU’s McDonald Hall their sophomore year!

Josh gave Stu’s introduction, calling his dad a “remarkable leader in our industry, my best friend, and my inspiration.” And Stu was inspirational, recalling his days at MSU and noting that despite the 37-year span, things are still not so different today. After all, he said, “We are all Spartans.” He said he discovered that being a Spartan means more after graduation than before. He appreciates the campus more, embracing the ability to return as often as possible and speak in School classes. And even more, he described how he and Liz are working with other alumni to create an endowment to enable School students each year to attend one of the major sales and marketing events in the foodservice industry. Josh’s presence at one of these events last year was actually the catalyst for this effort.

Stu also talked about a way to view happiness and success, which he attributed to a “Ted Talk” speaker, Shawn Achor. All his life, Stu said, he thought, “If I work hard, I will become successful, and then I will find happiness in my life.” But Shawn Achor explained that a healthier perspective would be, “If I am happy, I will work hard, and then I will feel successful.”

Therefore, Stu told the graduates, “If you are happy and feel good about yourself, it will fuel your work, creativity, and energy. You will work hard and think differently. Then you are in a much better position to increase your chance at being successful.”

Stu urged the graduates to “listen to your inner voice,” your individual compass. “Be true to yourself,” he said. “Don’t change or alter your values to fit in.” Have enough respect for yourself to take good care of yourself with “exercise, meditation, reading, eating right, or whatever works for you.” And, he said, “Consciously do something nice for someone every day, value the people who love you, face your fears, and think of something every day for which you are grateful.”  

Stu’s passing this advice, Hospitality Association CEO Paul Finstad, himself a graduating senior, recalled some of the memories he and his classmates have shared, noting that it was The School that brought them all together to create a family at this huge university. “While it is always sad when families have to separate,” he said, “we have created great memories together.” He named a few of these:

• Traveling across the country for conferences and events in New York, Orlando, Los Angeles, Puerto Rico, Miami, Chicago, and more.

• Winning Best Spartan Spirit in the Homecoming parade, marching with over 60 School alumni.

• Riding a limo with students in New York after dinner in Little Italy.

• Watching the seniors be honored for outstanding achievements at the 2nd annual Hospitality Association Gala.

Paul encouraged all the graduates to give back and be outstanding alumni who help pave the way for future Spartans. Paul received the first Place Peer Recognition Award by the Broad College Student Senate at the afternoon’s Broad College commencement ceremony. He was also voted by his peers in The School as one of the two Outstanding Seniors, announced at the Newest Alumni Celebration.

In addition to his duties with HA, Paul served this year as president of the Real Estate Investment Club and completed the Real Estate Investment Management Specialization. A member of the Honors College at MSU, it is dad to graduate Josh (as well as to 2010 James Madison graduate Aaron). In fact, it’s a Spartan family altogether, as Stu met his wife, Liz, at MSU’s McDonald Hall their sophomore year!

He joined Ernst & Young in Miami as a consultant to begin his career in hospitality business real estate investment.

The other Hospitality Business Outstanding Senior was Meghan Clark, who, with a 4.0 GPA, also earned one of only 28 prestigious Board of Trustees Awards given at MSU’s Commencement. She was executive director of CAREER EXPO XXXVIII for The School, a double major in The School and in French, and also attended graduate school in the fall at University of Texas Austin for a master’s degree in accounting.

Congratulations to the newest alumni!  

Crossing the Bridge to Begin their Careers  
DECEMBER 2012 GRADUATES

Mike Rice shared with the graduates his “Bridge of Hospitality County,” offering wisdom that will “get you exactly where you want to go, without getting swept away.” Here are a few of his gems:

1. I’ve learned that in the Hospitality Business there are three kinds of people. Those who watch things happen, those who watch things happen, and those who don’t even know what’s happening. Make sure you’re not in the last group.

2. I’ve learned that it is wrong to expect that your co-workers and your employees will give you respect…you have to earn it.

3. I’ve learned that earning respect is directly proportional to how well you listen, your ability to coach, and how often you get your hands dirty.

4. I’ve learned that you should always remember to serve your associates…because what you do for them will end up with your customer.

5. I’ve learned that customers are valuable, but customer loyalty is priceless.

6. Seniors—I’ve learned that when starting a new job, don’t make a contribution to your employer—make a commitment.

7. I’ve learned that you should make every decision as if you owned the business where you work.

8. I’ve learned that it is not enough to satisfy your customers, you must delight them.

9. I’ve learned that you should ask everyone at work, “Whom do we work for?” And they should all answer, “Our guests.”

10. I’ve learned that service fulfills a need, but hospitality fulfills people.

11. I’ve learned that your reputation is what you give yourself.

12. I’ve learned that the only thing that cannot be duplicated by another company is the commitment, competence, and enthusiasm of its people.


14. And last—I’ve learned that it is very important to stay connected and stay involved with The School of Hospitality Business. Always forward your current address and email information and become active with The School’s Alumni Association here at MSU. I did. You’ll be glad that you did. Congratulations, Seniors!

Each graduate received a parting gift of The School’s 85th Anniversary Year shield, a specially created medalion on a green and white ribbon.

Fueling passion, creativity and energy  
SPRING 2013 GRADUATES

Congratulations to the newest alumni!

“Your reputation is what you give yourself...”
“Put together a great strategy and execute it.”

Dave Grissen • Jim Kauffman • Marriott International, Inc.

“Owners in many parts of the world view ‘success’ as being more about reputation than the bottom line...”

Chuck Abbott • Starwood Hotels

Addressing Challenges of International Business

Early in April, Alumnus and Regional Vice President with Starwood Hotels Chuck Abbott (KA ’79) returned to campus to speak to students in The School’s Hospitality Management 332 class. Chuck is Starwood’s regional vice president, South East Asia, Malaysia, Indonesia, and Singapore, and managing director of the Sheraton Imperial Kuala Lumpur. He has over 30 years of global hospitality experience, with extensive knowledge of hotel operations, as well as project feasibility studies, development/project analysis, and pre-opening hotel management.

He met with the Hospitality Business Real Estate Investment Management Specialization Director, Dr. A.J. Singh, and in informal “meet and greet” sessions, answering students’ questions on the unique challenges and characteristics of international business and South East Asia hospitality opportunities, in particular.

To celebrate the 85th anniversaries of both the Club Managers Association of America (CMAA) and The School of Hospitality Management, CMAA CEO James B. Singerling visited campus to speak on ‘85 Leadership Lessons Learned.” CMAA and MSU are collaborating 85 + 85 = 170 years of relationships in 2012.

The students learned about Marriott’s 18 brands, as well as the brands’ architecture, including luxury, lifestyle/collections, signature, modern essentials, extended stay, and vacation club/destination entertainment. And Dave and Jim shared Marriott’s long-term strategies in terms of marketing to the dominant customer segment in the coming years, the millennials, and what that means for Marriott’s efforts in the areas of technology and website retail sales.

Jim said that leaders “put together a great strategy and execute it.” He urged the students to “be energized by hospitality. Get some experience while you’re still in college.” And Dave encouraged them to use “common sense and clear thinking. There are opportunities in the industry for all.”

During their visit, Dave and Jim were designated “Spartan Leaders” by Dr. Ron Cichy, director of The School. “Our students are fortunate to have leaders the caliber of Dave and Jim come to campus and give their time and insight,” he says. “It’s an extra bonus that they are also Spartan alumni who represent MSU so well in the industry.”

Jim Singlerling • Club Managers Association of America

CMAA Leadership Lessons Learned

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Circle of Lodging Executives for the Americas (CLEA)

The Circle of Lodging Executives for the Americas (CLEA) is open to all lodging professionals who have a minimum of 15 years of professional experience in the hospitality industry. The mission of the CLEA is to establish a community of leaders who are dedicated to sharing knowledge, providing mentorship, and promoting the advancement of the lodging industry.

To join the CLEA, individuals must be nominated by their peers and complete an application that demonstrates their accomplishments, leadership qualities, and contributions to the industry. The application is reviewed by a panel of industry leaders, and those who meet the criteria are invited to join the CLEA.

The CLEA offers several benefits to its members, including access to a network of industry leaders, exclusive events and networking opportunities, and the opportunity to mentor and inspire the next generation of hospitality professionals.

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### Professor Kaye Chon • Hong Kong Polytechnic University SHTM

**Applying Research to Real Hospitality Settings**

Professor Kaye Chon, dean of the School of Hotel and Tourism Management (SHTM) at Hong Kong Polytechnic University, visited MSU March 19 and 20, chairing a meeting of the National Restaurant Association Educators Institute (NRAEI) in The School and speaking in HB 473 – Hospitality Industry Research.

Dr. Chon, who has earned four degrees in the United States, including a Ph.D. from Virginia Tech, is a former hotel manager and tourism industry consultant. He previously has held academic positions at the University of Houston, University of Nevada Las Vegas, and Virginia Tech. During his academic career, Dr. Chon has received numerous visiting professorships, research fellowships, and visiting lecturerships from universities around the world.

He is a leading hospitality researcher, the author or editor of ten books and over 200 papers in academic and professional journals. He is the editor-in-chief of the Journal of Travel & Tourism Marketing and Asia Pacific Journal of Tourism Research. And for over a decade, Dr. Chon served as editor for the Journal of Hospitality & Tourism Research (formerly the CHRIE Hospitality Research Journal).

“We are honored to have Dr. Chon visit our campus to speak to our students,” says Dr. Ron Cichy. “He is an icon in our industry’s academic realm.”

Speaking to the professors in The School, Dr. Chon gave his perspectives on research. He said that research on the industry serves several purposes.

Creating new knowledge is a process, he said, not an end. It is a way to develop one’s career and fulfill intellectual curiosity. And it provides a way for faculty members to bring wisdom to their institutions.

Dr. Chon discussed Hotel ICON, the first teaching and research hotel of its kind in the world. He said that although other universities have teaching hotels, the SHTM approach is unique, a purpose-built hotel that completely integrates teaching, learning, and research in a full-service environment.

“It is an amazing facility,” says Dr. A.J. Singh, MSU Real Estate and Development Specialization director in The School. “Students at Hong Kong Polytechnic are in an enviable position, learning and collaborating in this unique environment.”

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### Roz Mallet • National Restaurant Association CEO/President

**“What is your appetite for risk?”**

Students in The School filled over 200 seats in McDonel Kiva on Thursday, January 17, 2013, to hear Roz Mallet, CEO and president of PhaseNext Hospitality and outgoing chairperson of the National Restaurant Association.

“Her story is riveting,” says Dr. Jeff Elsworth, associate professor in The School who arranged for Ms. Mallet’s visit. “She certainly kept their attention.”

Ms. Mallet is a seasoned food industry leader, with extensive experience in enterprise strategy, turnarounds, transition planning, systems implementation, human capital development, and franchise operations.

In her current position, she is an entrepreneur. Previously, she has served as president and interim CEO of Caribou Coffee; senior vice president of Human Resources for Applebee’s and TGI Friday’s; and COO of the Madeleine Bistro-Café. She was also senior vice president of human resources for Carlson Companies, a global, multi-industry holding company.

With PhaseNext, a multi-concept franchise operator in non-traditional foodservice locations, the mission is to deliver fresh, high quality, quick casual restaurant brands that meet the traveling public’s ever increasing demand for higher quality food, service, hospitality, and convenience. Her company operates in airports, train stations, military bases, and internationally. She described these efforts to the students in Dr. Jeff Elsworth’s HB 358 – Hospitality Business Ownership, and to his HB 267 – Management of Food and Beverage Systems classes.

Roz discussed her unique history within the foodservice industry, with quick casual and casual, and quick service concepts; with publicly traded and privately held businesses; and currently with her entrepreneurial focus. To the budding entrepreneurs in HB 358, she urged, “Find your starting line. How important is starting your own company in defining your life’s story? How do you work with . . . and whom do you work with . . . best? And why? Is it an entrepreneurial culture you seek? Or do you really want to be the owner/founder?” She challenged each student to answer these questions while still at MSU.

Roz outlined some effective ways to assess their “appetite for risk,” and used her own company as an example, discussing its evolution from the strategy to the growth, and to the operational phases. Persistence and creativity are vital, she said, and it is important to believe that you can succeed.

To the students in HB 267, Roz talked about her philosophies for a successful career and life, urging them to stay true to their principles, to always be a student and a teacher, and to be passionate about serving others. She gave them ten tips that make for good leaders, including “seek mentors and seek to mentor.”

Students were impressed—and they were very interested in her years of service to the National Restaurant Association. “Her story is riveting,” says Dr. Ron Cichy, School director. “And we’re fortunate that this year’s NRA Chairman is a Spartan Champion. Both leaders serve to inspire our students to aim high and give back.”

“As a female student, I find it very encouraging to have leaders who are women come to campus to bring their stories and their advice,” says Alyssa Bellinger (BA ’13), director of philanthropy for the student-led Hospitality Association. “Roz is a superb example of how to not only break glass ceilings, but ignore their existence completely. I hope to be a groundbreaking leader like her someday.”

And shortly after her campus visit, Roz handed over her chairperson’s gavel to someone very dear to The School, Alumni Association Hall of Fame member Phil Hickey (BA ’77), who led such national concepts as Capital Grille and LongHorn Steakhouse, has led numerous, highly-successful foodservice companies, and is now chairman of the NRA.

“We are fortunate that Roz was willing to share her wisdom with us,” says Dr. Ron Cichy, School director. “And we’re fortunate that this year’s NRA Chairman is a Spartan Champion. Both leaders serve to inspire our students to aim high and give back.”
Customer Satisfaction Research

Guest satisfaction has been the focus of research published over the past year by Professor A.J. Singh and other researchers in the School of Hospitality Business. Three separate articles co-authored by Dr. Singh and Dr. Forrest Morgeson, director of research at the University of Michigan's American Customer Satisfaction Index (ACSI) in Ann Arbor, highlight the value of cross-university collaboration in the collection and analysis of industry data, as well as the usefulness of that data to industry executives.

The articles appeared in HotelNewsNow.com, and discuss the American Customer Satisfaction Index (ACSI), which was established at the Ross School of Business at U-M in 1994. According to the articles, the ACSI is “the only standardized measure of customer satisfaction covering the U.S. economy. It measures satisfaction with approximately 225 companies in 47 industries and 10 economic sectors, as well as a variety of local and federal government services. The companies measured by ACSI account for roughly one-third of the U.S. gross domestic product, and include foreign companies with substantial market share in the U.S. The ACSI model includes several variables, both drivers and outcomes of satisfaction, but is focused on customer satisfaction and its effect on customer loyalty. Customer satisfaction (or ACSI) scores are reported at the national, sector, product, and company level, and are reported on a 0 to 100 scale.”

In March, the authors noted that the ACSI seemed to indicate the following trends in the hotel industry:

1. In the first recovery period from 1994 to 2000, there was a disconnect between guest satisfaction and profitability. While the hotel industry was making money during this period, customer satisfaction scores declined.
2. From 2003 to 2005, guest demand and revenue per available room, and profits declined, but the overall reduction in ACSI scores was minimal.
3. In the second recovery phase, from 2003 to 2007, it appears that the hotel industry shifted its focus to improving customer satisfaction as occupancy, room rates, and operating profits improved.
4. Hotel operating performance declined in 2008–2009; however, ACSI scores during this period remained high. Hotel companies saw the value of customer retention and data-driven marketing.

In July 2012, Professors Singh and Morgeson reported the ACSI indicated that the industry remained at an all-time high ACSI score for the second year in a row, with Hilton Worldwide leading the industry with a score of 80.

The October 2012 report on the ACSI compared the 18-year average national ACSI score (71.8) with the hotel industry ACSI score of 71. While the hotel industry average was slightly lower, it was significantly higher than the airline industry in measures of satisfaction.

A November 2012 article, by Patrick Mayock, editor in chief of HotelNewsNow.com, related the ways in which certain hotel companies are “driving guest satisfaction.” The article was the result of a panel at the American Hotel & Lodging Association’s Hospitality Leadership Forum during the International Hotel, Motel & Restaurant Show in New York City in November. Dr. A.J. Singh and Bonnie Knutson, from The School, presented their research conducted with colleagues Dr. JaeMin Cha and Dr. SeungHyun Kim. Using the ACSI, they showed that in a slow growth market, a wise business strategy includes a strong emphasis on customer retention, as it makes it harder and more expensive for the competition to steal customers.

Their research notes that the drivers of customer satisfaction are customer expectations, customer perceptions and experiences, and perceived value (quality and price). Given this knowledge, hotel companies have an opportunity to provide “delightful” experiences and help the guests receive a good value. After all, the professors said, “Loyal customers are not necessarily always satisfied, but satisfied customers tend to be loyal.”

And it all starts with the staff, according to the panel which discussed the professors’ presentation. The panel featured industry executives, including two alumni from The School: Jim Anhut (MBA ’85), senior vice president of Americas brand management for InterContinental Hotel Group; and Michael Ennes (BA ’01), senior director of luxury brand development for Starwood Hotels & Resorts.

“We’re an industry that’s really relying on people to deliver our brand,” Jim said. “The focus of [IJH] right now is to look at the general manager as the brand manager. The brand is really delivered through the people at the properties.”

Dr. Bonnie Knutson confirmed this notion. “Think about every touchpoint a guest has with your property, from the first time they think about staying at your hotel to the last time they have an experience with it,” she said. “How many opportunities do you have to touch that guest either personally or impersonally? The opportunities are limitless, she said. Indeed they are. The article explains that Hilton's more technologically-inclined Conrad brand is providing choice ‘through its new Conrad Concierge application that is accessible from most iOS and Droid devices. They have the ability to interact directly with the hotel: ‘Are you’re at hotel in a way that they want,’ said Michael Ennes. ‘We’re making a big bet on that as a platform that will be kind of a hallmark for Conrad... But it’s not going to replace the guest interaction with our staff... It’s all about control... At the end of the day, it needs to make the experience more enjoyable for the guest.”

Offer “actionable means to improve satisfaction scores,” Jim said. “Sensitize your staff to be aware when people are unhappy, and don’t let them leave unhappy. And if they do leave your hotel and they let you know about it, you’d better get back to them pronto in a real-time world—and I don't mean by email.”

Michael explained, “For Waldorf and Conrad, something we're very focused on in the luxury space is providing experiences, and experiences beyond just that guest/staff interaction... experiences that are memorable and 'indigenous.' We’ll call it cocktail currency. It’s something that people enjoy sharing stories about when they get back from a vacation or business trip...”

Stay tuned for reports on the ACSI and how the industry is using it in a “real-time world.” Go to HotelNewsNow.com for more information.

In Industry and Academia

MSU AND UoM COLLABORATE—

In addition to conducting and publishing research, mentoring younger faculty members, and serving on numerous School and University committees, Dr. Bonnie continues to be actively involved in the MSU Alumni Association National Board, chairing the Membership/Marketing committee of the Wharton Center Advisory Council; and the Greater Lansing Convention & Visitors’ Bureau Foundation Board, among others. See page 3 for more news about this distinguished professor and alumna!

Capstone marketing courses foster creative business thinking

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Director and Professor Ron Cichy (BA ‘72, MBA ‘77) published two co-authored journal articles and one engaged research article during this year. Both academic research articles were about xenophiles. Dr. Cichy was named an outstanding reviewer by the Journal of Hospitality and Tourism Education for publication of an evaluation of private club boards of directors and the engaged research article was about private club managers. The engaged research article was co-authored with School Associate Professor Dr. Carl Borchgrevink.

Dr. Cichy has served as co-author of the 2012 Most Outstanding Reviewer Award for the Journal of Hospitality and Tourism Education.

Several faculty members have been recognized as being among the most prolific authors in 2001–2010 in an article titled, “Hospitality Author and University Productivity in the 21st Century,” in the Journal of Culinary Science & Technology. Dr. Beck (tied for #1), Dr. Jaemin Cha (tied for #8), Dr. Ron Cichy (tied for #11), Dr. Bonnie Knutson (tied for #10), and Dr. Ray Schmidgall (tied for #8).

Dr. Jeff Elsworth is working on three research-related projects, and two are with students:

- A study of how color, décor, and lighting affect a customer’s emotional reaction and intention to visit a restaurant. This is a study Dr. Elsworth is conducting with an undergraduate student who is a double major in Hospitality Business and Interior Design, Megan Stephanic (BA ‘14).
- A study of Restaurant Atmospherics: an investigation of how color, décor, and lighting affect a customer’s emotional reaction and intention to visit a restaurant. This is a study Dr. Elsworth is conducting with an undergraduate student who is a double major in Hospitality Business and Interior Design, Megan Stephanic (BA ‘14).
- A study of customers’ perceptions of whether they know if a restaurant is independently-owned, a franchise, or a corporate-owned location. The preliminary findings appear to show that what most customers are. The study is investigating the trouble identifying franchise-owned restaurants but if they know or have met the owner or manager they are more likely to visit the restaurant.

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Dr. Motavall Kim (MS ‘05) published two co-authored academic journal articles (both tier 1 articles) and one single-authored academic journal article and presented four different papers at four conferences during this academic year. She has served on the Advisory Council Committee in The School since the fall of 2012.

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Dr. Jeam Min Cha (MS ‘98) published five co-authored academic journal articles (including two tier 1 articles), and presented five different papers at three conferences during the academic year. When she attended the 2012 ICCHIE conference in Providence, RI, in August 2012, she was pleasantly surprised to receive two conference awards from one award ceremony:

- Best conference paper award (among 200 submissions, three papers were recognized as best conference papers), titled, “Leader–Member Exchange and Frontline Employee’s Service Orientation in the Convenience Context: Investigating a Moderating role of Work Status,” co-authored with School Associate Professor Dr. Carl Borchgrevink.
- Second place, Johnson & Wales Case Study Competition Award, titled, “Lean finely textured beef or pink slime: controversial debate” (this case study was used in HB 605 – Advanced Foodservice Management).

Dr. Cichy was named an outstanding reviewer for the Journal of Hospitality and Tourism Education. Dr. Cha also served as chief administrative officer for the Korea Hospitality Tourism Educators’ Conference, beginning in the fall of 2012 (the conference was held at University of Nevada Las Vegas in April 2013).

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The bottom line: 50% of the School’s tenure system faculty were named in the article. The preliminary findings appear to show that what most customers are. The study is investigating the trouble identifying franchise-owned restaurants but if they know or have met the owner or manager they are more likely to visit the restaurant.
Handwashing Habits

Enthusiastic Alumni Weigh In...

“Congratulations to Drs. Bergovich, Cha, and Kim. This is great recognition for The School!”
—Chuck Day (BA ’91)

“I am in my office watching Matt Lauer and the NBC Today Show crew report on the growing video-super-cosmetic trend.”
—Gary Hendrick (BA ’79)

“What a great video and wake-up call to many on such an important topic! Well done, and more than apropos for us at MSU with the HMIS. Great job!”
—David Burgin (BA ’81)

“Great to see your research getting so much press! Well done!”
—Chuck Day (BA ’91)

Ann A. Simon, who congratulated all the authors, reminded them of the School’s active embrace of its unique history, MSU’s and its professors have had a transformative and global impact. Acting Provost June Vogt agreed, saying that the honors are evidence that at MSU, knowledge is not merely disseminated, it is created.

Sponsored by the MSU Federal Credit Union, the event movingly affirmed the efforts and honors and distinctions. Acting Provost June Vogt presented “Differences between first-time and repeat visitors in satisfaction, delight, and loyalty in a hospitality setting.”

Dr. Ray Schmidgall

Dr. Cha also received second place in the 2012 ICHRIE Johnson & Wales Case Study Competition for her case on “flavoured and loyalty in a hospitality setting.”

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I CHRIE’s Highest Recognition

Achievement was the theme for the School during the 2012 annual conference for the International Council on Hotel, Restaurant, and Institutional Educators (ICHRIE). The 2013 annual conference takes place as this magazine goes to print, and will be repeated on the School’s website by mid-August 2013. In 2012, one faculty member and two alumni were recognized for their lifetime achievements. On August 3, 2012, in Providence, RI, Dr. Ray Schmidgall, the Hilton Hotels professor of hospitality financial management in the School, received ICHRIE’s highest individual honor, the Howard B. Meek Award, a living memorial to the first dean of the School of Hotel Administration at Cornell University and an executive vice president of ICHRIE. The award recognizes Ray’s lifetime contributions and outstanding service both to hospitality education and to ICHRIE.

Receiving two standing ovations from the audience of hospitality educators, Ray’s legacy as a top expert on hospitality industry accounting practices is well recognized. Among his books, Hospitality Accounting for the Hospitality Industry is used throughout the world, and he has authored over 250 articles. Ray has spearheaded the effort to revise the uniform system of accounts for clubs. He has mentored numerous graduate and undergraduate degree students who have themselves helped shape the industry and the hospitality academy. Twenty three years ago, he established at Michigan State the Hilton Lecture Series, bringing to campus international experts to discuss a timely topic from both the industry and academic perspectives each fall. And he is revered for his work on behalf of ICHRIE and its FutureFund.

Ray earned ICHRIE’s John Wiley & Sons Lifetime Research Award in 1999 and the Stevenson W. Fletcher Achievement Award in 2001. Last year, he received the Michael D. Olsen Research Achievement Award at the 17th Annual Graduate Education and Graduate Student Research in Hospitality and Tourism Conference’s Awards Dinner. The late Dr. Olsen (BA ’52, MBA ’79) earned both his bachelor’s and MBA from the School of Hotel, Restaurant and Institutional Management at MSU, as the School was then called. Eight faculty members, members of Ray’s family, and many friends, alumni, and supporters joined him in Providence for the presentation of the Meek Award.

Honors and Distinctions

For the School, achievement was the theme throughout the ICHRIE conference. Several members of the faculty earned special awards and made winning presentations. In addition to Dr. Schmidgall’s Meek Award, the School celebrated the following.

—Dr. JaeMin Cha and Dr. Carl Bergovich earned 2012 Conference Best Paper distinction for their paper titled “Leader-member exchange and frontline employees’ service orientation in the foodservice context: Investigating a moderating role of work status.”

—Dr. JaeMin Cha also received the Journal of Hospitality and Tourism Education outstanding reviewer award.

—Dr. Cha also received second place in the 2012 ICHRIE Johnson & Wales Case Study Competition for her case on “flavoured and loyalty in a hospitality setting.”

—to Jeff Beck chaired the Conference Scientific Paper Review Committee. Other School faculty members participated in ICHRIE in numerous ways.

—in the poster sessions, Dr. A.J. Singh and Dr. Ray Schmidgall presented “Analysis of the current financial profile of the U.S. lodging industry.”

—Dr. Schmidgall also made a presentation on behalf of the AMLE’s FutureFund, an endowment he serves as founder and chair. In addition, he discussed hospitality financial management at a Special Interest Group presentation.

—Drs. Jeff Beck, JaeMin Cha, and SeungHyun Kim, presented “Proactive behavior and the lodging revenue manager: A confirmatory factor analysis.”

—Dr. SeungHyun Kim presented “Analyzing student satisfaction and our alumni at ICHRIE this year,” says Dr. Cichy. “It was a very good year for our School, our faculty, and our alumni at ICHRIE this year,” says Dr. Cichy. “We discover new knowledge through our research and share it with the hospitality management community and we share the practical applications with the industry and our students. This is our research mission.”
Our alumni who become academicians teach hundreds and hundreds of students who then use what they have learned in their careers, as each of them touching others and influencing the industry. It is an exponential influence.

Dr. Ron Cichy

The 2013 Lifetime Academic Achievement Award went to Dr. Ray Schmidgall at the ICHRIE Conference in St. Louis, MO, as this publication went to press.
The evolution of the Uniform System of Accounts for the Lodging Industry

Identifying Trends, Making Predictions

This kind of standardized reporting system allows for a snapshot of the current status of the hotel industry, and it provides a historical account, as well, revealing the industry's past expenses and revenues. This then allows accountants to identify trends in the industry and make future predictions. One study conducted by Dr. Schmidgall and Dr. Francis Kwamara of the University of Delaware's Department of Hotel, Restaurant and Institutional Management, revealed that the USALI® “rated as being more of importance to hotel accountants than either the Internal Revenue Service code or Financial Accounting Standards Board pronouncements.”

Both speakers addressed an audience of faculty members, graduate and select undergraduate students, and special guests on Friday, October 5, at Eppley Center. John covered the history of PKF, including the firm’s involvement with the development of the uniform system over these many years. John stated, “A member of the PKF firm was involved in the writing of the first uniform system of accounts and has been involved in every revision. Clearly no other single firm has had the impact on accounting in the lodging industry as PKF has had.”

In addition to the USALI, Robert discussed Trends® in the Hotel Industry. PKF Hospitality Research owns the database for this statistical review of U.S. hotel operations, which was first published in 1937 and covered the years 1929 through 1936. It has been published annually ever since. Thus, PKF has the longest record of any firm in providing industry statistics useful as a benchmark for the lodging industry. PKF Consulting professionals use the Trends database to assist their clients—hotel owners, operators and developers, real estate investors, and governmental agencies—in making informed decisions. The Trends database is the oldest and most comprehensive source of hotel financial information in the United States.

“We are fortunate to have been able to hear from John and Robert on a topic that is very important to our industry,” says Dr. Schmidgall. “We learned from their expertise and appreciate their coming to Michigan State.”

The School of Hospitality Business Alumni Association

Serve Others...

In any organization, there is usually a leadership philosophy that guides decision-making and defines the overall strategy. And anyone who has studied business has heard about popular practices: management by walking around, top-down, bottom-up, management by objectives, and ______ (fill in the latest here)!. One of the styles of management that we frequently hear people talking about is “servant leadership.”

Being a servant leader intrigues me, possibly because for many of us in the Alumni Association, that style of leadership is intuitive. No one ever had to teach us that serving others is just another way to get your associates and colleagues on board with what you want to accomplish; it is also simply the right thing to do.

Taking others into account, recognizing their worth, coaching them to success, seeing the big picture—all of this coheres leadership that serves others. It just makes sense. When others feel valued, they feel empowered. And when that happens, they feel invested in the organization’s goals and find ways to contribute.

Pretty simple, right? We know this to be true in our own organizations and workplaces. Funny thing is, it is true when it comes to alumni leadership, as well.

I have had the remarkable experience of serving in our Alumni Association for a number of years, and as president for the past year. And I can tell you, working with the student leaders in our School leaves me very, very confident in the future of our industry.

Serving in the Alumni Association puts us all in a position of servant leadership, but it also allows us to observe leadership in action. Yes, we are giving of ourselves, our time, and, often, our money. Yes, we are putting others ahead of our own convenience or leisure time. But volunteering with fellow alumni, observing the dedication of the faculty, and watching the students learn and evolve is a joyous kind of service. And there can be no doubt, after being so closely involved in the School’s activities over many years, that servant leadership pervades the hallways and deeply affects each student. Students come first in our School.

And when the students know and understand that, they become better. They rise to the challenges that they face. They try harder. And they succeed.

So thank you for the opportunity to be a servant leader in our Alumni Association. We have made connections and friendships that are treasured. I have coached and mentored students whose careers I promise I will follow as long as I’m alive. And I have learned all over again the value of serving others. It has been an honor.

Sincerely,

Billy Downs (BA ’88) Chairman of the Board The School of Hospitality Business Alumni Association Founder BD’s Mongolian Grill

Welcome to Bruce Lange (BA ’78), who was elected president of the Alumni Association in May. Bruce is managing director of the Westin Kierland Resort & Spa in Scottsdale, AZ, and comes to campus each year to speak in HB 237 – Management of Lodging Systems and in HB 457 – Emerging Leadership. Chuck Day (BA ’95) was elected Vice President of the Board. He is one of the alumni advisors for Destination Auction and is a regular classroom visiting leader.

NOTE: Those of us in The School would like to add a bit to Billy’s letter. What some of you might not know is just how personally and deeply Billy believes in us. In our School alone, he has created and mentored the Passionate Foodies, he has supported student leaders in the Dale Carnegie Training Courses; he has coached individual students, and spoken in our classrooms. But there is more. Through his participation in marathons, triathlons, and other races, Billy has raised nearly $550,000 for Team World Vision. As noted on page 61, last fall, Billy’s team in the Chicago Marathon —which included the late Aline Holiman Redner (BA ’72) and Lucy Magnin (BA ’72)—was the Team World Vision number one fundraiser. The money raised allowed World Vision and Billy to travel to Zambia to construct clean water pipes, bringing sanitation and pure water to villages there. Billy explained, “When I’m involved in that area that can have clean water for his/ her lifetime.

As the founder of BD’s, Mongolian Grill, Billy has even traveled to Mongolia, establishing a restaurant there, employing nearly 300, and providing consulting services to the Nomad’s Restaurant Group. For his efforts, he was honored with the presidential medal of honor from the president of Mongolia.

This is service in action, and service as an example for our students. WE are an example of leadership in our Alumni Association. Thank YOU, and welcome as the Chairman of the Board of our Alumni Association...
Most people associated with The School know the many contributions Phil Hickey (BA ’77), chairman of Miller’s Ale House, has made to his alma mater. Speaking in classes, returning for Homecoming, donating funds for the Culinary Business Learning Lab, establishing two endowments, serving on the Executive Board of the Alumni Association, being named into the Hall of Fame, mentoring students one-on-one—the list goes on and on.

This year, Phil is serving the industry in the same way he has served The School: selflessly and effectively, as chairman, of the National Restaurant Association. An NRA newshog on December 14, 2012, described his visit to a special ProStart program...ProStart is run by the NRA Educational Foundation in high schools across the country. It seems that Phil’s nephew Tommy, a student at Saline High School in Michigan, enrolled in this program. “I was there at Thanksgiving, he also visited his nephew’s class. It seems that Phil’s nephew Tommy, a student at Saline High School in Michigan, enrolled in ProStart...”

Metro Detroit Spartans Connect, Donate to The School’s Auction Participation in the Metro Detroit Chapter of The School of Hospitality Business Alumni Association encourages members to increase. With a core group of dedicated alumni, the group organized a successful networking social and Galaxy gala benefiting the watching party on Thursday, January 10, at the Townsend Hotel’s Corner Bar. Over 10 alumni from The School, as well as from other majors at MSU, gathered to enjoy the complimentary hors d’oeuvres and friendship—and a chance to win a trip to New York! Each alumnus brought a donation to The School’s upcoming Destination: Coast to Coast Auction. The attendees donated a total of $2,231 in hotel stays, foodservice experiences, and checks.

The evening got started with a welcome from the Townsend’s Director of Front Office Operations Jason Hawkins (BA ’10), who introduced the hotel’s Managing Director Steven Kalczynski. Alumni Mike Rice (BA ’91), director of corporate and hospitality management, welcomes everyone who came. “There was a wide range of graduates,” he said, noting that some were as young as 2011 graduates, and some, like himself, had graduated in the early 1970s! Most of all, he explained, “they are all generous to the Auction and genuinely interested in maintaining a Spartan network and a link to their alma mater.”

The person behind the scenes arranging the event, along with the inaugural dinner event in January 2012, was Kevin Quawswit (BA ’08), recruiter for Business Alumni Association. The alumnus brought a donation to The School’s upcoming Destination: Coast to Coast Auction. The attendees donated a total of $2,231 in hotel stays, foodservice experiences, and checks.

The relationship between The Waldorf and The School is long and strong. General Manager of the historic luxury hotel Eric Long has spoken frequently of the outstanding talent that has come to The Waldorf from MSU, and has a tradition of hiring the best. List below are the current Spartans at The Waldorf, each one a source of pride for The School.

Matthew Walton (BA ’99) Opens Z Confections Matthew Walton (BA ’99) has launched 2 Z Confections, bringing salted caramel corn, dessert sauces, and baked goods to Los Angeles.

“My passion has always been food,” says Matthew in a press release. He grew up in Ohio with a family heritage rich in cooking. “When I was a child, my uncle owned a fancy food business in New York City and I used to visit large commercial bakeries in the city with him. Seeing the commercial-sized ovens and watching the bakers make the most beautiful desserts, I knew one day that it would be me with the whisk in my hand.”

Matthew enrolled in a baking program and was hired as part of the opening team for the famous Magnolia Bakery in Los Angeles. He began to experiment with his mom’s famous caramel and chocolate sauces, using imported ingredients. The addition of his new line of salted caramel popcorn has been making heads roll on even the talk of the food world. “Original,” “Cinnamon,” and “With a Kick,” (made with cayenne) are all made with premium ingredients. Matthew says you’ll be addicted by your first bite—be even labels the bags with a “Warning Highly Addictive” sticker.

“My goal was to bring wonderful recipes to you with a modern twist,” he says. “Confections is named after my mother, Zelda, a fabulous baker, my inspiration, and a woman with a serious sweet tooth.”

Z Confections is responsible for creating a successful and popular mainstay since it opened its doors in 1988. The Beverly Hills Grill celebrates its 25th year in 2013—a true accomplishment in an industry that isn’t always known for its longevity. The Grill, as it is known to its many regulars, has been a successful and popular mainstay since it opened its doors in 1988. Congratulations to Bill and all of the staff. Bill Roberts (BA ’74) Opens Café ML

The newest restaurant from the Roberts Restaurant Group opened in April, according to a recent article. Located in Bloomfield Hills, Michigan, the restaurant has an open kitchen in the dining room and a heated patio.

Chef de Cuisine Shawn Wright, a former sous chef at Town Tavern, and Corporate Chef Patrick Routelle collaborated on the menu. “It will be a little more global and eclectic compared to our other restaurants,” says Bill Roberts (BA ’74), who also owns Town Tavern in Royal Oak, Streetside Seafood in Birmingham, Beverly Hills Grill in Beverly Hills, and Roadside B & G in Bloomfield Township.

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Kurt Kwiatkowski (BA ’96, MS ’05) Contributes His Time

MSU’s Council of Graduate Students organized a week devoted to recognizing graduate and professional students at MSU, rolling out a whole range of events, including free MSU Diary Store ice cream and delectable demonstrations.

MSU’s Corporate Chef Kurt Kwiatkowski (BA ’96, MS ’05) provided the baking demonstration at the McDonel Hall Community Kitchen, and the Stain Now was there to capture the event. This is hardly the only example of Kurt’s devotion to students at MSU. He has also hired a School student, Bill Miller (BA ’74)
Kelly Mackie (BA ’15), to manage the Spartan food truck, Eat at State.

“Kurt’s influence is everywhere on campus,” says Ron Cichy. “We’re very proud of his accomplishments, and of his giving back every chance he gets.”

English Inn and Erik Nelson (BA ’06) Showcased

In an article titled “English Inn Elegance,” the Lansing State Journal on March 11 featured The English Inn, located in nearby Eaton Rapids.

Purchased by Donna and Gary Nelson in 1996, it is run by General Manager and School Alumnus Erik Nelson (BA ’06), their son.

Built in 1927 on 15 acres for the Bishop of the Lansing Diocese and St. Basil this summer! A Youtube video, the matriarch who says, “Kurt’s influence is everywhere on campus,” says Ron Cichy. “We’re very proud of his accomplishments, and of his giving back every chance he gets.”

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Dr. Dave Pavesic (MBA '66) Retires at Georgia State University

Hospitality news, published by the Cecil B. Day School of Hospitality at Georgia State University last spring featured Dr. David Pavesic (MBA '66), honoring him upon his retirement after 26 years at the institution.

A food and beverage expert who once owned two restaurants, Dave earned a Ph. D. at Florida State University in 1981 and joined Gsu in 1986 as director of the School of Hospitality, a position he held until 1996. He led the School through the accreditating process of the Accreditation Commission of Programs in Hospitality Administration. The School’s growth is built on the foundation he laid as director and as a faculty member.

The article quotes Robert Brymer (MBA ’72), an educator at Florida State and frequent co-author with Dave. “Dr. Dave’s leadership in the area of hospitality education has brought him national prominence. He is one of the most passionate people I know in his love for hospitality education.”

Dave has been involved in industry associations for over 60 years, became a member of the NRA’s Restaurant Advocacy Fund Committee.

Craig Heath (BA ’72) Featured in Restaurant Advocate

In a feature entitled “Meet the Restaurant Advocate,” Craig Heath (BA ’72), president/owner of Round Table Pizza Group, Inc., was profiled and interviewed in the NRA’s Restaurant Advocate. Craig got his start in the restaurant industry by washing dishes, busing tables, and tending bar. He is a former chairman of the Michigan Restaurant Association and today owns the Red Cedar Grill and Bloom Town Kitchen.

Craig is a member of the NRA’s Restaurant Advocacy Fund Committee. He encourages restaurateurs to be active in their state associations who can help advocate on the industry’s behalf with state legislatures. He also says it is important to attend city council meetings to let people know who you are and why you care. “Small business people often don’t know how important their voices are,” he says.

At the national level, Craig has appreciated the support of his Representative, Mike Rogers. He says of his involvement in the NRA, “You know your voice has some power and some say. This is the only business I’ve ever known, and I still love it as much as I ever did.”

Max Dobens (BA ’87) and Hurricane Hospitality

Real Estate Advisory Council Member Max Dobens (BA ’87), executive vice president and director of sales for Prudential Douglas Ellenman in the West Village, offers hospitality of a special kind. Max explains “During the aftermath of Hurricane Sandy I binned down to the office with my camping grill in my backpack and cooked scrambled eggs and toast for my office in the back yard while wearing my School of HB hat and apron. The office, a townhouse built in 1845, was without power for more than a week. I also brewed coffee and gave it away from the front stoop.”

Max is a popular speaker in HB 100 - Introduction to Hospitality Business—providing an overview of the real estate business in 55 minutes to over 600 students! He also serves on the Broad College of Business’s Alumni Association Board.

Super Bowl, Super Experience for Brad Johnson (BA ’11)

Early in 2011, Alumni Relations & Development Coordinator Lena Loeffler received a special delivery from Gabrielle Johnson (BA ’14). Gabrielle’s brother, Brad (BA ’12), it seems, had asked her to give Lena a few very special mementos.

Brad, concessions manager at Centerplate, in Qualcomm Stadium in San Diego, CA, had been chosen by his company to travel in January to New Orleans for Super Bowl XLVII.

As Brad put it, “It was truly an honor representing The School during the nationally-showcased event. It was a dream come true to have the opportunity to support one of the largest revenue days in the history of Centerplate, both as a food and beverage operations manager and as an alumnus of The School of Hospitality Business.”

Brad says, “I hope to inspire The School’s students to focus on their personal and professional goals while continuing to raise the bar as a leader in the industry. While I have been blessed in my opportunities thus far, I will forever represent The School and the doors it has opened for me as a professional.”

Brad inspired us to create a School pennant which was given to all Class of ’13 graduates with an invitation to send a small memento, and for Brad the pennant in whatever location they find themselves for the next issue of The Leader! (see page 41 of this issue to view the first photos received.)

Lucas Grill Offers Comfort Foods—with a Twist

Lucas Grill (BA ’06), is chef/owner of Public, a new full service restaurant in downtown Zeeland, MI, with “handcrafted comfort food” and an urban yet homey décor. shoreline magazine says of Public. “You can feel the passion that chef/owner Lucas Grill has for this place in every detail and you can taste it in every bite.”

Lucas studied at the Culinary Institute of America in New York. He earned his degree from The School, learning the business end of being a restaurateur. For several years, he worked for a number of five-diamond restaurants around the country, learning from some of the best chefs in the trade. Public’s name is clear “of or concerning the people or community.” He wanted his restaurant to be a place where people could get the comfort foods they grew up with—but with added, special twists.

Public is on Facebook and can be found online at www.publiczeeland.com.

Jack Schripsema (BA ’73) Leads Greater Lansing Convention and Visitors Bureau

The Greater Lansing Convention and Visitors Bureau (GLCVB) announced last Fall that it had hired Jack Schripsema (BA ’73) as the organization’s new president/CEO. A native of the Grand Rapids area, jack graduated from The School in 1971 and brings over 30 years of experience in the hospitality and tourism industry. He was most recently with the Flint-Geneesee County Convention
Josh Barber  
(BA ’04)  
Earns Darden Restaurants’  
Joe R. Lee Diamond Club Award  

It was reported in the August 5, 2013, issue of the Lansing State Journal that Josh Barber (BA ’04) was presented with Darden Restaurants’ top honor—the Joe R. Lee Diamond Club Award, named after the company’s first chairman and CEO.

Now in its 16th year, the award is presented annually to general managers throughout North America who demonstrate outstanding results by delighting guest with a genuine Italian dining experience while also achieving top financial performance in the company’s previous fiscal year.

“Josh is a passionate leader who inspires his team to provide an exceptional dining experience for each of our guests,” said Dave George (BA ’79), president of Olive Garden. “Josh values his team members’ input and ideas and is committed to serving his local community. Through Josh’s leadership, the Olmos Olive Garden is a superior-performing restaurant, which we treat our guests like family and consistently deliver a delicious Italian meal at a great value.”

This year, Josh joins an elite group of 39 general managers selected from the more than 800 Olive Garden restaurants in North America.

Spartans at Opryland: MSU South  
No fewer than ten School alumni make beautiful music(!) working at Gaylord Opryland Hotel in Music City, USA. Nashville, TN. That’s some kind of record!

MSU Orange County Alumni Club Gives  
$23,000 in Scholarships  

Mike Getto (BA ’96) and Mark Auerbach (BA ’05) stand with Sparty at the MSU Orange County Alumni Club send off for 39 Orange County MSU students and their parents on Sunday, August 18 held on the beach at Corona Del Mar. This year all 39 students from Orange County received scholarship money from the Club totaling over $23,000. The club also raised $10,000 for the MSU athletic department at its May golf tournament. Mark is on the scholarship committee and Mike is on the board of directors. GO GREEN!

Janine Ackerman (BA ’05) is assistant director for operations at the Valencia Group in Houston, TX. jkeeling@valenciagroup.com  
John Keeling (MBA ’74) is executive vice president of the Valencia Group in Houston, TX. jkeeling@valenciagroup.com  
Marc Cassill, CHP (BA ’89) is executive director of conference services & catering for Fairmont Hotels & Resorts in Toronto, Ontario, Canada. Marc.cassill@fairmont.com  
Alyssa Ciapala (BA ’12) is vice president of food & beverage with Pyramid Hotel Group’s Arizona Biltmore Resort and Spa in Phoenix, AZ. dcole@pyramidhotelgroup.com  
Christina Dace (BA ’05) is chef, specialist channel management for Southern Wine & Spirits of New York, Inc., in Syracuse, NY. christinadace@southernwine.com  
Mary Dogan (BA ’91) is director of brand management with Hotel Indigo-Americas in Atlanta, GA. Mary.dogan@ihg.com  
Jeff Fuller (BA ’77) is the general manager of Embassy Suites Greenville Golf Resort and Conference Center, Greenville, SC. jeff.fuller@jh.com  
Michael Gbur (BA ’86) is general manager of ARAMARK in Detroit, MI. gbur-michael@aramark.com  
Laurie (Silverman) Gens (BA ’93) is the director of corporate events & private events at VIPper Alley in Lincolnshire, IL. l.gens@viper-alley.com  
Marcio Hamerschack (BA ’08) is vice president at Barclays Bank in New York. grasiol@hotmail.com  
Rachel Inglot (BA ’09) is spa director with Indigo-Americas in Atlanta, GA. rinaldo@indiohotels.com  
Chrysse Preonas (BA ’03) is spa director with Indigo-Americas in Atlanta, GA. cwozniak@celebrationcinema.com

Where are they now?

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!

Michael P. Schenk, CCM, CPO, CWP (BA ’78) is vice president of management of Catwba Island Club in Port Clinton, OH. mschenk@cicclub.com

Matthew Sharp (BA ’06) is part of the opening team for The Cheesecake Factory in Novi, MI. Matthew.smith@cheesecakefactory.com

Lisa Smith (BA ’11) is banquet manager at The Farmont Copley Place in Boston, MA. Lisa.smith@farmont.com

Erin Swihart (BA ’04) is director of convention services at The Westin Detroit Metropolitan Airport. Erin.swihart@westin.com

Parimal Thakor (BA ’06) is vice president of operations with Mayfair Hotels in Charlotte, NC. parimal@mayfair-hotels.com

Julie Tkach (BA ’94, MS ’05) is assistant professor and chair of Hospitality Management at Northwood University—Midland campus. tkachj@northwood.edu

Vladimir Gruber (BA ’11) is the meeting connections sales manager at The Grand Hyatt in San Francisco, CA.

Troy Walker (BA ’12) is front office manager with Hyatt Hotel and Conference Center in East Lansing, MI. walker45@jwfiltrum.com

Luyao Wang (BA ’11) is an executive assistant at Aurora Resort & Spa in Tempe, Guaam. sarina.wang@auroraresortspa.com

Erica Weinbaum (BA ’12) is operations manager with Residence Inn by Marriott at the Dulles Airport in Dulles, VA. erica.weinbaum@marriott.com

Chad Wozniak (BA ’07) is an assistant manager of Studio C! and Oscar’s Bar & Spirits in Bolingbrook, IL. chad.wozniak@Bolingbrookj3.org

Christinadace@southernwine.com

John Keeling (MBA ’74) is executive vice president of the Valencia Group in Houston, TX. jkeeling@valenciagroup.com  
Tim King (BA ’85) is responsible for CAD drafting and graphic design and layout with Garr Tool in Alma, MI. tking@gartool.com  
Michael Kitchen (BA ’09) is an associate with Paramount Lodging Advisors in Chicago, IL. mkitchen@paramountlodging.com  
Kurt Kwiatkowski (BA ’06, MS ’05) is corporate chef for culinary services at MSU. Twitter: @Chef_Kurt  
John G. Malone, CHA (BA ’82) is brand performance consultant with Choice Hotels International in Silver Spring, MD. John_malone@choicehotels.com  
Luke McGowan (BA ’03) is district manager on premises at Southern Wine & Spirits in Bolingbrook, IL. lmcgon@southernwine.com  
Lisa (Goldberg) Miller (BA ’93) is an enrollment manager at Walden University in Tempe, AZ. Lisa is married to Scott Miller (Spartan 1991) and has two beautiful daughters, ages ten and six. She has great memories from CAREER EXPO and Les Gourmet! lisamcneile24@gmail.com  
Kit Pappas (BA ’82), vice president of sales for Capital Hotels Group, was featured in Vacation Agent in an August 2013 article about how to make the most from leisure bookings at top city hotels.  
Chrysse Preonas (BA ’03) is spa director at the Peninsula in Chicago, IL. chryssepreonas@peninsula.com  
Jason C. Rabidoux, CHA (BA ’04) is vice president of Business Development for Davidson Hotels & Resorts, was featured in Vacation Agent in an August 2013 article about how to make the most from leisure bookings at top city hotels.

Streetside Seafood.

Michigan restaurants include Town Tavern, Roberts Restaurant Group in Beverly Hills, CA, and owner of The Peninsula in Chicago, IL.

Chrysse Preonas (BA ’03) is spa director with Indigo-Americas in Atlanta, GA. rinaldo@indiohotels.com  
Chad Wozniak (BA ’07) is an assistant manager of Studio C! and Oscar’s Bar & Spirits in Bolingbrook, IL. chad.wozniak@Bolingbrookj3.org

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Jason C. Rabidoux, CHA (BA ’04) is vice president of Business Development for Davidson Hotels & Resorts, was featured in Vacation Agent in an August 2013 article about how to make the most from leisure bookings at top city hotels.  
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CALENDAR OF EVENTS

HOMECOMING WEEKEND
OCTOBER 10-12, 2013

Thursday, October 10, 10:30 am
Alumni-Student Golf Outing

Thursday, October 10, 5:00 pm – 6:30 pm
Alumni-Faculty Roundtable Discussion

Thursday, October 10, 7:00 pm – 9:00 pm
Spartan Sponsors Mentor Program

Friday, October 11, 8:30 am – 3:00 pm
Alumni Association Appointed &
Executive Board of Directors Meeting

Friday, October 11, 6:00 pm
Homecoming Parade

Friday, October 11, 7:15 pm – 8:30 pm
After-Parade Reception

Saturday, October 12, 8:30 am – 11:30 am
Homecoming Pre-game Reception

Saturday, October 12
MSU vs. Indiana

Tuesday, November 5, 2013
CAREER EXPO XXXV

Wednesday, November 6, 2013
CAREER EXPO XXXV Interviews

Saturday, November 9, 2013
(during International Hotel/Hotel & Restaurant Show)
• Alumni Association Executive & Appointed
Boards of Directors Briefing Meeting
• Celebration of Leadership

Saturday, December 14, 2013
• Commencement
• Newest Alumni Celebration

Saturday, February 8, 2014
• Alumni Association Executive & Appointed
Boards of Directors Briefing Meeting
• Alumni Network Gathering
• Annual Gathering of Leaders

Saturday, April 5, 2014
63rd Anniversary Les Gourmets – New York

Saturday, May 3, 2014
• Commencement
• Newest Alumni Celebration

Monday, May 19, 2014
(during National Restaurant Association Show)
• Alumni Association Executive & Appointed
Boards of Directors Briefing Meeting
• Alumni Network Gathering
• Annual Gathering of Leaders

Mark your calendars and plan to visit!

Interested in attending an event listed above? Please email Lena Loeffler at loeffler@broad.msu.edu or phone her: (517) 353-9211.