THINK LIKE THE OWNER

LEARN LIKE THE LEADERS

CONNECT THROUGH THE SCHOOL
COUNTING MY BLESSINGS AS DIRECTOR

by the numbers

Dear Friends,

Upon reflection, here are more than 26 of my greatest blessings. I am aware of them and grateful for them every day:

26 years of serving students, alumni, faculty and staff, and industry partners, as well as our alma mater, Michigan State University

25 years as a member of the International Brotherhood of Magicians and Society of American Magicians, and being inducted into the prestigious Order of Merlin (O.M.)

24 in 2015, the number of Destination Auctions to date

23 the number of charities supported by Destination Auction over 24 years

22 years since the establishment of the Dr. Lewis J. and Mrs. Ruth E. Minor Endowed Professor of Culinary Business

21 x 4 = 84, the number of students who have taken the Dale Carnegie Course® and/or the Dale Carnegie three-hour Professional Development Program

20 x 6 = 120 members of The School's Alumni Association Executive Board and Appointed Board of Directors

19 years as The School of Hospitality Business—since 1995, a brand like no other

18 x 2 = 36, the number of CAREER EXPOs presented

17 John DiBiaggio, MSU's 17th president, under whose tenure I was hired as School Director

16 x 4 = 64 years of Les Gourmets in 2015

15 (nearly) the percentage of international students currently at MSU

14 adjunct faculty who creatively teach a variety of required and elective courses

13 a lucky number when you add the digits, which equal four School foundations of learning: Management, Operations, Real Estate, and Think Like The Owner

12 Hospitality Association clubs and events, including CAREER EXPO, Destination Auction, Les Gourmets, American Hotel & Lodging Association (AHLA), Club Managers Association of America (CMAA), Eta Sigma Delta, Global Hospitality Business Organization (GHBO), National Society of Minorities in Hospitality (NSMH), Professional Convention Managers Association (PCMA), Real Estate Investment Club (REIC), Spartan Enology Society (SES), and Society for Hospitality Foodservice Management (SHFM)

11 tenure system faculty who are active researchers, talented teachers, and providers of service and outreach

10 x 2 = 20, the number of years that Professor John King and I team-taught Managing for Quality and Your Emerging Leadership Journey senior classes

9 x 10 = 90 years in 2017 of hospitality business leadership from The School, founded in 1927—nine decades of preparing the future

8 WE and THE (from WE are THE School): WE = four pillars: Students, Alumni, Faculty and Staff, and Industry Partners; THE = four foundations of learning: Management, Operations, Real Estate, and Think Like The Owner

7 students who assist all of our students in the SIRC office each year

6 student leaders on the Hospitality Association Executive Board of Directors

5 beautiful miles from my home to Eppley Center every working day

4 Dean Jim Rainey, Authella Collins Hawks, Jeff Yingling, and Melissa Bankroff: the dynamic duo in the director’s office who “git ‘er done!”

Shelley: The BEST partner and listening ear a director could ever have

THANK YOU. Here’s to the Future!

Dr. Ronald F. Cichy (BA ’72, MBA ’77), O.M.
Secretary/Treasurer, The School of Hospitality Business Alumni Association
Director and Professor, The School of Hospitality Business
Looking Forward

It was announced as this magazine went to print in early August that Dr. Michael McCall has been named the 12th director of The School.

Dr. McCall comes to the position with his MA and Ph.D. from Arizona State University. He was most recently professor and chair of the Marketing and Law Department at Ithaca College in New York, where he was a faculty member since 1989. He has also been a visiting scholar and research fellow in the Center for Hospitality Research, School of Hotel Administration at Cornell University.

Mike teaches in the areas of consumer behavior, and marketing management for services and pricing. His research focuses on the role of customer reward programs and on strategies for creating customer loyalty, rebate programs, and perceptions of price and value among competing hospitality and service products.

Dr. McCall has authored several papers that examine the role of restaurant tipping as a form of service evaluation. His work has been funded by the National Institutes of Health and has appeared in the Journal of Applied Psychology, the Journal of Socio-Economics, and The Cornell Hospitality Quarterly, among others. He serves on the boards of the Service Industries Journal and The Journal of Applied Marketing Theory, and he consults with a variety of service organizations on marketing strategy pricing, brand loyalty, and methods for increasing customer evaluations of value. In addition, his work has been covered in such popular press outlets as the New York Times, London Financial Times, LA Times, Washington Post, and USA Today, as well as on CNBC.

Mike and his wife, Deb, a speech-language pathologist, have two adult sons who share a special passion with their dad: golf. He says, “It is on the golf course that I can be found on any nice warm day.” He loves to play with his sons, both “a couple of strong, low handicappers.” In fact, individually and in team competition, they play in most of the local, regional, and state events around Ithaca.

Mike will be thrilled to learn that each fall before Homecoming weekend, The School’s CMAA Student Chapter hosts an annual Student-Alumni Golf Outing at one of the two golf course on the MSU campus! And, with very strong ties to the national CMAA (The School has an award-winning chapter, and has hosted over 90 CMAA BMI III executive development programs of approximately 40 each over the years), it should come as no surprise that our graduates manage and operate some of the finest resorts and golf clubs in the world.

But to take the golf analogy a bit further, more than anything, WE in THE School—the alumni, faculty and staff, students, and industry partners—have teed it up for Mike, providing a dynamic and strong foundation for him to hit it long and straight down the fairway! A Spartan green jacket will look great on him.

Acting Dean Designate of the Broad College of Business Dr. Sanjay Gupta announced that until Mike begins serving as School director, Dr. Bonnie Knutson will serve as acting director, and thanked her for graciously accepting that position.

The School echoes Dr. Gupta’s thanks to Dr. Knutson, and extends a warm Spartan welcome to Mike McCall. Go Green! Go White! Here’s to the Future!

---

J. Bruce Lange (BA ’78)
President
The School of Hospitality Business Alumni Association
Managing Director
Westin Kierland Resort & Spa

Dr. Ronald F. Cichy (BA ’72, MBA ’77)

“We have a genuine interest in each of our students. We want them to feel our pride in them... We are confident they are moving on to great opportunities and fulfilling their (B1G) dreams.”
With its Superhero theme, MSU's Homecoming was even more meaningful than usual for the special alumni who traveled back “home” for the Homecoming events in The School from Thursday, October 10 through Saturday, October 12, 2013. “The alumni in our School are certainly superheroes to us,” says Dr. Ron Cichy (BA ’72, MBA ’77), School director, and himself an alumnus of The School. “This year a record number of them came to campus, and throughout the weekend demonstrated for our students the meaning of enthusiastic ‘giving back.’” And the weather cooperated! Thursday afternoon, in colorful 75 degree temperatures, four foursomes of alumni and students participated in the annual Alumni Association golf outing. That evening, more than 30 faculty members and alumni participated in the annual Alumni/Faculty Roundtable, with alumni discussing current industry trends and the faculty discussing relevant research and service topics. At the same time, a record number (86!) of students and alumni gathered at the annual Spartan Sponsors network program kick-off sponsored by The School’s Student and Industry Resource Center (SIRC). The program pairs alumni and students with similar career interests in a year-long mentoring relationship.

The following day drew 70 alumni to The School’s meeting of the Appointed and Executive Board of the Alumni Association. And if the word “meeting” conjures visions of boring committee reports, think again. This was instead a day-long “revival meeting,” with alumni, faculty, and staff members all taking pride in what The School has come to stand for and its role in the Broad College of Business. Full disclosure: some of the emotion had to do with beloved and long-time Professor Mike Kasavana’s departure from the classroom at the end of the fall semester. The Boards voted Mike as the recipient of this year’s faculty/staff award, after a touching testimonial to him by fellow Professor Ray Schmidgall.

In addition, the meeting was an opportunity to say “thank you” to 26-year School Director Ron Cichy, who will step aside as director at the end of August 2014. A heartfelt tribute was written and read by Alumnus Gary Hernbroth (BA ’79), a toast was offered, tears were shed, and a football jersey emblazoned with “Cichy” and the number “1” was presented to Ron.

With continued sunny autumn weather and good feelings all around, the alumni proceeded to the Homecoming parade step off, where students had gathered with their Hospitality Association float. Bearing the kind of enthusiasm usually reserved for the young (!), over 150 alumni, faculty and staff members, and students walked with the float, shouting the fight song and impressing the judges not just with their number, but also with several of them “flying” around with special capes, wristbands, and masks which lent an air of comic book humor! And sure enough, for the ninth time in 11 years, The School’s float, entertaining walkers, and professional driver Bob Lyon won Best Spartan Spirit for 2013. Was there ever a doubt?

With the parade over, hungry School students in record numbers (103 students, at last count!) joined the alumni, faculty, and staff for the annual After-Parade Reception and meal, hosted by Alumni Mike Rice (BA ’91), Chuck Day (BA ’91), and Allegra Johnson (BA ’91). The lobby of the Broad Business complex was filled with students eager to consume the 60 pounds of Mike’s world-famous Mac-n-Cheese, as well as brats and hot dogs, salad, and desserts. They drew for prizes collected by Alumnus Jim McKillips (BA ’75), and no student went away without a full stomach and gratitude for the generous alumni who each year serve the students at this event.
The Spartan superhero spirit continued early the next day before game time, when The School and its HB 485 Hospitality Food Service Operations students, led by Professor Allan Sherwin (BA ’64), prepared and served a fabulous tailgate brunch for over 70 alumni and guests across from The School’s Culinary Business Learning Lab in the Kellogg Center. The capes, wristbands, and masks were out in force among the young-at-heart alumni such as Richard Farrar (BA ’73), Dan Burdakin (BA ’81) and others.

The brunch featured a surprise visit from a capella singers Three Men and a Tenor (all in superhero gear), who, as they walked through the hotel were persuaded by Richard Farrar (for just a tailgate drink!) to fly along with him to the reception and sing a couple of songs, including MSU Shadows. The brunch also included a drawing for dozens of School-related prizes (smart sticks, knapsacks, notepads, aprons, and a coffee maker).

And finally, the game! Sitting in a bloc together under bright blue skies and 70+ degrees, the alumni and their family members, and several students and their families all enjoyed Spartan football together—a 42-28 thrashing of the Indiana Hoosiers. The presentation on the field at halftime of The School’s Hospitality Association float as Best Spartan Spirit was icing on the cake.

It sounds like a lot of events in a short amount of time, and it was. But more than anything, the weekend was a flurry of family, Spartan family, and fellowship—of connections made and strengthened between enthusiastic students, generous and grateful alumni, and dedicated faculty and staff members—Spartan Superheroes all.

“The college experience is of course about academics and producing leaders,” says Dr. Cichy. “But we believe it is also about the friendships, connections, and the fun of special weekends such as this. I’ll never forget this last Homecoming as director. THANK YOU.”

Mark your calendar for Homecoming 2014
SEPTEMBER 25-27
Visit our website for details!
In a memorable November ceremony at The Waldorf Astoria, two alumni were inducted in The School’s Alumni Association Hall of Fame Class of Mentors. Bradley N. Cance (BA '89), general manager and COO of Bethesda Country Club, and Stephen E. LaHaie (MBA '77), senior vice president of Shaw’s Crab House Division of Lettuce Entertain You Enterprises, Inc., became the new members of the Hall of Fame. The 2013 “Spartan Champion” was Philip J. Hickey, Jr. (BA ’77), last year’s National Restaurant Association chairman, and chairman of Miller’s Ale House Restaurants. And the Alumni Association’s 2013 Industry Leader of the Year was David J. Grissen (BA ’79), group president for Marriott International, Inc.

Welcoming the over 250 who gathered in the Empire Room off the beautiful lobby of the landmark hotel, Dr. Ron Cichy, School director for the past 26 years, spoke of what The School stands for. With his time as director coming to an end (August 2014), he recalled The School’s many accomplishments, and noted that they were the result of the combined efforts of faculty and alumni, industry supporters, and outstanding students. “You own The School,” he said. “Act as its fiduciaries in the coming months and years, take responsibility for its future, protect its mission and its reputation that YOU all helped to build. Take pride in what its broad hospitality business education has meant to its graduates and in turn, the entire industry, where Spartans lead in every segment. Always remember, We are The School.”

The Dean of the College of Business at MSU Stefanie Lenway also welcomed the guests and honorees, thanking Dr. Cichy for his dedication and energy. She gave assurances for a smooth transition to new leadership for The School, recognizing that many in the room have a vested interest in The School’s continued excellence. “This group of Spartans will persevere,” she said.

At the start of the award ceremony, Waldorf General Manager Eric Long spoke of the long and close relationship between the hotel and The School, acknowledging the obvious reason that so many Spartans occupy leadership positions at the Waldorf: “The School prepares its students so well,” he said. “Our MSU grads are among the best and brightest at The Waldorf.”

He recognized the outstanding faculty who very effectively partner with the industry, and added “Dr. Cichy will be a hard act to follow—he leaves a huge legacy.” And with that, all eight of The School’s graduates currently working at The Waldorf joined Eric onstage to present a beautifully rendered and framed sketch of The Waldorf Astoria to Dr. Cichy.

But the evening was dedicated to The School’s honorees, each of whom addressed their acceptance remarks to the 65 School students who traveled to New York for Celebration of Leadership, as well as for several additional professional development programs and attendance at the International Hotel/Motel & Restaurant Show. Generous individual and corporate sponsors allowed for the students’ travel.

Brad Cance spent his entire career leading Five-Star and Five-Diamond properties such as the Four Seasons and Ritz-Carlton before joining the Bethesda Country Club. He has been a dedicated alumnus, whose contributions to The School’s annual Destination Auction have made a huge impact. He has mentored individual students hoping to have careers in lodging management and working as interns at his properties. Upon being inducted into the Hall of Fame, Brad told the students present, “Be proud, humble, and confident. And realize that when you start interviewing, you have an immediate advantage being from The School.”

Steve LaHaie, whose Shaw’s Crab House is one of the most beloved restaurants in Chicago, spoke of his good fortune in his life and career, but noted that success is a result of “a lot of hard work.” Coming to MSU to earn an MBA in The School was a natural choice, he said, given its reputation: “I knew the place to specialize was MSU.”
He told the students to be passionate and enthusiastic in the workplace, and to never stop learning. Steve has hired dozens of Spartans, and mentored each one.

Phil Hickey, a legendary restaurateur who has led several outstanding companies including Cooker Bar & Grille, Rio Bravo Cantina, RARE Hospitality International, Inc., and O’Charley’s, Inc., served as the entire restaurant industry’s spokesman and inspiration as the NRA chairman in 2013. In The School, Phil’s generosity and dedication are unequaled. He champions students with a special kind of mentoring, devoting countless hours and attention to their development. The endowments he has established have assisted many students with tuition, books, and travel to industry conferences. He has invested in The School’s efforts to enroll student leaders in the Dale Carnegie Course®, and he never fails to take the time to offer advice and counsel to Dr. Cichy when asked. He is a true Spartan Champion. He told the students that one’s life and career are really all about relationships. “Be a servant leader,” he said. “Persevere, be tenacious, but always remember that we are serving people.”

Dave Grissen came to his leadership role with Marriott International in a slightly unusual way. With a degree in finance, his initial roles with the company were in the finance realm: CFO of Residence Inn and VP of Lodging Finance and Business Development. But he transitioned into operations so successfully that he currently has the responsibility for the financial management and leadership of all of the America’s Lodging operations, with more than 3,300 hotels and a workforce of 120,000. Mr. J.W. “Bill” Marriott, Jr. himself earned The School’s Alumni Association Industry Leader of the Year award in 2001, so Dave jokingly noted that he never thought he would earn the same award as the iconic head of Marriott International. However, he told the students anything is possible. “Hospitality Business is the best industry,” he said. “I can’t tell you how much fun I’ve had, and how many great friendships I’ve enjoyed.” He urged them to work hard, saying, “It’s the little things. Hard work will separate you. So will common sense.” Take risks, he said, “and try different roles you are not comfortable with.” Dave also encouraged the students to give back to their communities. “Mr. Marriott may not have expected me to earn this award,” he said, “but he is very proud that I did. Remember, success is never final.”

In fact, as many as 50 Marriott colleagues were in the audience to help celebrate Dave’s achievement—and highlighted the very long and mutually beneficial relationship the company has with The School, its faculty, Dr. Cichy, and its Student and Industry Resource Center.

The evening concluded with an elegant reception across the historic lobby of The Waldorf in the Vanderbilt Room, where alumni, honorees, and guests celebrated, reminisced, and looked forward together.

“Without Dr. Cichy, we would not be here in this room,” remarked Brad Cance. And Ron himself admitted to the emotional nature of his “last” Celebration of Leadership. “But it is easy to feel positive about the future of our School when you see the people we’ve honored tonight and the ways our students interact with our incredible alumni,” he said. “I am very confident in the direction of our School.”

...it is easy to feel positive about the future of our School when you see the people we’ve honored tonight and the ways our students interact with our incredible alumni.”

Dr. Ron Cichy
We applaud the companies and individuals who help make the Celebration of Leadership possible...

CORPORATE

Diamond
Marriott International, Inc.
Marriott International University Relations
White Lodging

Platinum
Ashford Hospitality Trust
Strategic Hotels & Resorts
Thayer Lodging Group

Gold
Apple REIT Nine, Inc.
Chatham Lodging Trust
Choice Hotels International
Cornerstone Real Estate Advisers, LLC
Enseo, Inc.
G. Holdings
HD Supply
Host Hotels & Resorts
JHM Hotels
Lettuce Entertain You Enterprises, Inc.
Noble Investment Group
Pyramid Hotel Group
Ritz-Carlton
RLJ Lodging Trust
S & S Hotels
Western International
Winegardner & Hammons, Inc.

Silver
American Hotel Register Company
ConAgra Foods/Lamb Weston
Concord Hospitality Enterprises Company
Davidson Hotel Company
DiamondRock Hospitality Company
Ecolab
Inland American Lodging Advisor, Inc.
Rubbermaid Commercial Products
Sage Hospitality
Stonebridge Companies
Sunstone Hotels

Bronze
Chesapeake Lodging, LP
Delmonte Hotel Group
Expense Reduction Analysts
First Hospitality Group
HEI Hotels & Resorts/HEI Hospitality Management LLC
Highgate Hotels LP
Integrated Capital
John Q. Hammons Hotels
Michael Foods
Northview Hotel Group
PepsiCo
Royal Cup Coffee
Schindler Elevator Corporation
Shaner Hotels
Strand Development Company

INDIVIDUAL

Double Platinum
Reedy and Philip J. Hickey, Jr. (BA ’77)

Platinum
Dave George (BA ’79)
Ann & James Kauffman (BA ’75)
Peter J. Weien (BA ’81)
Stephen M. Wickens

Gold
Davis Glenn
Phil Hoag (BA ’67)
Joy L. & John L. Huckestein (MBA ’72)
Peter Kaiser
Meg & Elvin Lashbrooke
Michael Murray (BA ’81)
Houston Striggow (BA ’75)
Blair Wills (BA ’01)

Silver
Patricia L. & James F. Anhut (MBA ’85)
Cheryl D. & Dan E. Burdakim (BA ’81)
Glenn F. Isaacs (BA ’87)

Bronze
Jeffrey D. Anderson (BA ’90)
Matthew & Kristy Anderson (BA ’09)
Virginia S. & Wade M. Avondoglio (BA ’80)
Jacob H. Best (BA ’59, MS ’64)
Richard K. Carpenter (BA ’68)
Katrina L. & Marc L. Cassier (BA ’89)
Shelley G. & Dr. Ron Cichy (BA ’72, MBA ’77)
Sandra L. & Richard C. Conti (MBA ’76)
Lone & Dan Darrow (MBA ’61)
Max Dobens (BA ’87)
Rebecca Jane & John Richard Flood (BA ’80)
Steve Graves

Bronze
Kenneth Hill (BA ’56)
Thomas LaTour (BA ’66)
Kurt Lefler (BA ’88)
Kerri Malinovich (BA ’05)
Dan H. Mathews (BA ’66)
Diane & Jerry A. McVety (BA ’67)
Emmelyn & Jim McKillips (BA ’75)
Kristin St. Marie (BA ’87, MS ’99)
James F. Rainey
Zoe Slagle (BA ’59, MS ’64)
Amy C. & Richard D. Vogt (BA ’85)
Lynda & Lou Weckstein (BA ’58)
Joyce Younger & Jay Dee Cutting (BA ’61)

Other
James V. & Kathleen M. Swanson
Julie Tkach, Ph.D. (BA ’94, MS ’99)
Robert Underwood (BA ’59)
The Student and Industry Resource Center (SIRC) has its own kind of “interview” madness during spring semester, in March 2014, nine companies conducted on-campus open houses and interviews for School students interested in internships or employment. The first week of March is MSU’s spring break, so these visits occurred from March 10-28. For a glimpse at the range of companies recruiting our students, consider the March “interview” madness lineup:

**Hyatt Hotels**
**Lakeshore Country Club**
**J. Alexander’s Restaurant**
**Darden Restaurants**
**Choice Hotels International**
**Entertainment Cruises**
**Kimpton Hotels & Restaurants**
**Four Seasons Hotels & Resorts**
**Cedar Point**

Also part of the lineup were three “virtual” visits, from Loews Hotels, Mirasol Country Club, and Shake Shack.

In fact, over the course of the entire semester, SIRC hosted 22 companies, seven of them new to The School, along with five virtual recruiting visits.

There are many reasons our students get fabulous internships and placements after graduation,” says SIRC director Authella Collins Hawks. “Companies seek out potential staff members who can bring the most to the organization. Our students have it all: theoretical underpinning and hands-on experiences; demanding and caring professors and mentoring from alumni; and a work ethic that is simply unmatched anywhere.”

In addition, for over 30 years The School’s dedicated internship office (what is now called SIRC) has cultivated relationships with hundreds of companies who know the talent that exists at MSU’s The School of Hospitality Business.

“SIRC has made the difference for so many of our students and graduates,” says Dr. Ron Cichy, School director. “It is no secret that meaningful internships are key to getting that first good career position out of college.”

SIRC brings the companies in, helps arrange for the internships, and manages the details of the internship requirements. But more than anything, SIRC is the link between Spartan hospitality business standouts and the industry in which they want to succeed. THANK YOU, SIRC!

With hundreds of industry representatives coming to campus each year through CAREER EXPO and company recruiting visits, SIRC takes the opportunity to invite many of them to speak in School classes. Professors are happy to include industry presentations, knowing the benefit of real-world perspectives. Here is a sampling of Visiting Leaders in the classrooms for February and March 2014:

**February 5, 2014**
**HB 307: Hospitality Business Human Resources**
Marta Shipiyev  
Director of Human Resources  
Fairmont Hotels  
Chicago, IL
Kelly Wilson  
Director of Human Resources  
Fairmont Hotels  
Washington, DC
**HB 401: Hospitality Business Professional Development II**
Dave Grissen  
Group President  
Marriott International, Inc.

**February 12, 2014**
**HB 307: Hospitality Business Human Resources**
Dave Gordon  
Vice President of Human Resources  
Winegardner and Hammons, Inc.  
Cincinnati, OH
**February 20, 2014**
**HB 882: Financial Management in the Hospitality Industry**
Karl Grover  
Chief Operating Officer  
Hawkeye Hotels  
Iowa City, IA

**February 24, 2014**
**HB 307: Hospitality Business Human Resources**
Danielle Petri  
Human Resources Manager  
White Lodging  
Austin, TX
Mark Aftanski  
Regional Vice President  
White Lodging  
Merrillville, IN
**HB 375: Hospitality Marketing**
Lynn Dersley  
Director of Sales and Marketing  
White Lodging  
Chicago, IL
**HB 237: Management of Lodging Systems**
Steve Ransone  
Senior Corporate Director of Rooms Operation  
White Lodging  
Merrillville, IN
**March 13, 2014**
**HB 267: Management of Food and Beverage Systems**
Lisa Nelson  
HR Manager of Recruiting  
J. Alexander’s  
Nashville, TN
**March 17, 2014**
**HB 307: Hospitality Human Resources**
Randy Gray  
Talent Acquisition Manager  
Darden Restaurants  
Orlando, FL
The annual CAREER EXPO (number XXXV) in The School of Hospitality Business encompassed two full days, November 5-6, 2013. The first evening was devoted to the actual career “fair,” where 66 businesses set up booths in the Big Ten Rooms of Kellogg Center and meet the several hundred students who eagerly talk with recruiters, gather company information, and, hopefully, set up interviews.

Activities actually began much earlier in the day, when, starting at 9:00 a.m., several professional development programs, including speakers and panel discussions, helped prepare the students for life after college on the front lines of the hospitality industry.

Alumni who have careers with The Westin, The Frankenmuth Bavarian Inn Lodge, and The Marriott Dearborn presented a program titled, “So You Think You Can Plan?” which discussed the various pathways to a rewarding career in event planning. A “Round Robin with Recruiters” had presenters from White Lodging, Hilton Hotels & Resorts, SODEXHO, Marriott International, J. Alexander’s, Winegardner & Hammons, Darden Restaurants, Marcus Hotels, and Lettuce Entertain You Enterprises all providing advice about “landing the job of your dreams” and how to stand out in a crowd of applicants.

In addition to the day-long professional development programs, the Industry Partner of the Year was honored. This year the award went to Hyatt Hotels Corporation, where many Spartans have made their careers. Recruiters from Hyatt have worked closely with SIRC for many years to place students as interns and into permanent positions. The company also sponsors students’ travel each year to New York for The School’s Celebration of Leadership during the International Hotel/Motel & Restaurant Show, and invites students and faculty members to the annual HIRE Professional Development Networking event in Chicago during the NRA Show. Hyatt has supplied SIRC with a $20,000 grant for three different initiatives, including an educational trip to Chicago for 20 select students and three SIRC staff members (see page 32).
Keynote speaker Paul Tang’s (MBA ’72) history intersected with MSU’s. He told students about arriving from Hong Kong in Hawaii, where he was raised and went to college. He met Alumnus Bob Burns (BA ’58), The School’s very first Visiting Industry Professor (VIP). Bob encouraged Paul to attend MSU, and since then Paul has worked in nine Hyatts for 13 different assignments with the company. He told students, “Map your career track. You will not move up faster or be more successful by bouncing around. Understand the company’s goals, vision, culture, and mission. And find a company whose higher purpose matches your life-view.”

He said there is no one perfect leader. Instead, leadership is a life learning experience. “You will never be successful if you are insecure,” Paul said. “Never lose your composure. Always have empathy, be organized, offer assistance, have a sense of urgency.”

Finally, he shared his formula for success: Cq + Pq > Iq. Essentially, in his view, curiosity “quality” and passion “quality” are greater than intellectual “quality.”

At 5:30, nearly 700 students filled the Big Ten Rooms to meet with 144 recruiters from 66 companies. The following day, 734 students, eager to begin their careers or to find internships, interviewed with those companies on the fourth floor of Spartan Stadium.

“We appreciate the fact that so many national companies from every segment of the hospitality industry seek out our students for positions,” says School Director Dr. Ron Cichy (BA ’72, MBA ’77). “And we also appreciate the hard work and attention to detail involved in creating an event such as CAREER EXPO. Mrs. Collins Hawks and the entire executive board of CAREER EXPO XXXV are to be applauded.”

As soon as CAREER EXPO XXXV ended, explains Dr. Cichy, “We flew off to New York City with 65 of our students who are sponsored by alumni and industry partners. These students further connected with the more than 250 who attended Celebration of Leadership at The Waldorf Astoria Hotel on November 9, attended the International Hotel/Motel & Restaurant Show, and took part in a dozen more professional development programs in New York.”

“Understand [a] company’s goals, vision, culture, and mission... find a company whose higher purpose matches your life-view.”

Paul Tang (MBA ’72)
How sweet it was! Destination Auction Sweet Escapes, that is, held at MSU on Saturday, February 7, 2014. For the 23rd year, The School’s Alumni Association and The School’s student Hospitality Association collaborated to present an extravaganza with over 300 fabulous Destination Auction packages, free food and beverages, and, this year, an escape to a land of sweets, complete with Willy Wonka and reminders of the childhood game Candyland.

For an entire year, a student executive board led by CEO Ariel Lessens (BA ’14) planned every detail of the annual event, soliciting donations from hundreds of School alumni and industry partners who lead in every segment of the hospitality industry.

After 23 years, alumni know very well the kinds of packages that are most popular. For example, Marc Cassier (BA ’89), executive director conferences services & catering at Fairmont Hotels and Resorts in Toronto, generously arranged for Fairmont stays around the world, many of which were paired with spa, golf, and restaurant certificates to create a very special destination vacation escape.

Drawing hundreds of alumni, faculty members, students, parents, and community members each year, Destination Auction provides fantastic vacation, restaurant, and golf packages; tickets to sports events, museums, and zoos; unique gift items and collectibles; and much, much more. This year the atmosphere in the Big Ten Rooms at Kellogg Center was exciting and “sweet,” with guests happily bidding in support of the students and The School. “Some of our regulars have been enjoying Destination Auction for more than two decades. We THANK these loyal supporters,” says Faculty Adviser Ron Cichy (BA ’72, MBA ’77).

As in past years, a portion of the Auction proceeds went to the Junior League of Lansing and the Wharton Center’s Institute for Arts and Creativity. Junior League members enjoyed a special cocktail reception prior to the start of Auction, where Professor of Culinary Business Allan Sherwin (BA ’64) and students in HB 485 – Hospitality Food Service Operations prepared an array of delicious food items and unique beverages.

Remote bidding was available throughout the evening, and a large group of Atlanta Spartans gathered at Jocks and Jills to bid via cell phones for Live Auction items. They had their own Silent Auction on site. Organizers Allegra Johnson (BA ’91) and Dan Burdakin (BA ’81) were effusive afterward, and very proud of the record-breaking amount their group secured for The School. “We think this is the A-Team's finest showing for the silent auction,” said Dan. “And it was lots of fun for sooooo many Atlanta Spartans!” Among them were Phil Hickey (BA ’77), last year's National Restaurant Association chair, along with Jocks and Jills owner and TNT NBA analyst Craig Sager.

Chuck Day (BA ’91), lead portfolio revenue manager for IHG, serves with fellow alumnus Mike Rice (BA ’91), general manager of Quality Suites in Lansing, as a Destination Auction alumni adviser. He says, “This event is a volunteer student-led nonprofit, calling for detailed strategy sessions, marketing plans, food and beverage offerings, financial reports, and, this year, an ‘Adverse Weather Plan.’ It is fulfilling to watch the students grow before our eyes into professionals through the course of the year.”

“Auctioneer Bob Howe

Candy Stripers, Violet Beauregard, and Willy Wonka

In our 23rd year, over 300 donated items raised proceeds by over 30%!”

Chuck Day (BA ’91)
Lead Portfolio Revenue Manager
IHG
MARK YOUR CALENDAR!
Join us for The School’s 24th Destination Auction: BEHIND THE MASQUE
SATURDAY, MARCH 28, 2015

Celebrity MC Dan Miller, who is the Detroit Lions radio play-by-play announcer and WJBK-TV sports director, kept the Live Auction energized and on track, and each table in the Silent Auction switched packages every half hour from 5:00 - 8:00 pm. By the end of the night, the Auction executive board estimated that gross proceeds had exceeded expectations—and door donations proved that their goal of a 30% increase in guests had been met!

The professional services of Epic Auctions, under the leadership of Bob Howe, were partly responsible for the success of the evening. “Bob and his team were tireless, and knew exactly how to get the audience to bid high and bid often,” exclaimed an excited but tired Ariel Lessens after the last package had been checked out and each guest had received his or her complimentary toothbrush (get it?) with a “save the date” for 2015 note attached. “They are a huge part of this event, and have been from the very beginning.”

For Auction Adviser and School Director Ron Cichy, Destination Auction: Sweet Escapes was bittersweet. He, Alumnus Jerry McVety (BA ’67), and Alumnus John Weeman MBA ’79) dreamed up the idea of supporting School programs through a fun community event back in 1991, and each year it has grown in scope and size. “It’s actually a critical chunk of what keeps our School running,” says Dr. Cichy.

But this year’s event was his last, since Dr. Cichy steps aside as director in August. He says that in a sense, Destination Auction was his personal sweet escape this 23rd and final year for him. Perhaps it was fitting that his role the evening of the Auction was as Willy Wonka, that enduring Roald Dahl character blessed with “pure imagination.”

Impressed guests at silent auction

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It was a fun night out in the Big Apple on Saturday, April 5, 2014 for guests at Les Gourmets, the annual reception and dinner hosted by students in The School of Hospitality Business in the Big Ten Rooms at the Kellogg Center on campus.

This year’s theme provided a true New York vibe, with a reception featuring recreations of the Brooklyn Bridge, Fulton’s Fish Market, and Little Italy. Ice carvings of the New York skyline greeted the guests, who enjoyed dance performances by members of MSU Orchesis and MSU Dance Minors and live background music, including familiar songs about New York.

The dinner continued to bring guests into a New York state of mind. Big Ten Rooms B and C were decorated with a color palette of black, white, and red, and an enormous skyline cutout adorned the front of the room behind the podium and elevated dance area. Table centerpieces included tiny floating apples atop a spray of Broadway “tickets.”

School Director Dr. Ron Cichy welcomed the 250 guests, who included family members and friends of the students, faculty and staff members, alumni, and MSU and surrounding community members. He noted three special people in attendance: Ernie Renaud (BA ’57), founder of the Les Gourmets club and dinner back in 1955 (the first dinner was in 1956); and Zoe Peckman Slagle (BA ’59, MA ’64) and Susan McPherson Smith (BA ’59, MS ’77), both of whom led early Les Gourmets dinner dances.

Les Gourmets CEO Kevin Pollack (BA ’14) gave opening remarks, noting that the 2014 theme was very special to the 32-member Executive Board which planned for and presented the evening after a year of preparation. He said that 12 members of the board had had the opportunity to travel with 53 fellow School students to New York in November for Celebration of Leadership through generous sponsorships from alumni and School supporters. The trip had not only given them ideas for Les Gourmets, but it had also bonded them and helped make them a strong team. Kevin then introduced Reverend Richard Hawks, who gave the invocation.

The five-course dinner began with a charcuterie plate served family style, paired with a Terra D’oro Zinfandel 2010. Between each successive course, there were dance performances (jazz, modern, ballet) to popular Broadway tunes. The dinner included fresh diced apple salad; an intermezzo of lemon Italian ice; and a surf and turf duet entrée with prime rib, lobster thermidor in a bouché with roasted asparagus and baby bakers. These were paired with a choice of Trapiche Oak Cask Chardonnay 2011 or Cupcake Vinyards Cabernet Sauvignon 2011.

The Les Gourmets dinner provides The School with an opportunity each year to recognize the year’s Chef Robert H. Nelson Les Gourmets Scholarship winners, who receive the scholarship funds the following academic year. This year’s winners were Joaquin de la Cerda Harlow (BA ’15), director of Heart of the House; Taylor Steve (BA ’15),
Finally, the students presented a video which not only invoked street scenes of New York, but allowed them to thank donors and faculty members, family and supporters—and to explain what the experience of Les Gourmets meant to them.

Dessert was delicious—and served uniquely: guests left their tables to return to the reception area which had been transformed into “Central Park,” where sweets were served as people strolled through. Parting gifts included mugs imprinted with the New York skyline.

“Tonight was the culmination of twelve months of hard work for our Executive Board,” said CEO Kevin Pollack after the event. “The talent and diligence of this team of student hospitality business leaders has been inspiring. Our experience tonight is a memory we will cherish for a lifetime.”

Delighted guests

**EXECUTIVE BOARD**

Chief Executive Officer
Kevin Pollack (BA ’14)

Chief Financial Officer
Aly Haney (BA ’14)

Chief Operating Officer
Caiti Darish (BA ’14)

Front of House Directors
Joe Uhl (BA ’14)
Joe Puertas (BA ’14)
Sam Brock (BA ’14)

Front of House Supervisors
Zachary McGinn (BA ’14)
Emma Dekker (BA ’16)
Sarah Anderson (BA ’16)
Hannah Lewandowski (BA ’16)
Megan Kelly (BA ’16)

Heart of House Director
Joaquin de la Cerda

Heart of House Assistant Directors
Chrisie Artoli (BA ’15)
Sara Schumar (BA ’16)

Heart of House Supervisors
Zoe Baloncis (BA ’16)
Emily Mata (BA ’15)
Brittany Roelofs (BA ’15)
Lauren LaFontaine (BA ’16)

**GUEST CHEFS**

Michael Clyne
Senior Executive Chef, Kellogg Hotel & Conference Center

Jason Keusch
Executive Chef, Troppo

Patrick Merz
Chef, Cowles House

Scott Miller
Owner, Miller Ice Sculptures

Carl Peabody
Chef, Case and Wonders Halls

Kelly Roby
Executive Chef, Firekeepers Casino

Doug St. Souver
Chef and Owner, Artisans Gourmet Deli

Jason Strotheide
Chef, Akers and Hubbard Halls
The Annual Gathering of Leaders met on Monday, May 19, 2014, at The Drake Hotel in Chicago, and presented the Alumni Association’s Emerging Alumni Leader, Honorary Alumnus, and Alumnus of the Year awards.

The annual event drew a large number of alumni, faculty, students, and friends of The School during the National Restaurant Association Show. The memorable evening began with a welcome by School Director Dr. Ron Cichy (BA ’72, MBA ’77), who said, “Tonight we honor four exceptional leaders. But everyone in this room is also a leader in his or her own way. So we gather as leaders to honor leaders. We also remember that we are in the business of creating leaders.”

Several past presidents of The School’s Alumni Association were on hand to help present the awards to this year’s recipients: Emerging Alumni Leaders of the Year Matthew D. Anderson (BA ’09), Sales and Marketing manager for Hager Fox Heating and Air Conditioning Company, and Geoffrey P. Ryskamp (BA ’06), director of Asset Management for Pebblebrook Hotel Trust; Honorary Alumnus of the Year Hasmukh P. Rama, chairman of the Board and CEO of JHM Hotels, and president and chancellor of AURO University; and Alumnus of the Year Stuart Wolff (BA ’82), executive vice president – Midwest for Acosta Sales and Marketing.

Introducing Matt Anderson, Dr. Cichy noted his success right out of college at the Capital Grille, and, most recently with Hager Fox, where last year he earned a Gold Stevie Award for Sales Manager of the Year. Matt has “rebranded” the 73-year-old company with new standards, processes, and staff development programs, as well as greatly increased sales over just two years. Matt accepted the award giving thanks to his mentors, Professor Jeff Elsworth, Alumnus Phil Hickey (BA ’77), and Dr. Cichy. A member of the Alumni Association Appointed Board of Directors, Matt talked about “co-dependence” in positive terms, noting the importance of working together to make lives better. Matt had been “given the gift of the Dale Carnegie Course,” and he described how it had changed his life and spurred him to work with other alumni to start an endowment in The School which would give students access to the life-changing course. He introduced his wife, Kristy, and his mentor Phil Zeller (BA ’96), Dale Carnegie master trainer. He told the students, “Live hospitality, and go forth and serve.”

“Geoff Ryskamp,” noted Dr. Cichy, “is rising quickly in his career, known for his analytical acumen as well as his ability to work collegially and successfully in a field that is competitive and complex.” A member of The School’s Real Estate Investment Management Advisory Council, Geoff returns to campus to teach the asset management workshop, because, as he told the students, “you may leave the banks of the Red Cedar, but MSU never leaves you.” He thanked his original educator, his mother, for teaching him the meaning of hospitality, and his father for teaching him the value of customer service. He noted the perspective-expanding experience of study abroad with Dr. A.J. Singh, and told the students to “get out of your comfort zones. Position yourself for success by taking risks through openness to creativity.”

Dr. Cichy introduced H.P. Rama as “an international lodging icon,” who, while building and leading a major hotel company, also gave back to the industry, serving as chairman of the American Hotel & Lodging Association and establishing the Asian American Hotel Owners Association. “The embodiment of the American dream, you are also an educator,” he said. “As president of AURO University, you are providing opportunities to thousands of people to live out their own dreams.” Indeed, H.P. described the American Dream as “the belief, built of thousands of experiences, that an individual can come to America, and, through faith, hard work and dedication, can seize the opportunity provided by this great land...”
Professor Rama went on to say, “The quality of the aim of your life will define quality of your life. You must learn to lead yourself, mentally, emotionally, and spiritually. Success will come to you through your commitment, actions, tenacity, leadership, and your passion.”

Stu Wolff is so devoted to MSU that he sent both of his sons here! Aaron is a 2009 James Madison College graduate, and Josh (BA ’13) graduated from The School, just like his dad. Dr. Cichy introduced Stu, describing someone who “regularly returns to campus to help in multiple class settings, providing advice and wisdom about your segment of the industry (sales and marketing for food manufacturers, brokers, and distributors). A generous benefactor who, with your wife, Elizabeth, established an endowment to assure that our students are exposed to industry conferences that can set them on their career paths. You represent The School beautifully.” Stu thanked his family and the Alumni Association, and called MSU his “toolbox.” MSU was the “foundation,” he said, “that helped me figure out who I wanted to be.” His advice to the students started with the word “forward.” He said, “It is about initiating and embracing change in order to prepare for the future, while always remembering your roots.”

Before the evening’s conclusion, past and present leaders of The School’s Alumni Association paid tribute to Dr. Cichy. Calling him up to the stage, Chairman of the Board Billy Downs (BA ’88) recalled Ron’s energy and passion for students and spoke of the Association’s Spartan Champion Award, noting that as yet only two people had earned that distinction: Hall of Fame member Phil Hickey (BA ’77) and HotelNewsNow Editor-at-large Ed Watkins. Then he said that the Alumni had voted to name Ron the third Spartan Champion, and presented Ron with the award. Current Alumni Association president Bruce Lange (BA ’78) also addressed Ron, saying “there is no one more deserving of this award than you, Ron.” And Phil Hickey himself told the audience that he looked up the word “Spartan,” and discovered that the values associated with the ancient Spartans were loyalty, duty, respect, integrity, and honor. “You embody these values, Ron,” said Phil. He reminded the audience of all that Ron has given the students, and the critical ways in which he reconnected all the alumni to each other and to the School, rebuilding The School at a difficult time in its past to the pinnacle at which it stands today. “We are all better for having met you,” he said.

Phil concluded that whenever a chapter in one’s life comes to an end, we often question whether it “was worth it...if what we did mattered.” He said, “YOU matter. Know that.” It was then announced that the Ronald F. and Shelley G. Cichy Endowment for Hospitality Business Student Leaders (for Dale Carnegie Course enrollment) had, as of the end of the Alumni Association Board Meeting that afternoon, topped $100,000.

The group presented Ron with a Spartan helmet (think of the movie “300”), and Phil Zeller presented him with a framed Dale Carnegie completion certificate, dated 1973, since Ron had mentioned to him that though he valued the training greatly, he no longer had his original certificate. The entire ceremony concluded with a blessing from Father Larry McBrady, who explained that the basis of all religions is hospitality, citing an example from the book of Genesis in which travelers/strangers are welcomed into a home and given food and care. He praised The School and all those present, saying, “You have a spirituality that is very present, whether you are aware of it or not.” Laying his hands on Ron, Father Larry gave him a special blessing.

With that beautiful action, the ceremony concluded and the reception began.
Many thanks to the companies and individuals who supported our Annual Gathering of Leaders...

**CORPORATE SPONSORS**

**Platinum**
- JHM Hotels
- Hyatt Hotels Corporation
- Starwood Hotels & Resorts Worldwide
- The School’s Alumni Association
- The School’s Hospitality Association
- The School’s Student & Industry Resource Center (SIRC)

**Gold**
- Hyatt Hotels Corporation
- Marriott International
- Starwood Hotels & Resorts Worldwide
- The School’s Alumni Association
- The School’s Hospitality Association
- The School’s Student & Industry Resource Center (SIRC)

**Silver**
- Bank of America Merrill Lynch/Commercial Real Estate Bank
- Hilton Worldwide
- HREC Investment Advisors
- International Hospitality Enterprises, Inc.
- MICROS Systems, Inc.

**Bronze**
- Asian American Hotel Owners Association
- Ballentine Culinary Equipment & Design
- The Capital Corporation
- Hager Fox Heating & Air Conditioning Co.
- Jackson Lewis, LLP

**Other**
- Acosta Sales and Marketing

**INDIVIDUAL SPONSORS**

**Platinum**
- Hugh A. Andrews (BA ’71, MBA ’72)
- Judith A. & John F. Theuer (BA ’83, MBA ’83)
- William P. Weidner (BA ’67, MBA ’68)

**Gold**
- Kevin J. Brown (BA ’77)
- John L. Huckesten (MBA ’72)
- Elvin & Meg Lashbrooke
- Michael W. Murray (BA ’81)
- Ken Weber (BA ’77)

**Silver**
- Dan E. Burdakin (BA ’81)
- Richard D. Farrar (BA ’73)
- Mark W. Hayden
- Erik Liedholm (BA ’93)
- James F. Rainey

**Bronze**
- Neil F. Barnhart (BA ’64, MBA ’65)
- Bradley N. Cance (BA ’89)
- Richard K. Carpenter (BA ’68)
- Marc L. Cassier, Jr. (BA ’89)
- Ronald F. Cichy (BA ’72, MBA ’77)
- Jackie Collens (BA ’07)
- Joannie & Mark Collins
- Richard C. Conti (MBA ’76)
- Jay Dee Cutting (BA ’61)

**Other**
- Derek Daniels (BA ’94)
- Hans Desai (BA ’79)
- Michelle & Joel Halperin (BA ’07)
- Kenneth D. Hill (BA ’56)
- Martha Zehnder Keller (BA ’03)
- Andrew J. Kern (BA ’83)
- Susan Lantzsch (BA ’77)
- Shelley MacMillan (BA ’73)
- Dan H. Mathews, Jr. (BA ’66)
- Ememlynn T. & James L. McKillsips (BA ’75)
- Jerry McVety (BA ’67)
- Lori Schafer & Bob Pierce (BA ’83)
- Mary & Ernie Renaud (BA ’57)
- Ben Schwartz (BA ’72)
- Zoe P. Slagle (BA ’59, MA ’64)
- Kristin St. Marie (BA ’87, MS ’99)
- Kevin Swanquist (BA ’08)
- William R. Tiefel (BA ’56)
- Blair Wills (BA ‘02)

As in past years, the NRA Show was an opportunity for a select group of very fortunate School students to participate in several professional development programs and to experience the Show by staffing The School’s exhibit booth and attending the educational sessions. Once again, SIRC Director Authella Collins Hawks arranged for each program, and alumni and industry partners sponsored the students.

Coincidentally, the Keynote Speaker for the NRA Show was none other than Spartan Earvin “Magic” Johnson, who helped bring a national basketball championship to MSU in 1979. The lucky students were able to attend his speech and even ask questions and get a photo with the fellow Spartan!
It was a chilly April 25, 2014, when MSU hosted Alumni Reunion Days on campus, which included The School’s “Legacy Breakfast” honoring graduates of 50 years or more and other special alumni and guests. For years the weekend took place in June, but this year it was planned to coincide with the spring inter-squad football game. The group was small, but packed a whallop, with a lot of good Spartan memories. The breakfast was generously underwritten by adopted School Alumnus Bruce McCristal (BA ’54), author of The Spirit of Michigan State, and his wife, Sheryl.

Other guests included retiring editor (after 31 years!) of the MSU Alumni Magazine Bob Bao (BA ’68); MSU President Emeritus Gordon Guyer (BA ’50) and his wife, Mary; SIRC Director Emeritus Angelos Vlahakis (BA ’51) and his wife, Betty; defense attorney for over 41 years and School graduate Andrew Wentworth (BA ’60); School Director Ron Cichy (BA ’72, MBA ’77) and his wife, Shelley (BA ’81, MA ’83); School Alumni Association Hall of Fame Member Zoe Slagle (BA ’59, MA ’64) and her husband, Jim Gillespie; indispensable Alumni Relations coordinator Lena Loeffler; and a public relations student staff member, senior Anna Wendzinski (BA ’14).

Stories were told of days gone by, including several about an early 60s phenomenon called “grassers,” which usually included a keg of beer, one or two ukeleles, an open field, lots of young men and women, and well, you can guess at the rest! There were memories of the forward thinking past MSU president John Hannah, and of favorite professors such as Evelyn Drake, Bill Stafford, Don Greenaway (BA ’34), Gladys Knight, and Lendahl Kotschevar. The veterans in the room spoke admiringly of the professor who taught them hotel engineering, Dr. Culpepper, who, Ange said, “always took good care of the vets.”

Dr. Cichy reflected on his years as director of The School, and Ange Vlahakis led a moving tribute to his leadership. The legacy of Bob Bao was also discussed, and he recounted how his many travels on behalf of MSU have almost always led him to Spartans managing and leading some of the finest hotels in the world—in Hong Kong, Scotland, Hawaii, and many other places.

Gordon Guyer noted that The School is exactly the type of program that Dr. Hannah visualized: in touch with the real world, with alumni in key leadership positions. He said to Ron, “You have added that ‘Hannah Touch.’”
DEDICATED MEMBERS OF THE SCHOOL’S REAL ESTATE INVESTMENT MANAGEMENT ADVISORY COUNCIL (33 OF THEM!) CAME TO CAMPUS APRIL 3-4 TO MEET WITH FACULTY AND STUDENTS AND CONTINUE TO HELP CONNECT THE SCHOOL TO HOSPITALITY BUSINESS REAL ESTATE INVESTORS AND ASSET MANAGERS AND TO SHARE THEIR VIEWS ON THE STATE OF THEIR SEGMENT OF THE INDUSTRY.

“This group comes together each year at this time,” explains Dr. A.J. Singh, director of the Hospitality Business Real Estate Investment Management Specialization, The School’s Hilton Hotels Fellow, and adviser to the Real Estate Investment Management club. “Many are alumni of our School, and all are leaders in a growing segment of the industry, which has increasing popularity for our students and employers.”

The group has offered its assistance in four main areas: student recruitment and growth for the Specialization; developing industry partnerships and placements for internships and careers; the Specialization’s specialty courses and workshops; and developing external relationships.

One panel, moderated by The School’s 2012 “Spartan Champion” Ed Watkins, editor-at-large for Hotel News Now, examined “Investment Threats and Opportunities in Detroit.” The panelists included Michael Kitchen (BA ’09), corporate director of Acquisitions for Aparium Hotel Group; Dr. Bonnie Knutson, professor in The School; Dr. Sarah Nicholls, associate professor in MSU’s Department of Community Sustainability; and Scott Watkins, senior consultant with Anderson Economic Group.

Each year, the Council joins the faculty in a roundtable on current issues facing the industry, also facilitated by Ed Watkins.

The topic addressed this year was “Strategies to Stay on Top.” As Dr. Singh explained the topic, “The U.S. hotel industry set records in 2013 in number of rooms sold, room revenues, ADR, and RevPAR. And while the industry might not have bounced back completely to pre-recession levels, the market is strong and getting stronger. The challenge for owners, operators and investors is to maintain the momentum while making sure the excesses of previous market peaks don’t repeat themselves. Our discussion explored how everyone in the industry can take advantage of the good times while planning for the future and the inevitable downturn.”

TOPICS FOR THE 2014 REIM ROUNDTABLE INCLUDED:

1. What kinds of markets and segments are doing best? Which aren’t doing as well?
2. What could derail the current positive momentum in the hotel industry? Can we do anything to stop it?
3. What are you doing to protect your companies from inevitable changes in the hotel cycle?
4. What is the outlook for transactions this year and beyond? What properties, segments and markets are hot? What kind of hotels aren’t selling?
5. Is it a better time to be a buyer or seller? When will that change? Who’s buying hotels today?
6. The financing climate: Who’s lending and how have terms and availability of money changed in the past year? Will it continue?
7. What segments and markets are most promising for new development?
8. Will new development begin to accelerate, and is there fear of overbuilding? Where, when, and what kinds of properties?
9. Is it more viable today for hotels to be independents or part of soft brands? Why is it possible?
10. What will the real effects of the Affordable Care Act be on the hotel industry? The same with rises in minimum wages and changes in overtime rules?
11. What are the biggest challenges facing the hotel industry and hotel operations?
12. Do you see any consumer trends on the horizon that may have profound effects on the hotel industry?
13. What are the keys to attracting millennial travelers to your hotels? Are they different than older travelers? How?
14. Are loyalty programs as crucial to the hotel industry as they once were? Will these programs change in the future—and how?

“THE ALUMNI AND SCHOOL SUPPORTERS WHO SIT ON THE SCHOOL’S REAL ESTATE INVESTMENT ADVISORY COUNCIL ARE GENEROUS WITH THEIR TIME, AND CONTINUE EACH YEAR TO HELP ELEVATE THE TEACHING AND RESEARCH WE DO. THEY PROVIDE PRACTICAL ASSISTANCE TO OUR STUDENTS BY PROVIDING MEANINGFUL INTERNSHIPS AND CAREER PLACEMENTS. WE DEEPLY APPRECIATE THEM.”

Dr. A.J. Singh
Director of the Hospitality Business Real Estate Investment Management Specialization
Spring semester students examined challenging and timely topics:

1. **Real Estate Excel Modeling** – A day-long workshop in which students learned fundamental Excel techniques for real estate finance. They gained an understanding of proper Proforma/Cash Flow modeling techniques to create flexible, adaptable models. Students were instructed in best practice formatting so their models can be shared with investors, bankers, and managers.

2. **Hotel Investments and Asset Management** – This HB 490 course took place over three Friday mornings and one Saturday morning from March 14 - April 5. A team of instructors assisted Dr. Singh, including Katherine Button (BA ’03), vice president, Investment Management, Sage Hospitality; Patrick McMonigle (BA ’91), vice president, Rockbridge Capital, LLC; Richard Niedbala, CHAM (BA ’82), senior vice president – Asset Management, Lodging Capital Partners, LLC; Eric Hassberger (BA ’04), vice president, Asset Management and Acquisitions with Strategic Hotels & Resorts; Goeff Ryskamp (BA ’06), director of Asset Management, Pebblebrook Hotel Trust; Amar Patel (BA ’06), director of Acquisitions, Naman Hotels; and Jason Rabidoux, CHA (BA ’04), vice president – Business Development, Davidson Hotels & Resorts.

   This “short” course discussed the fiduciary responsibility of managing the lodging investment to meet the specific objectives of ownership. Students learned that at the heart of effective asset management is the maximization of investment value through measurable profit creation and preserved capital growth. The instructors integrated lectures, assignments, and cases to introduce the latest techniques in asset management and provide insights into current lodging-market and operational challenges. The motivation behind this course was to expose and educate students on the discipline of maximizing investment value and thinking like the owner.

3. **Hotel Market Studies and Valuation** – This course, taught for ten hours over April 11-12, was instructed by Stacey Nadolny, senior vice president of HVS. Designed as an intensive seminar, it provided students with specific knowledge and analytical skills necessary to conduct a Hotel Market Study and Valuation report. Students gained the skills necessary for a market analyst’s position with a consulting, real estate development, or investment advisory organization.

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**LESSONS GLEANED FROM EXPERIENCE**

Alumnus Hugh Andrews (BA ’71, MBA ’71) long ago coined the phrase “Think Like The Owner,” to describe one of the pillars in The School. He wrote to Dr. Ron Cichy and Dr. A.J. Singh on April 12, 2014, the last day of the last workshop for the Real Estate Investment Management students:

*Experience is a mighty teacher—especially when it comes to hotel contract negotiations, according to a report of HNN’s Terence Baker from the Hotel Operating Agreements Conference in London. Panelists shared a number of lessons gleaned from hindsight:*

- “Make sure that all parties have successful track records,” said Sarah Green, business development director of hotels for Royal Bank of Scotland Corporate Banking.
- “Stakeholders should acknowledge problems as they arise as opposed to waiting for the relationship itself to sour,” said Richard Bursby, partner, corporate and commercial department and head of international hotels at Taylor Wessing.
- “Be careful concerning debt. I now take a lot of persuasion to have debt more that 50-55% of the asset’s value,” said Huw Zachariah, head of hotels, London and South corporate banking, HSBC Bank.
- “Just remember whose hotel it is and whose money it is,” said Tom Helliwell, head of hotels for Barclay.
Students and Industry Connect with Offers of Internships, Grad Placements, Financial Support

Several students and faculty members from The School of Hospitality Business at MSU traveled to Los Angeles on January 28, 2014, to attend the Americas Lodging Investment Summit (ALIS) at the JW Marriott and NOKIA Theater L.A. Live. The leading and largest hotel investment conference in the world, ALIS is produced by Alumnus Jim Burba (BA ’77), the Burba Hotel Network (BHN), and the American Hotel & Lodging Association (AH&LA). Jim was inducted in The School’s Alumni Association Hall of Fame Class of Developers in 2007.

There was a special Spartan presence at this year’s Summit, and not only because of Jim. The keynote speaker was Earvin “Magic” Johnson, who played basketball at MSU in the late 1970s and helped MSU earn a National Championship in 1979. Dr. A.J. Singh, director of The School’s Hospitality Business Real Estate Investment Management Specialization, attended ALIS with four students enrolled in the Specialization who also volunteered behind the scenes. The students were Nevena Divic (BA ’14), T.J. McDermott (BA ’14), Jamie Alworden (BA ’14), and Sam Beck (BA ’15).

Alumnus John Belden (BA ’85), president and CEO of Davidson Hotel Company, generously hosted a The School of Hospitality Business Real Estate Investment Management Alumni and Friends Reception at Trader Vic’s LA Live the evening of January 28.

The networking reception connected the students to over 100 alumni and industry partners of The School representing senior and emerging leadership and ownership interests at various hotel and hotel investment firms, architectural companies, consultants, brokerage firms, asset management firms, media partners, and professional and trade associations.

“The reception was a resounding success and very well attended,” says Dr. Singh. “We showcased our students’ achievements; discussed The School’s Hospitality Business Real Estate Investment Management Specialization initiatives; and received several offers for internships and graduate placements, as well as for financial support for our Specialization.”


Nevena Divic, Hospitality Association CEO and president of the Real Estate Investment Management Club experienced the value of meeting alumni and friends from the various companies. “These are the real movers and shakers in this area of the industry,” she says. “I was honored to be able to learn from them—and they were interested in my career plans!” All the students were very grateful for the time Jim Burba was with them, and for the backstage passes to meet Magic Johnson! They were delighted to talk to MSU Alumnus Jack DeBoer (BA ’52), whom they know as the creator of the extended stay concept and who was given the ALIS Lifetime Achievement Award. Jack was inducted in The School’s Alumni Association Hall of Fame Class of Pioneers in 2003.

Hall of Fame Class of Alumni Leaders member Richard Farrar (BA ’73) has been engaged by The School to work with Dr. Singh to organize alumni and friends networking events such as this and other proposed events each year. His extensive experience in the hotel industry will help keep the Specialization connected to the industry. He says, “We have lots of Spartans in this field of the industry, and many students who want hotel development and asset management as a career. Events such as this that connect everyone are good for the students and for the industry.” And with Magic addressing 2,000 conference participants, he said, “It was a great couple of days and ways to communicate that SPARTANS WILL...”
Two teams of students from The School of Hospitality Business at Michigan State University were selected by the board of the Hospitality Asset Managers Association to present their research in HAMA’s 4th annual student case competition at the organization’s spring conference in San Diego, May 6-7, 2014. Penn State and Cornell were each also represented by two student teams.

Originally prepared as part of Dr. A.J. Singh’s HB 382 – Hospitality Business Real Estate Investment Management class, the projects were designed to research an asset management trend, practice or issue in the hospitality industry. Students were divided into 16 small (two-person) teams, and chose from an array of topics provided by the HAMA board of directors. Subjects ranged from e-commerce to revenue management, and from labor updates to technology and hotel investment analysis. Each team was guided in their research and writing by Dr. Singh, as well as a HAMA member “mentor.” The result for each team was a ten-page research paper and a 10-slide PowerPoint presentation. After all the teams submitted their work to the HAMA Student Case Competition Coordinator and Education Committee Chair Melissa Silver, two teams from each participating school were chosen as winners which could then go on to present in San Diego.

The winning teams are to be congratulated on their professional-level work and presentation,” says Dr. Singh, director of The School of Hospitality Asset Managers Association to present their research in HAMA’s 4th annual student case competition at the organization’s spring conference in San Diego, May 6-7, 2014. Penn State and Cornell were each also represented by two student teams.

The winners of the case competition from The School are:

**TEAM ONE** – Adam Kazanowski (Finance BA ’15), Gordon Miles (Finance BA ’15), and Aaron Gold (BA ’14), mentored by alumnus Eric Haberman (BA ’87), senior vice president of asset management with Host Hotels and Resorts. The team presented a current technological innovation in the hotel industry which is “revolutionizing how housekeeping is handled in hotels.” The Room Expeditor System (REX), developed by Miami-based MTech in 2009, optimizes the cleaning of rooms by continually updating their status through housekeepers’ iPhones, iPod touches, or droids. It helps housekeepers prioritize, leading to more efficiency and, therefore, higher profit margins.

**TEAM 2** – Joshua Roberts (BA ’15) and Kate Menge (BA ’14), mentored by Miguel Rivera, senior vice president with HVS Asset Management. The team examined how the social media era interferes with online travel agencies, and concluded that the distribution channels for hotel companies has proliferated with the growth of online travel agencies. However, the challenge for hotel companies is to find the optimal mix of online travel companies, social media, and direct bookings to maximize revenues.

The winning teams went to San Diego with travel, lodging, and meal expenses funded by HAMA. They presented to the entire HAMA membership, and each student was assigned a HAMA mentor who arranged for one-on-one meetings with other members and access to portions of conference presentations, ensuring a rewarding and educational experience.

The students appreciated the unique opportunity they had been given. Aaron Gold said afterward, “I enjoyed my experience at the HAMA conference. I liked meeting the people, learning the culture, and seeing the strategic process in hospitality asset management.”

Each winning team is also invited to present their projects at the AHFME research symposium in New York in November 2014, and their research will be included in the *Journal of Hospitality Financial Management*.

“All of our students take this project very seriously, and the two winning teams are to be congratulated on their professional-level work and presentation,” says Dr. Singh, director of The School’s Real Estate Investment Management Specialization (in which each winning student is enrolled). “Each one of our teams, not just the winners, was mentored by an industry professional. I know of no other association that provides individual mentorship at this level, and it shows in the high quality of the students’ projects.”

Chair of the HAMA Educational Committee Melissa Silvers, principal with SCS Advisors, was proud of each submission, and very impressed with each winning team. “Melissa has introduced the students to the asset management segment of our industry and to the work of HAMA through the case competitions,” says Dr. Singh. “The competition also benefits the industry because the students, when they graduate, are well prepared to step right in to the roles of analysts and asset managers.”

“These students Think Like the Owner,” says Dr. Ron Cichy (BA ’72, MBA, ’77), School director. “Their analytical abilities combined with their understanding of management, operations, and real estate create talent that is highly sought after by the industry.”

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It was sweet validation of The School of Hospitality Business’s focus on the business of hospitality—and on the foundations of hotel development and investment.

A team of four undergraduates from The School of Hospitality Business at Michigan State University and one MBA student representative competed with two other teams at the inaugural North America Hotel Investment Conference in Chicago in a “Hotel Shark Tank.” Each team (the other two were from New York University and DePaul University) pitched a detailed hotel brand concept for millennials to a panel of “sharks,” some of the sharpest hotel investment minds in the industry.

The teams reported to a standing-room-only crowd at Hyatt Chicago Magnificent Mile in Chicago on November 21, 2014, and included the financials, feasibility, management and operations plans, the expense and revenue projections, market share, and location of their “brand.” After the three outstanding presentations (which had the crowd of hotel investment and asset management leaders riveted), the students waited until the next day for the announcement of the winning team. And it was a Spartan victory!

The MSU Team’s Concept...

“EXPOSURE HOTELS”

Nevena Divic, president of the Real Estate Investment Club, as well as The School’s Hospitality Association, explains:

“Exposure Hotels is a brand focused on building a community. It is the Midwestern boutique, geared towards millennials with the energy and social scene that excites them. Exposure is not a typical, cookie cutter hotel covered in dry wall. It is a brand of hotels that stimulates your senses with unique and intriguing design. One step into the lobby and you will pick up on the unique fragrance of our brand, freshly roasted coffee beans from the coffee shop. Your eyes will be stimulated by the exposed brick walls, architectural beams, textured wallpaper, subtle earthy colors, and the comfortable and inviting furniture will make you feel at home.

Exposure is the social scene of the city, it’s where the locals, along with the guests, come to hang out. At an Exposure Hotel you will feel right at home, as well as part of the community.”

“As an MBA student, working with the undergraduate students was a true pleasure; they impressed me in a number of areas, but especially in their MSU work ethic, financial analysis, and presentation ability!”

Chelsea Hallman

“Since attending NATHIC honestly recognize that the other two teams from NYU and DePaul are worthy of respect, and were tough competitors.” says Dr. Singh. “But I am so very proud of our students, who applied their knowledge from courses in hospitality operations and management (financial management, sales and marketing, consumer behavior, and revenue management), and combined it with their specialized knowledge in hospitality business real estate investment management, to create a bankable business plan to deliver value for ‘owners.’”

In addition, he explained, “The Specialization’s professional and skills-based enrichment courses, such as The Dale Carnegie Course®, Real Estate Investment Management

Chelsea Hallman (BA ’08, MBA ’14), Nevena Divic (BA ’14), T.J. McDermott (BA ’14), Chase Reinis (BA ’15), and Dan Dyer (BA ’14) prepared for a number of weeks for the “Hotel Shark Tank,” and made their presentation cleverly dressed and in the roles of typical millennials (fitness instructor, IT expert, asset manager, and the like). The four undergraduates are members of The School’s Real Estate Investment Club, and the team was ably coached in their efforts by Dr. A.J. Singh, director of The School’s Real Estate Investment Management Specialization, in which each student is enrolled. Their “pitch” to the sharks was “Exposure,” a hotel brand by millennials, for millennials.
Competition enlivens the North America Hotel Investment Conference...

“Competition enlivens the North America Hotel Investment Conference...”

workshops, short courses, and even its internship requirements all contributed to finesse their overall presentation. They were thoroughly comfortable onstage and presented their ideas with aplomb.”

Additional coaching came from Drs. Ray Schmidgall, Jeff Beck, Bonnie Knutson, and Ron Cichy in The School, and from alumni and industry coaches Jim Anhut (MBA ’85), senior vice president, design & quality, The Americas, for IHG and Mike Kitchen (BA ’09), corporate director of acquisitions for Aparium Hotel Group. Both are members of The School’s Real Estate Advisory Council.

“We also value our partnerships with Jones Lang LaSalle, HVS, and the SHARE center at STR Global as providers of research data for the project,” says Dr. Singh.

Clearly, all the coaching, feedback, resources, mentoring, long hours, and professional development experiences helped the team—the only one, by the way, to make its presentation without the use of notes!

“The team members had certainly done their homework,” said Dean James F. Rainey, director of academic programs in The School. “I was thoroughly impressed with their ideas and presentation style. In fact, Exposure hotels COULD work in the real world.”

The team members themselves were equally proud and excited. “It was a wonderful opportunity to work with The School of Hospitality Business for the “Hotel Shark Tank” competition,” says alumna Chelsea Hallman. “As an MBA student, working with the undergraduate students was a true pleasure; they impressed me in a number of areas, but especially in their MSU work ethic, financial analysis, and presentation ability! I can’t wait to see The School repeat as Shark Tank champions next year!”

Dr. A.J. Singh

Nevena maintains that the experience was a sort of personal triumph as well as a team victory. “I learned so much this past month and a half on developing a brand,” she says. “A lot of hours of work, research, and brainstorming were dedicated to this project. Additionally, I challenged myself to be creative and think outside the box. The ultimate challenge for me was getting up in front of the five sharks and the 250 audience members and selling Exposure Hotels. In the end I am incredibly proud of my efforts, my hard work, and that of my team members.”

The “Hotel Shark Tank” was just one of many valuable sessions at NATHIC, presented by Hotel Management magazine, Questex Hospitality+Travel, and the International Hotel Investment Forum (IHIF). The IHIF presents a series of conferences around the world.

Now in its fifth year, the two-day event, previously held in Washington, has been re-energized with a new venue, enhanced agenda, a hospitality real estate showcase with top brokers, and, of course the “Hotel Shark Tank.”

The conference combined general sessions, breakout discussions, and keynote speakers who focused on a wide range of critical issues related to hotel development, ownership, and management including financing, segment analysis, buying and selling hotels, franchising, operations, design, and technology. NATHIC attendees included hotel owners, developers, operators, lenders, consultants, and brand executives.

“The School is proud to partner to present NATHIC,” says Dr. Ron Cichy (BA ’72, MBA ’77), School director, who gave opening remarks at the conference on November 21. “It has been a pleasure to work with Questex’s VP of Global Events Marilyn McHugh and Nick Diligente, business development manager.”

In his welcome remarks Dr. Cichy noted The School’s efforts over the years to prepare students to meet the needs of the global industry. After the competition he said, “This week, the students have demonstrated their ability to do just that.”

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(continued...)

NATHIC 2014 will be held
NOVEMBER 19 - 21, 2014
at the Hyatt Chicago Magnificent Mile. Join us, Spartans!
Each year, The School’s Scholarship Committee carefully reviews applications and awards School “internal” scholarships. It also nominates outstanding students for “external” scholarships which are awarded by outside foundations and organizations. Together, these scholarships represent hundreds of thousands of dollars earned by deserving students each year. In 2013-2014, a record $310,540 was distributed to students through these internal and external scholarship awards.

2013-2014 SCHOLARSHIP AWARDS

Top GPA Award
Yuwei Dai - Masters
Ariel Lessens - Senior
Carlie Smith - Junior
Michelle Jasica - Sophomore
Yi Li - Freshman (tie)
Lin Lin - Freshman (tie)
Jamie Steuer - Freshman (tie)
Ying Yang - Freshman (tie)

American Hotel & Lodging Educational Foundation – Steve Hymans Scholarship
Nevena Divic
Jeffrey Keller
Ariel Lessens

American Hotel & Lodging Educational Foundation – Creighton Holden Memorial Scholarship Fund
Jessica Munoz

Philip M. Becker Expendable Scholarship in The School of Hospitality Business Scholarship
Jessica Garlach

The John A. and Libby M. Belden Endowment for Real Estate and Development Student Travel in The School of Hospitality Business
Nevena Divic
T.J. McDermott

The Rodney S. and Anne G. Belden Endowment for Operational Excellence and Student Travel in The School of Hospitality Business
Anne Marie Khoury

The Robert J. and Eileen L. Emerson Endowment for Student Travel in The School of Hospitality Business
Malese Cherrett
Paige Hartman
Anne Marie Khoury

Mildred C. Harris HRIM Kellogg Center Fund
Mercedes Brown
Sungmin Choi
Lauren Gagneau
Dana Hahn
Madeline Pappas
Chase Reinis

The Honors College Scholarship Award
Ariel Lessens

American Hotel & Lodging Educational Foundation Association (IFMA) Educational Foundation
Caitlin Darish
Joaquin de la Cerda
Harlow

International Foodservice Manufacturers Association (IFMA) Educational Foundation
Caitlin Darish
Joaquin de la Cerda
Harlow

Fairmont Hotel & Resorts Scholars
Ariel Lessens

Greater Lansing Convention and Visitors Bureau Endowed Scholarship in The School of Hospitality Business
Andrew Dike
Lisa Malinowski

The Lester A. Gruber Memorial Scholarship in Hospitality Business
Anne Marie Khoury
Sung Yoon Moon

The John L. and Joy L. Huckestein Endowed Scholarship For Graduate Students in The School of Hospitality Business
Yuwei Dai
Elizabeth Jennings

Hilton Hotels Scholarship
Reginald Ballard
Tynissa Harris
Delon Jones
Malcolm Richardson

Hilton Hotels Scholarship
Reginald Ballard
Tynissa Harris
Delon Jones
Malcolm Richardson

Fairmont Hotel & Resorts Internship
Yi Li
Yizhi Li

H. William and Elizabeth A. Klare Memorial Scholarship
Juan Chen
Yining Chen
Yanqi Dai
Yuwei Dai
Yanxing Dang
Emilie Daubenspeck
Jie Dong
Yun Dong
Jessica Dupont
Yang Gao
Jessica Garlach
Chelsea Hallman
Jundan Hou
Michelle Jasica
Elizabeth Jennings
Lei Lei
Yuan Leng
Ariel Lessens
Feitong Li
Shuaichi Li
Yajing Li

2013-2014
DEDICATED MEMBERS OF THE SCHOOL’S SCHOLARSHIP COMMITTEE
Ron Cichy, Chair • JaeMing Cha • SeungHyun Kim • Jeff Yingling • Lu Zhang

LaTour Family Endowment for Student Travel in The School of Hospitality Business
Molly Elsworth
Alexandria Foote
Jessica Garlach
Megan Geist

Dr. William and Mrs. Joyce Lazer Endowed Fund in The School of Hospitality Business
Nevena Divic - Mr. Masatoshi Ito Scholar
Jessica Munoz

The Chef Robert H. Nelson Les Gourmets Endowed Scholarship – Awarded for the 2013-2014 Academic Year
Caitlin Darish
Alyssa Haney
Alexa Maser
Hallie St. Marie

Lena L. Loeffler Emerging Leader Scholarship
Nevena Divic

J. Willard and Alice S. Marriott Endowed Hospitality Business Scholarship
Jamie Alworden
Sara Anderson
Emilio Arribas

Marriott Michigan State University Alumni Scholarship
Christina Artioli
Samuel Beck
James McHenry
Yina Shin
Ye Wang

Michigan Competitive Scholarship
Mercedes Brown
T.J. McDermott

The Michael L. Minor Master of Science in Foodservice Management Scholarship
Yandi Dai
Lei Lei
Yajing Li
Liyu Ma
Ziaozi Sun
Weichan Tang
Feifei Wu
MengHuan Yang
Shanggu Yu
Han Zhang
Ying Zhang

Shirley K. Pasant Endowed Scholarship in Hospitality Business
Abbigail Brown
Lindsey Fantin
Lauren Gagnon
Allison Langley
John Wisotzkey

Schmidgall Family Endowed Hospitality Business Financial Management Scholarship
Nevena Divic

George Schumaker Endowed Scholarship in Hospitality Business
Cara Laginess
Lindsey Vincent
Katlyn Volante

Louis A. Shaffer Scholarship
Kristina Loeffler
Jordyn Malik
Kellie McCormick
Sarra Serhane

Hans R. and Nancy D. Schuler Endowed Scholarship for Student Travel in The School of Hospitality Business
Joaquín de la Cerda
Harlow
Kevin Pollack
Hailie St. Marie

Fred A. and Eva G. Simonssen Scholarship
Alyssa Bellinger
Rahmi Chaghouri
Shelby Chessman
Yuwei Dai
Yaxing Dang
Lauren Gagnon
Alyssa Haney
Scot Hoke
Gabrielle Johnson
Jeff Keller
Frank King
Allison Langley
Ryan Lecmke
Hannah Lewandowski
Samantha Weaver

Many thanks to Lois Schroeder, School staff member, who maintains stewardship with all of our donors and keeps the scholarship applications, accounts, and distribution organized.
Statler Foundation Scholarship:

ANNA WENDZINSKI

Anna Wendzinski (BA ’14), one of the student public relations coordinators in The School, was awarded the prestigious Statler Foundation Scholarship of Excellence in the fall of 2013, following in the footsteps of numerous winners from The School over the years.

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 included up to $20,000 for tuition, fees, and books for the 2013-2014 academic year.

Nominated by The School’s Scholarship Committee to apply in the spring of 2013, and notified of her award in August 2013, Anna traveled to Buffalo, NY, in September to attend the luncheon in honor of the Statler Scholarship winners. There she met the scholarship trustees and other recipients from around the country.

“Looking at the past recipients of this scholarship, I am so honored to receive this award,” Anna said later. “It is extremely rewarding to be recognized in this way.”

Anna earned an outstanding academic record in The School, and has completed her second internship in event planning with JR Turnbull Communication in Clarkston, MI. For the past two years, she worked for the MSU College of Human Medicine and Geriatric Education Center of Michigan, assisting with clerical responsibilities, as well as pre- and post-event tasks for continuing education sessions.

Since early 2012, Anna also served as one of The School’s public relations student staff members, updating The School’s social media networks and blogs and distributing press releases and emails.

Anna was vice president of the MSU chapter of the Professional Convention Management Association (PCMA), one of the most active student clubs in The School, and winner of the Chapter of the Year award in 2014 from the PCMA National Convention. Through PCMA she became a Greater Lansing Certified Tourism Ambassador. She volunteered in numerous ways in The School, including with Les Gourmets and Destination Auction.

After graduating in May 2014, Anna began her career where she had interned, with JR Turnbull Communications, a third-party event planning and marketing company for nonprofit organizations in the Metro Detroit area.

Congratulations to The School’s latest Statler Scholarship winner, and best wishes in Anna’s future endeavors.

Virgil W. Langworthy Scholarship:

SARA SCHUMAR

Sara Schumar (BA ’16) was notified during finals week in May 2014 that she had been selected to receive the Virgil W. Langworthy Scholarship for the Business Study Abroad in Scotland program for the summer of 2014.

The $1,000 scholarship is named for Mr. Langworthy, who passed away in July 2009, at age 88. He served in the Navy as an officer during World War II, earned his BS in Microbiology from Michigan State University, and had a remarkable career in Public Utilities and Water Safety. After retirement, Mr. Langworthy embarked on a second career, teaching in Executive Education in the Eli Broad College of Business. He worked up until three weeks before his death.

Mr. Langworthy had a passion for golf, and believed in international business education and the importance of using golf in business. He established this scholarship to support young people who are committed to learn and use both their international business knowledge and business golf skills during their careers.

Mr. Langworthy’s closest relative is Ms. Jan Brintnall, his niece, who is a faculty member in the Broad College of Business.

Sara is from Denver, CO, and has work experience at Denver-based Snooze, a breakfast restaurant with locations in Colorado and several other states. At MSU, Sara has volunteered with Les Gourmets and will be the director of Reception for 2015. She will also serve as vice president of the Society for Hospitality and Foodservice Management. Sara is a student coordinator in the Student and Industry Resource Center, working with SIRC Director Authella Collins Hawks, and she is a student ambassador for MSU Association of Future Alumni. Her focus within the hospitality industry is in the food and beverage segment, perhaps in catering and banquet sales in hotels.

The Statler Foundation was established from the estate of hotelier Ellsworth Statler in 1928 “for research work for the benefit of the hotel industry of the United States, not only in the construction and operation of hotels, but in the training and making more proficient the workers in hotels, for the benefit of the hotel industry, as a whole.” In the 1930s, Statler scholarships allowed many students in the newly established Hotel Training Course at MSU to stay enrolled during the Great Depression.
With lots of experience in the restaurant industry, Amanda Downs (BA ’15) shifted gears and spent the summer of 2012 working at Grand Hotel, assisting guests in the various shops in the historic landmark hotel. She made an impression: she was awarded the 2013 Musser Family Grand Hotel Scholarship at that year’s Pure Michigan Governor’s Conference “Stars of the Industry” gala. She later returned to Grand Hotel for the entire season (May - October, 2013), serving this time as assistant manager, performing a number of duties. She worked with the concierge, senior management and the front desk to attend to the guests’ myriad needs, and she assisted in a number of departments, working with banquets and specialty dinners, the dining room and the concierge. After being trained by the hotel historian, Amanda even had the privilege of serving as property expert and historian, guiding guests and enhancing their experience at the hotel.

The School is proud of Amanda’s work at the luxurious and iconic Grand Hotel. She joins several other Spartan interns and permanent staff members to help Grand Hotel maintain its standard of excellence in quality and guest service.

Cara Laginess (BA ’14) was named the Musser Family Grand Hotel Scholar at the 2014 Pure Michigan Governor’s Conference. Cara graduated in May 2014, completing her four-year-degree in only three years. She then moved to Washington, DC, where she hopes to launch a career in event planning management.

As a student, Cara became a Certified Wedding Planner through The Bridal Society, and is Event Supplier Network and Tourism Ambassador Certified, as well. She interned as an Event Design intern with Petal and Forrest Wedding & Event Design in Haslett, MI, and with Sine Qua Non Special Events in Chicago as Event Coordination intern.

Cara also worked as Marketing and Event Coordinating assistant with the Michigan Lodging & Tourism Association (MLTA), managing conference logistics, audio-visual, registration, and set-up of the breakout sessions for the 2013 Pure Michigan Governor’s Conference on Tourism. She even designed and constructed 65 centerpieces for the Conference, and designed the PowerPoint presentation that was displayed during the Conference’s Stars of the Industry Awards Dinner.

In fact, Cara’s Hospitality Business degree was supplemented with nine credits in Interior Design, and she was a member of the Interior Design Student Organization.

With her focus on service, attention to detail, and eye for design and style, it is not surprising that Cara earned a scholarship funded by and named for the incomparably elegant Grand Hotel and the Musser Family. Congratulations, Cara!

TEN NEW ENDOWMENTS were established during the 2013-2014 academic year, totaling $618,919.

- **Houston Striggow-Susie Cakes Endowed Achievement Scholarship ($50,000)**
- **Ronald F. and Shelley G. Cichy Emerging Leaders Endowed Scholarship ($100,000)**
- **The Stuart G. and Elizabeth A. Wolff Hospitality Business Students Endowed Industry Convention Travel Scholarship ($30,000)**
- **Michael Moskovis and Dorothy J. Selinger Endowed Fund for Student Internships in The School of Hospitality Business ($100,000)**
- **Wayne and Terry Lobdell Endowed Scholarship ($100,000)**
- **The Billy and Amy Downs Hospitality Business Endowment ($30,000)**
- **William P. Weidner Hospitality Business Real Estate Investment Management Faculty Research Endowment ($50,000)**
- **The Real Estate Investment Management Student Travel and Enrichment Endowment ($50,000)**
- **The Richard Faber Hospitality Business Students Scholarship ($75,919)**
- **The Hospitality Business Students Endowment, donors anonymous ($100,000)**
Twenty students in The School traveled to Boston January 12 - 15 to attend the Professional Convention Management Association's (PCMA) 2014 Convening Leaders annual conference at the Hynes Convention Center. All are members of The School's PCMA student chapter, which was named Chapter of the Year by the National PCMA and is advised by Professor Jeff Beck.

The students joined over 4,000 PCMA members from around the country who gathered to catch up on the latest trends and technology associated with convention management, a dynamic segment of the hospitality industry.

The MSU group traveled to Boston with scholarship assistance from The School, provided by sponsorship funds donated for student travel to industry-related conferences and other School programs. Two officers of the chapter, Ariel Lessons (BA '14) and Allison Langely (BA '14), were given scholarships for the conference directly from the national PCMA. “We place a premium on exposing our students to the realities of the hospitality industry segments that interest them,” says Dr. Jeff Beck. “Conferences such as Convening Leaders allow students to attend valuable educational sessions and network with our alumni and other professionals in the meeting and convention industry.”

For example, a session on “Crisis Management: A Case Study of the Boston Marathon” discussed the responses of the organizers of the Boston Marathon after the bombing and through the several days afterward. One student noted that “In a situation that serious, it is important that those in charge maintain a calm demeanor, reassure others, and not give in to their own fear.” Another valuable session was called “The Elephant in the Room is Laughing,” with an interactive presentation by Izzy Gesell, who talked about using humor in the workplace in order to meet your goals.

MSU PCMA Chapter Wins Top Award

MSU PCMA Students Network in the Windy City

Twenty-four members of the student chapter of Professional Convention Management Association (PCMA) in The School traveled to Illinois in early in October 2013 for the 2nd annual PCMA Greater Midwest Chapter Student Program at the Northern Illinois University campus in Naperville. Theirs was the largest group attending from all the schools represented.

A total of 56 students heard from industry professionals who represented various segments in the hospitality industry. In addition to Michigan State, students came from Roosevelt University, DePaul, and Moraine Valley.

The day-long event began with a Jeopardy-type game in which students answered questions on the subjects of hotels, cities, PCMA, and acronyms.

After the icebreaker, students had the opportunity to attend four professional development programs which allowed for a broad view of the careers available in the hospitality industry:

- **Hotel (Sales & Convention Services)** – hosted by Julie Scuras, InterContinental Hotels Group and Grant Hickman, Starwood Hotels and Resorts
- **Convention & Visitors Bureau** – hosted by Walden Agustin, San Francisco Travel Association; Angie Ranalli, San Diego Tourism Authority; and Tim O’Brien, San Antonio Convention & Visitors Bureau
- **Association and Corporate Meeting Planners** – hosted by Patti Beese, National Restaurant Association, and Lisa Byers, Grainger Corporation
- **Decorators** – hosted by Greg McCormack, The Expo Group, and Doug Bennett, GES

A networking luncheon was followed by a session on Technology and Trends, including the latest information on mobile apps, digital signage, and presentation technology.

Several other panels focused on careers in the industry. One panel suggested the qualities that companies look for in first-time applicants. The second panel consisted of students who had obtained internships and other work experiences in the industry through their participation in PCMA and offered their first-hand advice.

The event concluded with a Power Networking Fair, during which students could speak one-on-one with the day’s presenters and panelists, as well as other industry professionals.

The MSU PCMA Chapter members also enjoyed a tour by Paul Nowak, the cluster sales manager for three new hotels in the Chicago area operated by White Lodging, a company with close ties to The School and where many Spartans work, including past MSU PCMA President Corbin Martinez (BA ’13). Paul took the students on a tour to Aloft Chicago City Center, Fairfield Inn & Suites Chicago Downtown/River North, and the Hyatt Place Chicago River North.
The students also interacted with those from other universities, including James Madison, DePaul, Grand Valley, Roosevelt, and even Queen Margaret in Scotland. Only one other university had more than the 20 representatives from MSU, with 22. In fact, this year’s MSU student group was the largest in the chapter’s history. The students met plenty of Spartan alumni in the convention and meeting planning fields, who, upon seeing the students’ MSU nametags, were quick to respond, “Go Green!” One alumna, Jennifer Miller, a 2013 graduate working with the Sheraton (conference headquarters), hosted the students on a tour of her property.

The theme of the conference was, “What Happens in Boston Changes the World.” Using the word “(R)evolution,” conference organizers referenced the many historically significant innovations that have come from Boston, and hoped to inspire change and progress within the convention and event planning industry.

Sophomore Caitlyn Kuskowski (BA ’16) says, “The conference was an amazing opportunity for me, especially as a first-timer. It opened my eyes to different avenues of the industry and it allowed me to network with many different professionals as well.”

In addition to traveling to the two conferences, the PCMA members were active in a number of areas. Director of Communications Kendal Jasienski (BA ’16) provided a summary which makes it clear that this group of students is going places!

• At our first meeting we had speaker, Cathy Brady from the Detroit Convention & Visitors Bureau, come and talk to a packed room. Cathy actually helped start the PCMA chapter at MSU so she was very excited to see how we have evolved as a club over the years. And this first meeting was standing room only! We quickly upgraded to a much larger room.

• In the fall we had our very successful Yankee Candle Fundraiser, which helped us to fund our trip to Boston for the annual PCMA conference. We were able to raise $1,685, thanks to our dedicated members! Some of our other fundraisers included a Pizza House and Insomnia Cookie fundraiser, as well as volunteering at Warrior Dash in Grand Rapids.

• PCMA had a crucial part in planning the annual East Lansing Film Festival at Wells Hall. The Festival Director and newly-elected East Lansing city council member, Susan Woods, counts on PCMA members every year to plan, set-up, and run the hospitality suite for the directors and filmmakers that attend.

• In November we took a group of 12 members to Kalahari Resorts & Conventions in Sandusky, OH for a tour of their convention and meeting space. We were able to meet with the sales manager, Jim Jachimiak, to learn about how Kalahari is planning to expand their properties over the next few years, as well as take a behind-the-scenes tour of the resort.

• We also took tours at Weddings by Nicole and the Henry Center, both located in Lansing and close to campus. It was a great opportunity for our members to see some of the places in the area that hire event planning interns.

• Julie Pingston and Mary Chris Hotchkiss from the Greater Lansing Convention & Visitors Bureau came to speak to our members about an opportunity to become Certified Tourism Ambassadors. The Lansing CVB offers a class to become a CTA, and they offer this course free to student members of PCMA.

• In March we had our third annual Spring Industry Mixer at the Kellogg Center. We started hosting this event for our members as a way for them to meet and network with industry professionals. This year we had professionals come from the Bay Harbor Yacht Club, MSU Horticulture Gardens, and Alumni Relations for Broad College of Business.

• This past year, we have seen our membership increase greatly compared to the last few years. Over the 2013-2014 school year, we have had over 100 paid members! We are very excited to have so many students interested in our organization.

• We are also very proud to have won the PCMA Student Chapter of the Year award. We won the award in 2011, so we were very happy to receive it again in 2013! We were awarded $1,000 for our hard work and involvement.
Lauren Gagneau (BA ’14) attended the Foodservice Sales & Marketing Association’s (FSMA) 20th Annual Top2Top Conference for foodservice sales and marketing executives in Orlando, FL, from February 24-27, 2014.

Alumni Stu Wolff (BA ’82), Dave DeWalt (BA ’79), and John Flood (BA ’80), each of whom holds a top position in the industry, contributed to a scholarship established by Stu and his wife, Elizabeth, which helps students from The School to attend the Top2Top Conference and gain exposure to the sales, marketing and food brokerage aspects of hospitality. Lauren says that this segment of the hospitality industry “is much more complex than I expected.” Attending the conference, “I was able to grasp an understanding of manufacturers, brokers, and distributors and their intertwined roles as they work to satisfy their customers.”

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Lauren calls the conference “an incredible learning opportunity, unlike anything that can be taught in the classroom.”

Dave is president of Franklin Foodservice Solutions, a firm that serves food industry clients on a variety of strategic, marketing, and distribution-related projects. He was a conference speaker, whose topic was “How to Navigate When New World and Old School Foodservice Collide.” He says his own internship with Sara Lee (in 1978!) was a “life-changing summer for me,” and motivated him to help Lauren.

Stu, executive vice president-Midwest Region at Acosta Sales & Marketing, was eager to have Lauren attend the conference. He arranged one-on-one meetings with several conference participants, included her in several of his own business meetings, and even introduced her to the entire audience at the start of the general session. Together with Dave, Lauren and Stu reviewed the conference before Lauren flew back to East Lansing. Stu said afterward that “Lauren was outstanding. She was professional, confident, well-prepared, engaging, and a great communicator. She made us Spartans proud!”

While John Flood, vice president and general manager, Further Processing Business Unit for Wayne Farms, LLC, could not attend the conference, he is as invested in student attendance as Stu and Dave.

John Flood, Dave DeWalt, and Stu Wolff also partner with Professor Mike Rice (BA ’76) and are guest speakers in HB 347 – The Foodservice Distribution Channel.

“These three alumni are creating opportunities for The School’s students to learn in a way that is ‘tops!’” quipped Dr. Ron Cichy (BA ’72, MBA ’77), director and professor in The School. “These Spartans are top to top to top. THANK YOU.”

According to Lauren, who has earned an outstanding academic record, completed two internships, and regularly volunteers in School events and clubs, the conference meant that she could “sit down with many industry professionals and pick their brains. I asked about their experiences and advice on what it takes to be successful in foodservice sales and marketing.”

Foodservice Sales & Marketing Association – FSMA

FSMA was incorporated in November 2003 by firms formerly associated with the International Foodservice Brokers Association/Association of Sales & Marketing Companies. The mission of FSMA is to promote sales and marketing agencies as the preferred method for suppliers to come to market: to be the national voice of the sales agency community; to advocate on behalf of sales agency interests; and to enhance relationships among suppliers, agencies, customers, and other key stakeholders.
Spartans Shine at Governor’s Conference on Tourism
with the Michigan Lodging & Tourism Association

Spartans were everywhere at the Pure Michigan Governor’s Conference on Tourism at the Grand Traverse Resort & Spa, March 9-11, 2014.

Hosted by the Michigan Lodging & Tourism Association (MLTA), the Conference drew over 1,000 participants. It included numerous educational sessions, one of which featured the research of two MSU professors. Drs. Sara Nicholls and Dan McCole teach and research in the Department of Community Sustainability in the College of Agriculture and Natural Resources.

Their presentation, “MSU’s Tourism Outlook,” indicated that the state’s tourism industry had a banner year in 2013, “buoyed by record hotel occupancy rates in some areas,” according to a report about the presentation in USA Today on March 11. The professors predict increased growth again this year as the state advertises more in Canada, Europe, and China.

The MLTA “Stars of the Industry” dinner also highlighted Spartans. Acting as co-Masters of Ceremony for the 20th year in a row were Dr. Ron Cichy and “adopted” Spartan and Honorary Faculty Member Cindy Bowen, general manager of the Crowne Plaza Hotel in Lansing. The dinner honored a number of award winners selected by the MLTA and Travel Michigan. Several MSU alumni from The School serve on the MLTA Board and helped present various awards at the dinner, as well. Bob Pierce (BA ’83), general manager of the Dearborn Inn, and Mike Rice (BA ’91), general manager of the Quality Suites Lansing (and 2013 Hotelier of the Year), both presented. Judy Zehnder Keller (BA ’67, MA ’73), president and owner of Frankenmuth Bavarian Inn Lodge, is also an active board member and was an award presenter.

Three honorees were MSU students: Cara Laginess (BA ’14), from The School of Hospitality Business, was named the Musser Family Grand Hotel Scholar; Amy Paruk (BA ’15), who works as a banquet captain at Kellogg Hotel and Conference Center and majors in Human Development and Family Studies, was Student Star of the Year; and Zac Malewitz (BA ’15), from Community Sustainability, was awarded a scholarship from the MLTA Foundation.

Another Spartan, School Alumnus Gary Hernbroth (BA ’79), presented two sessions on Tuesday, March 11. In “What? Me, A Brand?” Gary, the president of Training for Winners, said that “your brand can make or break you in terms of your ability to sell, persuade, manage, lead, find a new job, and create results.” Facilitating a “Meeting Planner Panel & Idea Exchange,” Gary enabled the audience to interact with an experienced meeting planner panel to discuss the issues facing buyers and sellers every day.

The logistics for the entire conference were overseen by Kylie Olanowski, the director of operations and events for the MLTA, and a graduate of The School.

The relationship between MSU and the Michigan Lodging & Tourism Association is a long and fruitful one. In fact, it was at the urging of the Education Committee of what was then known as the Michigan Hotel Association that the original “Hotel Training Course” was founded in 1927 at MSU—which later became The School of Hospitality Business.

“We owe a debt of gratitude to those early proponents of hospitality business education at the nation’s oldest land-grant university,” says Dr. Ron Cichy. “Their vision is clear today. We are proud to continue to partner with MLTA in this conference and in many other ways.”

SPARTAN ENOLOGY SOCIETY ON THE MOVE

2013-2014 was a successful rebuilding year for one of The School’s newer clubs. Co-presidents Joaquin de la Cerda Harlow (BA ’15) and Matt Jannette (Food Science BS ’14) oversaw the club, which started with no returning members and ended the year with 20 dues-paying members!

The club’s goal this year was to provide education and fun for its members, build membership, and increase the quality of the bimonthly Student Sommelier Program (SSP).

Each meeting for the SSP program educated members in a specific varietal, and one meeting even featured beer and spirits (remember, no alcohol is served—meetings are educational). Matt led these meetings, along with SSP Guest Lecturer/Certified Sommelier and MSU medical student Terry Hsiao. And twice, the group Skyped with alumni industry professionals: Nate Redner (BA ’12), manager for Shaw’s Crab House in Chicago, and Tom Inners (BA ’12), a winemaker at Medlock Ames Winery in Napa Valley.

Joaquin says the highlight of the year was the club trip to Grand Rapids for eight members, including the SES Executive Board, to tour the Downtown Grand Rapids Market, Vivant Brewery, and Bar Divani.

The final meeting of the year for SES was with Dr. Paolo Sabbatini, MSU Horticulture associate professor, who discussed Italian wines.
Twenty students traveled with members of the Student and Industry Resource Center (SIRC) in The School of Hospitality Business at MSU to Chicago April 11-13, 2014, to explore career possibilities and visit various hospitality sites in the Windy City. The trip was funded by Hyatt Hotels Corporation, The School’s Industry Partner of the Year for 2013.

“Through in-depth tours of ten industry segments, hosted by alumni and corporate partners, our students learned about a variety of career paths and received advice about working in the hospitality industry,” explains Authella Collins Hawks, SIRC director. Mrs. Hawks was joined in planning and organizing the trip by senior Jessica Munoz (BA ’14), The School’s executive director of CAREER EXPO, and by School alumna Chelsea Hallman (BA ’08), who graduated with an MBA in Finance in early May.

Prior to the trip, the students divided into four teams to research ten hospitality industry segments and prepare questions. The group then traveled by train to Chicago from East Lansing and headquartered at the Hyatt Chicago Magnificent Mile Hotel.

On Friday, April 11, the students were given an overview of the real estate investment management segment at Jones Lang LaSalle by School graduates Stephany Chen (BA ’09), associate, and Emily Lustig (BA ’10), analyst, both for Hotels and Hospitality Group.

Also that afternoon, Sarah Tillison (BA ’10), specialist for Hyatt Gold Passport, hosted the group with an overview of Hyatt Hotels corporate headquarters and its corporate sales and marketing areas. In addition, the students worked with Cheryl Rothschild (MSU Food Industry Management BS ’01), convention services manager, and Elizabeth Hyde (BA ’12), catering manager for the Hyatt Regency Hotel, and learned about catering, conference services, and event management.

The next stop was Entertainment Cruises, with host Christian Somera, the company’s director of human resources, who provided a perspective on food and beverage in the sports and entertainment industry. Chris also treated the students to a sumptuous dinner cruise aboard the Chicago Spirit.

Saturday activities included:

1. An overview of restaurants, franchising, and select service hotels at White Lodging Triplex: Hyatt Place Chicago River North; Fairfield Suites Chicago Downtown River North; Aloft Chicago City Center; and Lettuce Entertain You Enterprises’s Beatrix Coffee Bar. The tour was arranged by Laura Presnol, director of human resources at White Lodging. Students were able to meet alumna Megan Mammoser (BA ’11), operations manager for Hyatt Place, as well as Assistant General Manager Joshua Schreib.

2. An overview of private clubs, including a seminar on dining etiquette at The Standard Club, hosted by Alumnus Steve Thompson (BA ’87), general manager. Lunch was provided!

3. An overview of boutique and independent hotels at Hotel Allegro, a Kimpton Hotel, hosted by Iris Junge, rooms director.

4. An overview of casual and themed dining at Navy Pier and the Miracle Mile, including a taste of Chicago’s famous deep-dish pizza at Giordano’s.

On the final day of the trip, students had the opportunity to tour and lunch at another Lettuce Entertain You restaurant, Shaw’s Crab House, hosted by alumnus Nate Redner (BA ’12), restaurant manager.
Networked and Relationship Building...

Student Leaders Travel to the National Society of Minorities in Hospitality Regional Conference

Three student leaders from The School, all members of the MSU Chapter of the National Society of Minorities in Hospitality (NSMH), travelled to Burlingame, CA, October 25-27, 2013, for a joint regional conference of the West and Midwest Chapters of the NSMH. The students stayed at the Crown Plaza San Francisco International Airport, where the conference was held.

Established in 1989 at Cornell University, the NSMH mission is to “Educate in order to aid in the recruitment, retention, support, and advancement of minority students in the hospitality industry,” and to “build and maintain relationships between hospitality professionals and minority students in ways that encourage lifelong commitment to the organization. There are now 81 chapters at universities throughout the country.

The West/Midwest Regional Conference offered chapters an opportunity to network with each other, as well as with recruiters from national companies such as Hyatt Hotels Corporation, MGM International, Walt Disney Corporation, and SODEXHO. The students were particularly impressed by MSU graduate Adam Miller (BA ‘11), senior college relations consultant/talent acquisition for MGM International, who was very engaging and insightful—and happy to see fellow Spartans!

MSU's NSMH Social Media Director Reginald Ballard (BA '15) was enthusiastic about the students’ experience, and grateful for the scholarships in The School that helped cover their travel and expenses. He was later elected to be president of the Chapter for 2014-2015.

147 travel scholarships were awarded in 2013-2014

All the students appreciated the industry leaders who helped educate them, and several were effusive about Steve Thompson’s impact on them. For his part, Steve says of the students, “What a great group of young professionals. It was my pleasure to be able to send time with them.”

“Having worked in Chicago for several years after earning my bachelor’s degree,” says Chelsea Hallman, “I knew these students would learn a great deal from the wide variety of business that offered to meet with them. But even I was surprised at how much we fit into a short time, and how many industry segments we covered.”

Freshman Lucas Jarrett (BA ‘17) said afterward, “This trip confirmed why I chose The School of Hospitality Business. I could not be more enthusiastic about my future in the industry, and I am grateful for this wonderful opportunity.”

“Our sincerest thanks to Hyatt Hotels Corporation for their generous funding and support of our students’ participation in this wonderful career exploration,” says Mrs. Hawks.

“I am from a very small town in Wyoming, so getting to see how businesses operate, market, and survive in a huge city like Chicago was something new to me. The knowledge I gained from this experience will be invaluable as I work towards a career.

Lucas Jarrett (BA ’17)
Twenty graduate students, all earning a Master’s of Science degree in Hospitality Business Management, presented research to an audience of faculty members and staff on Friday, April 25, at The School’s annual Graduate Student Forum.

The event, organized by Graduate Programs Coordinator Melissa Bankroff, is designed to give the students an opportunity to hone their presentation and speaking skills, as well as display the research they have conducted throughout the year.

“The Graduate Student Forum has become something our students work toward all year,” says Ms. Bankroff. “It gives them an edge, whether they go on to Ph.D. programs or any work situation requiring analytical and communication skills.”

## 2014 presenters and their research subjects:

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<tr>
<th>Name</th>
<th>Degree</th>
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<td>Yang Gao</td>
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<td>The Physical Environment Effects on Customer’s Emotional Satisfaction Both for Asian and Non-Asian</td>
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<td>Fangyun Liu</td>
<td>MS '14</td>
<td>What is the Optimal Marketing Distribution Channel to Maximize Profits?</td>
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<td>Shuaichi Li</td>
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<td>A Comparison of Revenue Management Strategy and System about Overbooking Between China and the United States</td>
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<td>Katey O’Brion</td>
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<td>Juan Chen</td>
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<td>Xingxuan Song</td>
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<td>Yuan Leng</td>
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<td>Chao Wei</td>
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<td>Juan Wang</td>
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<td>Relationship between Hotel Consumers’ Online Review Complaints and Booking Intention</td>
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<td>Yang Xu</td>
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<td>Nina Tang</td>
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<td>Understanding the Perceived Web Service Quality of Online Travel Agencies (OTAs)</td>
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<td>Jie Dong</td>
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<td>The Important Factors of Hotel Guest Satisfaction: An Exploratory Study of an Upscale Hotel in Midwest United States</td>
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<tr>
<td>Ruihuan Wu</td>
<td>MS '14</td>
<td>Diversity Trends, Benefits, and Challenges in the Accommodation and Food Services Industry</td>
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“We are very proud of our graduate students’ research, as well as the professional way in which they present it. The topics are timely and applicable to the industry we serve.”

*Academic Programs Director Dean James Rainey*
Eight Hospitality Business Students Named Undergraduate Research Fellows

The School had eight of the Broad College’s 14 Undergraduate Research Fellows (URF) for the 2013-14 academic year. Each student was nominated by and is assigned to work with a faculty member in the College on a specific research project throughout the year. The honor comes with a stipend of $1,000. The URF program is designed to show the University’s significant commitment to the undergraduate research experience and to engage Broad students in traditional research or other scholarly work with faculty members.

In the spring, after completing the requirements of the project, each student submitted a summary of his/her research accomplishments and an evaluation of the experience. On April 4, they shared their work with peers, faculty, and external audiences at the University Undergraduate Research & Arts Forum at the MSU Union.

The School’s faculty mentors and their Undergraduate Research Fellows include:

- Dr. Carl Borchgrevink
  - Rodney Weng (BA ’14)
- Dr. JaeMin Cha (MS ’98)
  - Allison Kubek (BA ’15)
  - Spencer Raymond (BA ’14)
- Dr. MiRan Kim (MS ’05)
  - SungMin Choi (BA ’15)
  - Jennifer Dryer (BA ’16),
  - Jiyeun Kim (BA ’14)
- Dr. SeungHyun Kim
  - Joshua Roberts (BA ’15)
  - Ariel Lessons (BA ’14)

“We are very proud of our students, and eager to help them hone their research and presentation skills,” says Dr. JaeMin Cha (MS ’98), member of The School’s Scholarship Committee. “I have worked with more than ten URFs in the last five years. It is a pleasure to conduct research with dedicated, talented undergraduates.”

In addition to other research assignments, five of the URFs are involved in the collaborative research of Drs. Borchgrevink, Kim, and Cha, which focuses on restaurant diners’ hand washing behaviors.

“Research is a primary mission for The School and our faculty are consistently recognized as among the top hospitality research scholars in the world. Helping undergraduate research fellows collect and analyze data and present their conclusions is an important way to highlight this mission and it gives students an opportunity to learn to conduct research early in their academic careers.”

Dr. Ron Cichy

Jiyeun Kim (BA ’14) earned First Place from the 2014 University Undergraduate Research and Arts Forum on Friday, April 4, at which all of MSU’s Undergraduate Research Fellows presented their work. She conducted her research with Dr. MiRan Kim on “Employee Delight in the Hospitality Business.”

“We are so pleased with her award,” says Dr. MiRan Kim, “and I am proud to be her research mentor.”

Undergraduate Research Fellows (URF) Administration

The URF program in the Broad College of Business at MSU is administered by Dr. Amy Radford-Popp, assistant director of Residential Business Programs and Undergraduate Academic Services, and the office of Undergraduate Research Initiatives at MSU.
Eta Sigma Delta

Induction Ceremony Welcomes
31 Hospitality Scholars

This year’s 31 new members of Eta Sigma Delta (ESD), the international hospitality management society, were inducted in The School of Hospitality Business at MSU on Thursday, April 17, 2014. And just a couple of weeks later, the day after graduation at MSU on May 3, the chapter learned that it had earned the “Chapter of Distinction” for the second year in a row. The award was acknowledged at the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) annual conference in San Diego on August 1, 2014.

The induction ceremony in April honored not only the new inductees, but also the outgoing Hospitality Association (HA) Executive Board members who provided outstanding leadership and initiative throughout the 2013-2014 academic year. The 2014-2015 HA Executive Board members were welcomed, as well.

The evening began with Eta Sigma Delta Chapter President Ariel Lessens (BA ’14) welcoming the guests, and a chapter overview by Dr. JaeMin Cha (MS ’98), chapter adviser. Membership is not just about academic success. She noted, “I am very proud of our chapter’s Executive Board and members. This year, in the most recent ESD service event history, we had the highest number of service events throughout the year. On April 10, 2014, our chapter earned the Philanthropy Award for the second year in a row from The School’s Hospitality Association (HA) at its annual Spring Gala.” The chapter organized and led four fundraising and charitable activities, and participated in two additional philanthropic events organized by the Hospitality Association.

The ceremony continued with members highlighting each of the Eta Sigma Delta points of honor: Excellence, by Nevena Divic (BA '14); Leadership, by Jessica Garlach (BA '14); Creativity, by Anne-Marie Khoury (BA '14); Service, by Jordyn Malkin (BA '14); and Ethics, by Kyung-Min Cho (BA '14).

Congratulatory remarks came from Dr. Ron Cichy, School director and professor, and from Dean James Rainey, the director of Academic Programs. “The ideals of Eta Sigma Delta are timeless, expansive, and challenging,” said Dr. Cichy. Dean Rainey noted, “The School was founded in 1927 as Hotel Training Course. Now, The School sets the standards for other hospitality schools. This evening is truly a celebration of scholarship.”

Each year’s ceremony features the induction of new members, based upon completion of at least 50% of the credit hours required for graduation; enrollment in The School; and academic ranking above the top 20th percentile in class standing. In The School, it also features the induction of an honorary member, who this year was alumnus Chuck Day (BA ’91), lead portfolio manager with InterContinental Hotels. Chuck has been an Alumni Adviser to the HA/Alumni Association Destination Auction for many years, as well as a member of the Alumni Association’s Executive Board of Directors.
Shelby Chessman (BA ‘14), co-director of Live and Silent Auction with Ariel Lessens (BA ‘14), eta Sigma Delta president and CEO of Destination Auction Sweet Escapes

ExCELLEnCE
Be excited and do your personal best, work for the best companies, learn from the best managers, establish the best mentor, and connect with the best networks.

LEAdERShip
Seek out opportunities that are uncommon and do not follow the beaten path. Be adventurous and don’t play it safe.

SERviCE
This is the basis of everything we do. This is what you have spent a lot of time recently learning how to be good at managing. You are going to graduate with a degree in Hospitality Business. Hospitality and service seem to be synonymous in our culture today. But do you know how very important it is what we do?
Webster’s defines hospitality as: “Generous and friendly treatment of visitors and guests and the activity of providing food, drinks, etc. for people who are the guests or customers of an organization”
The word itself, though, has much deeper meaning and has historical roots in Latin and Greek and has always been revered with utmost and even sacred importance.
In Middle Eastern Culture it was considered a cultural norm to take care of strangers and foreigners living among you and these norms can even be found throughout the Bible! The books of Genesis, Exodus, Leviticus and Deuteronomy all have verses which speak to providing for the care of strangers.
What better vocation is there than Hospitality?

ETHICS
Take pride in doing the right thing.

CREAtivity
Have an attitude of “Anything is possible.”

Fellow Seniors Honor Eta Sigma Delta President

New Alumna Ariel Lessens (BA ’14) won First Place Prize and a $100 Visa® Gift Card in the Broad College’s Peer Recognition Award competition. The Peer Recognition Award is designed to honor outstanding seniors in the Broad College and is voted on by fellow seniors.

Ariel served her senior year as president of the 2013-2014 Eta Sigma Delta chapter, Vice President of Finance Jiyeun Kim (BA ’14), Vice President of Marketing and Communications Taylor Pahl (BA ’15), and Vice President of Philanthropy Stefanie Comins (BA ’15). Ariel says, “Serving as president of Eta Sigma Delta has given me the opportunity to give back to the community that has given me so much over my four years at Michigan State University. It is a pleasure to be able to celebrate other student’s academic achievement and show that grades do matter.”

Chuck said after the ESD Induction Ceremony was very impressive. It was inspiring to be surrounded by so many high academic achievers. This event demonstrated just one more way that The School of Hospitality Business at Michigan State University is producing the best future leaders for our industry.”

In addition to Ariel Lessens, the leadership of the 2013-2014 Eta Sigma Delta chapter included Vice President of Finance Jiyeun Kim (BA ’14), Vice President of Marketing and Communications Taylor Pahl (BA ’15), and Vice President of Philanthropy Stefanie Comins (BA ’15). Ariel says, “Serving as president of Eta Sigma Delta has given me the opportunity to give back to the community that has given me so much over my four years at Michigan State University. It is a pleasure to be able to celebrate other student’s academic achievement and show that grades do matter.”

The evening concluded with a lovely reception in the J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab, hosted by the students in HB 485 – Hospitality Food Service Operations, and Culinary Business Professor Chef Allan Sherwin (BA ’64).
Dale Carnegie & The School

Student leaders master LEADERSHIP LEARNING through 12-week course

The School of Hospitality Business teamed up once again during the 2013-2014 school year with the local Dale Carnegie Training® program.

September 28, 2013, it offered 40 of its student leaders a professional development program on a beautiful fall morning.

Beginning at 8:00 am, the students participated in four hours of discussion, activities, and skills building designed to improve their self-confidence, enhance their communication abilities, develop their leadership, and help them manage their stress. Led by Master Trainer and MSU Alumnus Phil Zeller (BA ’96), who was assisted by Alumnus Jeremy Mourey (BA ’00) and School Director Ron Cichy (BA ’72, MBA ’77), the session gave the students a preview of the famous Dale Carnegie system of leadership development.

“We really believe in this program,” says Dr. Cichy. In fact, over the past two years, alumni donations have allowed The School to enroll students in the four-hour professional development Saturday program, as well as the full, 12-week course. This year, 11 students were selected for enrollment—five in the fall course, and six in the spring course.

“All five who graduated from the 12-week Dale Carnegie Course on Thursday, December 12, 2013, were or are student leaders in The School. Anne-Marie Khoury (BA ’14) was COO of Destination Auction Sweet Escapes; Ariel Lessens (BA ’14) was CEO of Destination Auction Sweet Escapes and president of Eta Sigma Delta; Kelly Mackie (BA ’15) manages the Spartan Food Truck, Eat At State On-The-Go; Joaquin de la Cerda Harlow (BA ’15) was heart of house director of Les Gourmets; and Jeff Keller (BA ’15) was an executive board member of the student-led Hospitality Association (HA).”

Likewise, the five who graduated in April 2014 were or are involved as active leaders. Jessica Garlach (BA ’14) was HA COO; Reginald Ballard (BA ’15) is president of NSMH for 2014-2015; Josh Roberts (BA ’15) is CEO of Destination Auction Behind the Masque (2015); Sydney Simms (BA ’14) was Destination Auction Sweet Escapes catalog coordinator, Madelyn Moore (BA ’15) is Destination Auction Behind the Masque director of communications, and Sammi Miller is (BA ’16) Destination Auction Behind the Masque COO. This class was also supported by an anonymous angel investor.

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“The only thing more important to leadership than education is experience,” says Dr. Cichy. Indeed, Jessica herself has said that though she knew little about the Course when she started it, she planned to enhance her communications skills. In doing so, she also gained self-confidence. The Course “helped me stretch my comfort zone and realize some barriers I was previously unaware of. I am forever grateful for this opportunity,” she says.

Spring ’14 Dale Carnegie graduates

About Dale Carnegie Training®

Founded in 1912, Dale Carnegie has evolved from one man’s belief in the power of personal development to a global workplace learning and performance organization with offices in over 80 countries. Dale Carnegie courses focus on improving the performance of companies by improving their teams’ performance. Dale Carnegie is proud of the legacy, the work, and the practices and principles, which have stood the test of time for more than a century.

www.dalecarnegie.com
Madelyn Moore
“ENGAGED”
She describes spending her entire life up until now in the theater, “performing on stage in front of hundreds of people.” In the Dale Carnegie Course, Maddy says she loved the enthusiasm and stretching oneself, and by the end of the course she was able to recognize acts of leadership and influence in others. She says, “I am certain I will continue to develop my vision.”

Josh Roberts
“INTROSPECTIVE”
Josh says he learned the value of enthusiasm and stretching oneself, and by the end of the Dale Carnegie Course was able to recognize acts of leadership and influence in others. He says, “I am certain I will continue to develop my vision.”

Sydney Simms
“STRONG”
She had participated in the shorter, three-hour course previously, so Sydney thought she knew what to expect from the full course. However, she says, “Dale Carnegie was a far deeper and more emotional experience than I had anticipated. The lessons taught me far surpassed ‘speaking more confidently in public.’ It taught me to live with intent, to take an honest and sincere interest in those around me, and it gave me the tools to effectively manage stress and worry.”

“These students are wise beyond their years and are now equipped with an even greater advantage in the work world and in their personal lives.”
Dr. Ron Cichy

For many, graduating from the Dale Carnegie Course is a pivotal event, conferring skills that last a lifetime. One student who graduated from the course last year, Alyssa Ballinger (BA ‘15), has become a graduate assistant in the course this year. She was on hand at the December graduation to offer her insights and congratulations to each new graduate. Alyssa served as HA CFO in 2013-2014 and will graduate in May 2015.

At the December graduation, held at the newly-renovated Crowne Plaza Hotel in Lansing, each Dale Carnegie graduate received a one-word descriptor from Instructor Mark Eddy, and positive testimonials from their peers. And each received affirmations from friends and family members present who knew how diligently he or she had worked over the 12 weeks. For The School students, the affirmations came from Dr. Cichy, who attended the graduation celebration.

“How you can help drive the dream:”
Jeremy Mourey (BA ’00) and Matthew Anderson (BA ’09), both graduates of the Dale Carnegie Course, established the Ronald F. and Shelley G. Cichy Hospitality Business Student Leaders Endowment, and have sought contributions from those who have been funded to attend the course themselves. Their goal was to provide support to student leaders attending the Dale Carnegie Course. After Matthew initiated the idea for the endowment, Jeremy wrote to him, “Thank you for helping drive the dream I have had for 12-plus years in partnering our School with the Dale Carnegie Course.”

To give online:
• www.givingto.msu.edu (Givingto/University Development at Michigan State University may pop up, if so, click on this site)
• On right side of screen under Home, select:
  > Making Your Gift
  > Give Now
  > Make a Gift Today (on left side of screen)
  > Type Here to Search for Funds: Type Ronald F.
  > Ronald F. and Shelley G. Cichy Hospitality Business Student Leaders Endowment will pop up
  > Add to Cart
  > Fill in Amount, then scroll to bottom of screen
  > Proceed to Check Out – more questions will be asked, continue to check out

To mail a check:
• Make check payable to: Michigan State University
• Mark on your check that it is a Dale Carnegie Donation
• Mail to: The School of Hospitality Business Michigan State University 645 N. Shaw Lane, Room 232 East Lansing, MI 48824
Thank you to the hard-working 2013-2014 Hospitality Association Executive Board:
Nevena Divic (BA ’14)
Chief Executive Officer
Jessica Garlach (BA ’14)
Chief Operating Officer
Alyssa Bellinger (BA ’15)
Chief Financial Officer
Taylor Pahl (BA ’15)
Director of Events
Kyung Min (Tom) Cho (BA ’14)
Director of Marketing
T.J. McDermott (BA ’14)
Director of Philanthropy
Jeff Keller (BA ’15)
Director of Communications

Welcome to the eager 2014-2015 Hospitality Association Executive Board:
Jeff Keller (BA ’15)
Chief Executive Officer
Taylor Pahl (BA ’15)
Chief Operating Officer
Emma Dekker (BA ’16)
Chief Financial Officer
Caitlyn Kuskowski (BA ’16)
Director of Events
Derek Benschoter (BA ’15)
Director of Marketing
Jessica Dupont (BA ’15)
Director of Philanthropy
Caroline McCarthy (BA ’17)
Director of Communications

The Hospitality Association Rocks On

They guarded it with their lives—The Rock, that is—on campus, along the Red Cedar River at Michigan State University. Students in The School of Hospitality Business, all members of the Hospitality Association (HA) Executive Board, began a new tradition on the evening of September 17, 2013, by gathering to “paint the Rock,” an MSU landmark, painted over by hundreds of student organizations over the decades (rumor has it that the layers of paint accumulated on the rock measures over a foot). Covered in Spartan green paint, white letters bearing the words “Hospitality Business” (with #mylifesHB just below in gold), the Rock became for a day just one more example of the enthusiasm that students in HA are known for across campus. They signed their names on the enormous pineapple painted on the other side of the Rock, the traditional symbol of hospitality.

“The Rock is one of those MSU traditions that we wanted to share in before we graduated,” explains Nevena Divic (BA ’14), HA CEO, who led the effort.

In order to protect their project from other, intrepid student organizations, Nevena and Executive Board members Jessica Garlach (BA ’14), Alyssa Bellinger (BA ’15), Taylor Pahl (BA ’15), Jeff Keller (BA ’15), T.J. McDermott (BA ’14), and Tom Cho (BA ’14), spent the night camped out by the Rock. The group pitched a tent to stay all night, protecting their handiwork. It was a particularly chilly night, and by 4:30 the following morning, they realized that if they went home to sleep, leaving the tent, any potential marauders (read: students from other organizations who wanted to paint their own messages over The School’s) would see the tent, think it was occupied, and be deterred.

It worked. The following day, the tent was still there, the HA students had gotten a few hours of sleep in their warm beds, and the Rock was still magnificent. By that afternoon, September 18, all available School staff members and students had gathered there in a display of School spirit, to sign the Rock and take photos.

Centrally located on campus on Farm Lane at the Auditorium, hundreds, if not thousands, pass by it each day. Jessica Garlach, HA COO, said, amid groans, “This was a rock-solid way to begin our year.”

“I am always amazed at the efforts of our students,” says School Director Ron Cichy. “Whether it’s in their internships, with class projects, in their relationships with our alumni—or painting the Rock!—they have a unique energy, and they ALWAYS have fun.”

Giving Back

Hospitality Association Executive Board members are an active group. In addition to classes, internships, and working, they routinely organize and take part in a huge number of events each year, many designed to help others. Early in December 2013, during finals week, HA Executive Board members delivered food and gifts for the holiday to two Lansing families, each with five members, whom the Board had “adopted” through the Salvation Army. “It was a moving experience,” says Director of Philanthropy T.J. McDermott (BA ’14), “and a wonderful opportunity to share with those less fortunate. We felt blessed to be able to contribute.”

See www.hospitalitybusiness.broad.msu.edu for more information.
 Offers for Internships and Placements
follow MSU’s Award-Winning Chapter of the Club Managers Association of America after World Conference

With a long history of awards and excellence, the student chapter of the Club Managers Association of America (CMAA) at MSU once again brought home accolades after 20 members attended the 87th World Conference in Orlando February 6-8, 2014.

Each student who traveled received scholarship funds from The School of Hospitality Business, which sponsors the CMAA chapter. The students traveled with Professor of Practice and General Manager of the University Club at MSU Richard Bruner. The MSU CMAA student chapter was recognized with a plaque for Highest Student Attendance. Even more impressive, the group also won the award for the “Club of the Future” contest, in its “membership costs” category.

The Club of the Future contest allows students to propose what they foresee the club industry looking like five, ten, and 15 years from now. They were challenged to think about trends and innovation, and use their insight and vision. The winners in each of five categories present their concept during a 90-minute manager education session at World Conference.

The MSU group says they “created an incentive program to encourage people to use the club, making it easier for them to reach their minimums.” According to the contributing students, Gabrielle Johnion (BA ’15), Fiona Darmali (BA ’14), Ashley LaMarre (BA ’16), and Jennifer Maslak (BA ’14):

> “Each area of the club will have scanners to check-in. The check-in can be posted on social media if the members choose to use it. Each member will be given a pass to scan. When the member checks out at a revenue center, he/she earns points. Members with the most points will receive benefits that each club can individualize to their members’ needs. Not only will this promote the use of the club, but in areas where there is a higher concentration of clubs, posting in social media can be a free form of advertisement—and will increase membership.”

The awards are impressive, but CMAA club members maintain that the greatest benefit to their travel were the many contacts they made, interviews they had, and offers for internships and placements they were given.

Nicolas Galli (BA ’14) says, “World Conference built my confidence with interviewing and networking. I was overwhelmed with offers and managers who were interested in me as a student. It was a great experience, and I wish I would have gotten involved earlier.”

The students were able to work with their peers from other universities, as well. CMAA chapter Secretary Fiona Darmali (BA ’14), says, “We were able to network not only with managers all over the country, but with students who will one day be our colleagues. World Conference is for students who want to get ahead in the club industry.” Emilio Arribas (BA ’14) agreed, saying, “Best of all, I enjoyed becoming closer with all the members of our own chapter here at MSU.”

Each year, The School hosts approximately 120 CMAA GM/COO’s for Business Management Institute III (BMI III). BMI III attendees have generously supported student attendance at World Conference for years.

With hundreds of Spartans in the club industry around the world, it was natural that a networking breakfast organized by Alumnus Joe Basso (BA ’83), general manager and COO of the Birmingham Country Club, hosted students and alumni alike on Thursday, February 6 at the Solaris Restaurant in the Orlando Marriott World Center, Conference headquarters. The event was particularly meaningful for the students. “It really opened my eyes as to why choosing The School of Hospitality Business was the right decision for me,” says Ashley LaMarre (BA ’16). “The managers and alumni really care about helping us succeed.”

Throughout World Conference, the students attended educational sessions and panels, and heard from speakers who enlightened them about the state of the club industry. Professor Bruner, who has been actively involved in the national CMAA for decades, says being at World Conference with the students was a delight. “They are among the brightest and most mature students. I have ever worked with at MSU.”

Chase Reinis (BA ’14), president, says “It was an honor to represent MSU and The School in the private club industry’s largest professional event. World Conference shed new light on the vast career opportunities that await us beyond the Red Cedar.”
The Key to Transforming Your Career!

As a Spartan, you are instilled with the Michigan State heritage and drive to be the best. The School of Hospitality Business builds upon the mission to INSPIRE continuous learning by empowering present and future managers to ACQUIRE knowledge, skills, and global hospitality business positions. Now you can help your colleagues and grow your organization by introducing them to MSU’s certificates and mini-courses in the Business of Hospitality.

Your Entire Organization Can Lead Like a Spartan!

Whether you’re a hospitality veteran or newcomer, MSU’s Management Certificate, Sales and Mini-Courses in the Business of Hospitality can help drive your organization forward. Your associates and colleagues can apply their new knowledge and skills in a host of settings and hospitality fields including: hotels, restaurants, cruise ships, casinos and corporate. Associates will learn from campus-based faculty and industry experts, with the added convenience of 100% online video-based e-learning.

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Ten of the brand-new alumni from The School celebrated on Saturday, December 14, with a luncheon at the University Club hosted by the Hospitality Association (HA) and organized by members of the HA executive board and Authella Collins Hawks, director of The School’s Student and Industry Resource Center (SIRC). The luncheon followed the formal undergraduate commencement ceremony in the Breslin Student Events Center.

As a winter storm spread a blanket of white across the already beautiful campus, the graduates and their family members (72 in all) were welcomed by Ms. Hawks, who told them how much their involvement in The School’s efforts was appreciated.

Dr. Ron Cichy (BA ’72, MBA ’77) introduced Alumnus Kurt Wisniewski (BA ’94) as the luncheon speaker. He is national account executive for Starbucks Coffee Company, and told the students he himself graduated in the December commencement ceremony 19 years ago.

After attending CAREER EXPO in the fall of 1994, Kurt joined Starbucks—when the company had 300 stores! It now has 2,500, with over 200,000 staff members. He moved to Chicago and managed the store at Oak and Rush Streets and was steadily promoted over the years to his current position. He told the newest alumni, “Be authentic. People will love you for who you are. Do not compromise your integrity. “He also encouraged them to “be uncomfortable.” In other words, he said, “stretch yourself, knowing you are doing the best that is possible each day.”

Fittingly, Kurt also reminded the graduates to “be present.” Email and texts are fine, but remember to “pick up the phone and call a friend.”

Finally, he urged them to “be passionate.” They should find a way to do what they love while sharing it with others.

Kurt’s comments were followed by farewell words from HA CEO Nevena Divic (BA ’14), who graduated the following semester. She pointed out that all the graduates have learned much about themselves in their years at MSU. “Your freshman self wouldn’t recognize who you are today,” she said. “Celebrate this growth,” she said, and “remember to thank those around you this weekend.”

Newest Alumni Celebrations are a beloved tradition in The School, offering an opportunity one last time for graduates to share with their families and loved ones a “feel” for the spirit that surrounds The School. Moreover, the Celebrations help recent graduates begin the next chapter of their lives with a built-in network of fellow MSU graduates.

In addition to Dr. Cichy and Ms. Hawks, several faculty and staff members and their families were also present. Professors JaeMin Cha, Jeffery Elsworth, SeungHyun Kim, James Rainey, Mike Rice, Mike Behan, MiRan Kim, and Lu Zhang attended, along with dedicated staff members Jamie Lyon and Jeff Yingling.

Each graduate was individually recognized and received a handshake from Dr. Cichy and a special gift from The School while Pomp and Circumstance played in the background.

“We have a genuine interest in each of our students,” explains Dr. Cichy. “We want them to feel our pride in them and know that we want them to stay in touch. We are confident they are moving on to great opportunities and fulfilling their (B1G) dreams.”

“Be authentic.”

“Do not compromise your integrity.”

“Be present.”
Over 200 seniors graduated from The School of Hospitality Business at MSU in May 2014, and 61 of them joined with their family members, friends, and faculty for The School’s Newest Alumni Celebration on May 9. A total of 301 guests gathered at the University Club for a brunch planned and presented by SIRC Director Authella Collins Hawks and her hand-picked staff members. The School’s student organization, the Hospitality Association (HA), covered the cost for each graduate.

This particular celebration was especially poignant. No fewer than five faculty and staff members had sons or daughters graduating from MSU that day. Two of them had daughters graduating from The School! Lena Loeffler, Alumni Relations and Development specialist, is mom to Kristina (BA ’14), and Associate Professor Jeff Elsworth is dad to Molly (BA ’14). Together, Lena and Jeff delivered a unique graduation address.

In addition, it was the last graduation celebration for Dr. Ron Cichy, who, after 26 years, is stepping aside as director of The School on August 15.

The event began with a welcome from Mrs. Hawks, who recognized the energetic student leaders of The School’s three events and eight clubs, as well as the SIRC staff. She introduced the faculty and staff members present. And, presenting her with two dozen red roses, Mrs. Hawks thoughtfully thanked Dr. Cichy’s wife, Shelley, for standing beside and with The School for 26 years, and serving as its writer/editor for 12 of those years.

Then in a big surprise for the couple, HA CEO Nevena Divic (BA ’14), Auction CEO Ariel Lessens (BA ’14), and CAREER EXPO CEO Jessica Munoz (BA ’14), presented donations from each of their organizations to the Ronald F. and Shelley G. Cichy Endowment for Hospitality Business Student Leaders. Les Gourmets also donated to the $5,000 total. The Endowment is designed to support students who enroll in and complete the Dale Carnegie Course®. Each of the young women has graduated from the 12-week course.

Introducing Dr. Cichy, Mrs. Hawks cited his energy, tirelessness, and “obsession” with making The School and its students the very best they can be.

In his remarks to the graduates, Dr. Cichy first said, “On your graduation day, when you are the center of attention, perhaps we can stop and think for a minute about the support of your family, and the coaching and encouragement from your professors.” He encouraged the graduates to turn to these individuals and give them a round of applause.

Dr. Cichy also recalled the words of Ralph Nichols, a Michigan franchisee for the Dale Carnegie Course®. He told the students as they enter their careers to “Picture yourself walking into water when the surf is rolling in. If we try to stand and push ourselves forward, we encounter resistance, and we get knocked down. On the other hand, if we time the waves and we dive in, we reach our goals faster. Once you leave MSU, no matter what job your supervisor gives you, DIVE IN!”

Dr. Cichy then reflected on his years as Director, and acknowledged, without being self-congratulatory, some of the more “quantifiable” measures of success for The School over that time. He also talked about trying hard to always keep “what is best for The School” uppermost in his mind at all times, which informed his actions and decisions for 26 years.

It is a tradition in The School that alumni, faculty, or staff members who have a child graduating from The School serve as speakers for the Newest Alumni Celebration. Therefore, Jeff Elsworth and Lena Loeffler...
teamed up for a memorable and lighthearted trip down memory lane, reminiscing about the graduates’ first through fourth years as Spartans, including the winning Homecoming Floats, the award-winning student clubs, the trips to New York for Celebration of Leadership, and of course, the Big Ten football and basketball championships their senior year and the Rose Bowl victory. They spoke of the 2014 polar vortex, which not only delayed the start of spring semester but for the very first time required adverse weather planning by the Auction Executive Board (yes, Dr. Elsworth DID don his winter cap and wield his ice scraper for this part of the speech).

They encouraged the graduates to join the Alumni Association and stay in touch with The School. Lena then gave sage advice: “The six most important words are “I admit I made a mistake.” The five most important words are, “You did a good job.” The four most important words are “What is your opinion?” The three most important words are “If you please.” The two most important words are “Thank you.” And the most important word is “We.”

At the end of all that rowing, Nevena said, it may seem like you work hard for years—through high school, college, career—to find happiness in the end. But, she urged, pay more attention to “the middle part.” In fact, borrowing from another nursery rhyme, the “Tortoise and the Hare,” Nevena said that to her, the hare is the wise one. He stopped along the way to smell flowers and enjoy life. “Take a break from paddling, stop racing,” and remember to “find happiness in a small corner of your world.”

Next year’s HA CEO Jeff Keller (BA ’15) then introduced the Outstanding Seniors, voted on by their classmates: Nevena Divic and T.J. McDermott (BA ’14), who served as HA Director of Philanthropy this year. Nevena later began her career in Bethesda, MD, as a financial analyst for Pebblebrook Hotel Trust. T.J. joined White Lodging in Merrillville, IN, in its asset management department, also as a financial analyst.

At the close of the celebration, each graduate then proceeded to the podium for an individual “Congratulations” and photo with Dr. Cichy, and a parting gift from HA. The brunch celebration was a memorable and moving way to send off the graduates, who moved from the University Club to Breslin Center for Broad College of Business commencement ceremonies.

Best wishes and good luck to all the new alumni! Please come visit us!
Nearly all Visiting Leaders are alumni of The School of Hospitality Business at Michigan State University. Many come to reconnect with their alma mater. Others are industry leaders with a long history of hiring School students. All of them are comfortable in the classroom, sharing industry knowledge and the latest information from the front lines of hospitality businesses.

Many years ago, faculty in The School were encouraged to invite “Visiting Leaders” to campus to speak in courses and to meet with selected students, with faculty members, and almost always with staff members in the Student and Industry Resource Center (The School’s placement services center). Hundreds have done just that, each year forming a team of additional classroom resources who are available to professors in The School.

While serving as National Restaurant Association Chairman, Phil Hickey, Jr. (BA ’77) returned to campus on September 19-20, 2013, meeting with a select group of “passionate foodies” and speaking in HB 100 – Introduction to the Hospitality Industry.

An Alumni Association Hall of Fame Class of Givers member, Phil was named “Spartan Champion” by the association last November. He is an active member of The School’s Alumni Association, and in a variety of ways has contributed generously his time, expertise and funding to The School’s efforts.

He is well-known in the restaurant industry, with 37 years of experience in nearly every segment. He has been an entrepreneur and single restaurant owner-operator; co-founded and took public the Cooker Bar & Grille concept; and led the rejuvenation of Rio Bravo Cantina from six to more than 30 restaurants. Phil served as president, CEO, and chairman of the Board of RARE Hospitality International, Inc. from 1997 until 2007, at which time RARE Hospitality was acquired by Darden Restaurants, Inc. RARE was a high growth Atlanta-based restaurant company whose concepts included LongHorn Steakhouse and The Capital Grille.

From 2009 to 2012, Phil served as chairman of the Board of O’Charley’s, Inc., a public restaurant company based in Nashville, TN, which operated over 300 restaurants including O’Charley’s, the Ninety Nine, and Stoney River Legendary Steaks. He is now chairman of Miller’s Ale House Restaurants.

Phil is the recipient of numerous industry accolades, including the 2011 Nation’s Restaurant News The Norman (Brinker) Leadership Award, Eliot Motivator of the Year Award, the People Report Legacy Award, the Golden Chain Award from Nation’s Restaurant News, and the Chain Leadership Award from Chain Leader Magazine. Phil was named “Restaurateur of the Year” by Georgia Hospitality and Travel Association, and, as mentioned earlier, was inducted into The School’s Hall of Fame at Michigan State in 2004.

Knowing the reputation of this industry giant, students in The School clamored for his advice and insight. A small group of food and restaurant enthusiasts, the “passionate foodies” were selected to meet with Phil on Thursday for lunch. Several of them are recipients of scholarships Phil established in his and his wife, Reedy’s, names, or in his mother, Mary McGrady Hickey’s, name. Phil learned of each student’s background, as well as his or her goals for the future. After listening, he told them that School alumni will help them realize their goals. “Contact people who are in positions you aspire to. Talk to them at School events such as Celebration of Leadership and Annual Gathering of Leaders and at Homecoming. Ask them to tell you about their journeys.”

“The soul and spirit of hospitality are everywhere.”

PHIL HICKEY
NRA Chairman
Miller’s Ale House Restaurants

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Nearly all Visiting Leaders are alumni of The School of Hospitality Business at Michigan State University. Many come to reconnect with their alma mater. Others are industry leaders with a long history of hiring School students. All of them are comfortable in the classroom, sharing industry knowledge and the latest information from the front lines of hospitality businesses.

Many years ago, faculty in The School were encouraged to invite “Visiting Leaders” to campus to speak in courses and to meet with selected students, with faculty members, and almost always with staff members in the Student and Industry Resource Center (The School’s placement services center). Hundreds have done just that, each year forming a team of additional classroom resources who are available to professors in The School.
Phil said, “The soul and spirit of hospitality are everywhere. Use the gifts you have been given to enhance the lives of those you encounter. If you honor and take care of people, you help make the world a better place.” He said he learned these “people skills” from his own mother, who is “relentlessly curious.”

The students soaked up Phil’s down-to-earth lessons, and benefited from spending time with what one of them called “a legend.”

The next day, speaking to a class of 600 in HB 100, Phil encouraged students to set goals and stick with them. He even distributed $100 bills to ten of the students who produced written five-year goals for him. That got their attention!

Phil discussed the hospitality industry in terms of numbers, giving an overview of demographics of the 13.1 million people currently employed in restaurant and foodservice careers. Then he spoke of leadership, identifying Martin Luther King, Jr., Indira Gandhi, Mao Tse-tung, and Jimmy Carter. “Ordinary people who become extraordinary leaders often have something in their lives—crises, loss, and/or war—which forces them to lead and overcome challenges,” he said.

Then he identified current leaders in the restaurant business, and discussed their lives and journeys to leadership. Maribeth Bisienere, vice president of food and beverage at Walt Disney Parks and Resorts; Bob Wong, owner/operator of Kowloon Group; Roz Mallet, CEO of PhaseNext Hospitality (who visited campus last year as NRA Chair); Glenn Brady, president of Silver Gulch Brewing & Bottling Company; Karen Luey, chief financial and administrative officer for Jamba Juice Company; Anthony Joseph, president of Concessions International, LLC; Lisa Ingram, president and COO of White Castle System, Inc., and Des Hague, president and CEO of Centerplate, Inc. For all of these leaders, when opportunities were presented, they initially doubted themselves. But after their mentors convinced them that they had the capabilities, they accepted the challenges and grew as leaders. “Common people—given common opportunities—can connect to produce uncommon, extraordinary results.”

Phil talked about his own background, noting that 37 years ago in the classrooms at MSU he began his own restaurant career. At the age of 17, he washed pots and pans in the Shaw Hall cafeteria. After graduation, he joined Gilbert Robinson, where by the age of 25, he was running 10 restaurants on the West Coast. The rest, as they say, is history.

The students who had written their goals and shared them with Phil happily clutched their $100 bills; the entire class certainly got the message about setting their sights high. As he has done so many times in the past, Phil ensured that his brief time with students in The School was fulfilling and transformative.

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10 MUST-HAVE HABITS OF TOMORROW’S HOSPITALITY LEADERS

1. Act with integrity
2. Have a thirst for self-improvement
3. Grow self-confidence
4. Show willingness to “step up”
5. Achieve measurable results
6. Show adaptability, flexibility, and resilience
7. Develop emotional intelligence
8. Set long- and short-term goals
9. Be active listeners and skilled speakers
10. Help others achieve their dreams

As this magazine went to print, it was announced that Phil Hickey was named a member of the Board of Directors of Red Lobster Seafood, Inc.
It was “Marriott Week” in The School of Hospitality Business at Michigan State during the first week of February 2014, when two of the company’s top executives visited campus to speak in classes and meet with students and faculty.

Dave Grissen, who in November 2013 was honored as The School’s Alumni Association Industry Leader of the Year, is group president for Marriott International, Inc. and graduated from MSU in 1979. Jim Kauffman, who graduated from MSU in 1975, is president, U.S. and Canada Full Service Hotels, The Americas for Marriott International, Inc.

Dave spoke to students in HB 482 – Advanced Hospitality Finance and in HB 489 – Hospitality Business Strategy on Wednesday, February 5. Later that day, Dave and Jim delivered an informal presentation in HB 401 – Hospitality Business Professional Development II. A select group of students—“passionate hoteliers”—were privileged to participate in a roundtable luncheon with Dave, organized by the student Hospitality Association Director of Communications Jeff Keller (BA ‘15). Jeff says, “I was impressed with Mr. Grissen’s work ethic. A finance major, he says he was interested in expanding his knowledge about the hospitality industry, accepting every challenge put before him, and consistently working hard.”

Dave and Jim later enjoyed a special visit to the MSU men’s basketball practice and a conversation with Coach Tom Izzo before Dave left campus to resume his responsibilities for Marriott. But Jim remained on campus through Thursday to speak in HB 486 – Advanced Hospitality Marketing.

They spoke to the students about Marriott’s values and brands, international growth, long-term strategy and its execution, and unique business model. They discussed Marriott’s competitive advantages and the ways students can prepare for and succeed in a career with Marriott. Dr. Jeff Beck said the speakers were frank about “repositioning the Marriott brand.” And, he said, “They were very approachable and down to earth with our students.”

“Dave and Jim lead a multinational corporation,” says Dr. Ron Cichy, director of The School. “They have a great deal of responsibility and demands on their time. It says a lot about their dedication to our School that they would fly to East Lansing to share their expertise in several of our classes.”

Before Jim left East Lansing on Thursday, retired Vice President of Owner and Franchise Services for Marriot Richard Farrar (BA ’73) joined him on campus, speaking to Dr. Beck’s HB 491 - Advanced Hospitality Revenue Management, and stayed on to attend the basketball game on Thursday against Penn State. He then spoke in Friday’s HB 100 – Introduction to Hospitality Business. Richard also met with students he mentors through the Spartan Sponsors Mentor Program. He even stayed in town long enough to help out with The School’s annual Destination Auction on Saturday night.

Richard energized the students in HB 100 with a discussion of hospitality industry trends and the wide array of career possibilities. “Richard was very engaging with the students,” says Dr. Jeff Elsworth of HB 100. “He noted how the Internet has affected hotel sales, especially for franchisees tied to Marriott brands, and the students asked very good questions.” Richard also challenged majors in finance, economics, and accounting enrolled in HB 100 to take a look at the hospitality industry.

Richard’s enthusiasm for The School’s efforts is no secret. In fact, just before Saturday’s Auction began, he could be found passing out flyers to the fans driving into the parking ramp for the 4:00 hockey game against Ohio State at Munn Arena, urging them to come to Kellogg Center after the game for great deals and great causes at Destination Auction Sweet Escapes.

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At The School of Hospitality Business

“Find where you create value... Pick your path.”

**BILL WEIDNER**
Global Gaming Asset Management • Weidner Holdings

It could not have been scripted more perfectly. The School invited Alumnus Bill Weidner (BA ’67, MBA ’68) and his son James to campus, where on Friday, November 1, 2013, Bill addressed students in HB 100 - Introduction to the Hospitality Industry. The pair then met with Broad College of Business Dean Stefanie Lenway, held roundtable discussions with two select groups of The School’s student leaders, discussed international studies with School academic programs staff and MSU’s Office of Study Abroad, and enjoyed a visit with the associate vice president of MSU’s Alumni Association Scott Westerman.

Bill is The School’s 2006 Industry Leader of the Year. He is the chairman and CEO of Global Gaming Asset Management, LLC (GGAM), and principal of Weidner Holdings and its subsidiaries, Weidner Resorts China, India, and Taiwan. GGAM, which is a joint venture between Cantor Fitzgerald and former members of the Las Vegas Sands management team, was formed to advise, invest in, acquire, and manage hospitality and gaming assets globally. GGAM recently opened one of four integrated resorts in the Philippines Entertainment City Manila project with Bloomberry Resort called Solaire. Weidner Resorts specializes in developing boutique hotels and integrated 5-star residential resorts around the world in cooperation with Discovery Land Company of Scottsdale, AZ.

Bill served as the president and chief operating officer of Las Vegas Sands (LVS) from 1995 to 2009. While at LVS, he built the 64-acre Sands Hotel site into the world’s largest integrated resort. He led his team at LVS in opening the 4,000 room Venetian Las Vegas in 1999 and the 3,000 room Palazzo in 2007. He spearheaded LVS’ international expansion in Macau by opening the Sands Macau in 2004, winning the right to develop the first western-style casino in China. Following the opening of the Sands Macau, Bill led his team at LVS in opening the 3,000 suite Venetian Macau in 2007 and the Four Seasons Macau in 2008 and also won the right to open Singapore’s first integrated casino resort (opened in April 2010) which is now generating over $1.7 billion of EBITA annually. He has led the effort to win the right to develop one of Pennsylvania’s seven casinos, Sands Bethlehem Casino, which opened in 2009.

Over the years, Bill has had close working relationships with several faculty members in The School, who in 2007 developed customized training programs for high potential managers at the Sands Macau. His career is an inspiration, especially to students enrolled in The School’s Hospitality Business Real Estate Investment Management Specialization. Dr. A.J. Singh, director of the Specialization, invited Bill and James to campus, knowing that their insights and experiences would captivate students.

James Weidner is president of Weidner Lou Trading, and has spent the past four years establishing a wide array of international business holdings and overseas investments in emerging and traditional trade markets. James has formed long-standing relationships with top commodity traders in South and Central America, the U.S., and China. Together with his Chinese partners, James facilitates bilateral trade with China to bring much-needed agricultural, industrial, mining, and livestock commodities and other necessary imports to that country’s rapidly growing economy.

James is also a key investor in Maderas Village, a beach-front, sustainably-minded resort specializing in long-term stays and corporate retreats for young professionals seeking to make an impact on society and the current economy. He has also partnered in the Maderas Collective, a furniture company with the mission of connecting the skilled laborers of Nicaragua with today’s high-end markets of the developed world.

“Bill is certainly a sought-after expert with a phenomenal background and worldview,” says School Director Dr. Ron Cichy (BA ’72, MBA ’77), who has worked with Bill on various projects for a number of years. “We were very fortunate to host both him and his son on campus to enlighten our students and meet with MSU leaders. Bill is a ‘possibility thinker,’ a visionary, and an international expert.” Dr. Singh agrees. “Bill is at the top of a very complex and demanding segment of our hospitality industry. He has leadership experience and great success in the development and real estate fields that we teach our students about, so they were very receptive to his message.”

But it wasn’t just the students who felt fortunate about Bill and James’ campus visit.

Friday evening, while enjoying a cocktail in the State Room at Kellogg Center, Bill and James were approached by familiar faces. Namely, several members of the MSU 1965-67 football team, who, along with Bill, had lived in Case Hall many years ago. It was an impromptu, unexpected, but very meaningful reunion, with “the guys” reminiscing and reconnecting. A reunion made even better the next day, when MSU crushed rival U-M on the field, making even better the next day, when MSU crushed rival U-M on the field, with Bill and several of the “guys” watching, warm and dry from President Simon’s stadium box.

“We could not have planned the visit any better,” says Dr. Singh. “I believe that Bill and James would agree that the mini-reunion and the game were great ways to cap off their time back on campus.”

**ALUMNUS BILL WEIDNER (BA ’67, MBA ’68) GENEROUSLY ESTABLISHES TWO NEW ENDOWMENTS**

The Hospitality Business Real Estate Investment Management Student Travel and Enrichment Endowment and the William P. Weidner Hospitality Business Real Estate Investment Management Faculty Research Endowment, are each set at $50,000 over five years. THANK YOU to Bill for his generosity and belief in The School’s mission.
“Listen and connect... Build relationships.”

LENA Loeffler
Spartan Superhero • The School of Hospitality Business

When the students in HB 451 – Emerging Leadership Journey in The School of Hospitality Business at MSU decided they would benefit from better personal organizational skills, they called on the best.

They asked The School’s Alumni Relations and Development Coordinator and event planner extraordinaire Lena Loeffler to come to class on Monday, December 2, to give her perspective on “best practices” in staying organized while managing myriad projects at work, family life, and personal goals.

Introducing her to the students, class Professor Ron Cichy gave a little background. “Lena and I have worked together since 1985,” he said. “I know of no one else who has the same ability to juggle so many balls in the air and manage all her priorities so efficiently and with such grace.” Lena acknowledges that her role in The School demands organization. In most 365-day periods, Lena manages no fewer than 64 events, ranging from the seven School-sponsored alumni events during Homecoming Weekend to The School’s role three times a year in presenting BMI III for the Club Managers of America COOs/GMs on campus. She sees to every detail surrounding The School’s Alumni Association Celebration of Leadership in New York City during the International Hotel/Motel & Restaurant Association Show each November and Annual Gathering of Leaders each May during the National Restaurant Association Show each November and Annual Gathering of Leaders each May during the National Restaurant Association Show each November and Annual Gathering of Leaders each May during the National Restaurant Association Show each November and Annual Gathering of Leaders each May during the National Restaurant Association Show each November and Annual Gathering of Leaders each May during the National Restaurant Association Show.

LENA LOEFFLER
Spartan Superhero • The School of Hospitality Business

No detail is too small. Lena suggested to the students that even the icons on their computers should be organized. Files should be named according to subject, topic, date, and even whatever person was involved. Moreover, always back up computer folders on a flash drive or CD. “It saves a lot of potential hassle,” she says. She advised the students to keep the photos on their phone organized, keep their desktop and workspaces free of clutter, and in their living and kitchen areas, “keep like things together.” Even social media can be organized, with professional contacts on LinkedIn, and personal contacts on Facebook.

Lena says she always travels with a hard-copy “finger-tip file,” containing personal and professional contact names, email and slow mail addresses, and phone numbers—just in case her phone crashes or technology fails.

For the Big Picture, Lena tells the students to always make room for work, and make room for “me.” Find a way to balance work obligations with personal enjoyment and recharging.

Always self-effacing, Lena was sure to give credit to the many volunteer students who assist her with her School and alumni events. Yet she has to manage this group as well, whose complexion changes nearly every year, depending upon which of her volunteers graduates or goes on internships. When working with volunteers, she offered: “Listen and connect to each one. It’s about building relationships.”

“I have learned a lot about being an effective working woman from Lena,” says student volunteer Anne-Marie Khoury (BA ’14), COO of Destination Auction Sweet Escapes (msualumniauction.webs.com). “Working side-by-side with her on Destination Auction was a lesson in planning ahead, being aware of small details, treating other board members with respect, and knowing when to step back and get some rest.”

And maybe that’s the most remarkable thing about this extraordinary event planner and family organizer. Despite the juggling, despite the myriad details, despite the long, long hours—Lena seems unflappable, and is well-loved by her student volunteers, the faculty and staff, and of course, the alumni who rely on her so much. In fact, two years ago, five young alumni who had been student leaders in The School established a scholarship named according to subject, topic, date, and even whatever person was involved. Moreover, always back up computer folders on a flash drive or CD. “It saves a lot of potential hassle,” she says. She advised the students to keep the photos on their phone organized, keep their desktop and workspaces free of clutter, and in their living and kitchen areas, “keep like things together.” Even social media can be organized, with professional contacts on LinkedIn, and personal contacts on Facebook.

Hearing from someone who is so capable, and who has so much personal integrity and ability, was inspiring for me,” says Ariel Lessons (BA ’14), who has helped Lena in the office for a number of years and was the Destination Auction Sweet Escapes CEO. “We often get to listen to hospitality industry executives in our classes, but there is really no one more equipped to advise us about organizational skills, event planning, and managing a professional and personal life than Lena.” The School salutes this incredible Superhero.
Homecoming week kicked off visits from several alumni and School supporters. Students in our classrooms reaped the benefits of their expertise!

**BRUCE LANGE • Westin Kierland Resort and Spa**
Alumni Association President Bruce Lange (BA ’78), managing director of the Westin Kierland Resort and Spa in Scottsdale, AZ, arrived on campus for Homecoming festivities, and went to work. After presiding at the Friday, October 11, 2013, Alumni Association Board Meeting and taking part in each of the seven School Homecoming activities over the weekend, he stayed in town to speak in the Monday afternoon HB 451 – Emerging Leadership class taught by School Director Dr. Ron Cichy. He also addressed students in Joel Heberlein’s HB 237 – Management of Lodging Systems.

Bruce advised the students to be willing to relocate during their careers and to gain diverse experiences—they equal career opportunity. He told them, “Learn how to manage non-organized AND organized labor in different parts of the country and learn the value of diversity. Have a notion of where you want your job to lead. Be sure the principles and values of your organization match your own. And, be humble.” Further, he said, “Never underestimate the power of being a Spartan. Lead and don’t always wait for permission. Learn to resolve conflicts quickly—and always look for ways to give back.”

**KIT PAPPAS • Capella Hotel Group**
Alumnus Kit Pappas (BA ’82) also addressed the students during the three-hour HB 451 class, giving them the perspective of a major hotel management corporation. Kit is executive vice president of the Capella Hotel Group, based in Atlanta, where he is responsible for the sales and marketing initiatives for Capella Hotels and Resorts, Solis Hotels, and the Independent Hotels of the Capella Hotel Group. He also has the operational responsibilities for several of the hotels with the company’s portfolio. Kit, whose daughter, Madeline, is a junior in The School, told the students to “set your objectives, but be flexible in your path.” The number-one way to success, Kit told them, is to “grow your revenues. Give guests an opportunity to buy more from you.” In addition, he said, “Create excellence no matter what you are doing. As a leader, let your teams know you have their best interests in mind. Set the tone in your organization by being calm, upbeat, and positive. And be true to yourself.”

**MATT OUMET • Cedar Fair Entertainment Company**
A whole team of leaders from Cedar Fair Entertainment Company, located in Sandusky, OH, and known for Cedar Point Amusement Park, visited campus for an entire day. Cedar Fair President and CEO Matt Ouimet spoke in HB 100, and his executive team met with Ron Cichy and SIRC Director Authella Collins Hawks and selected student leaders. Noting that Cedar Point is a $1.4 billion business annually, Matt introduced an area of the industry to some students who had not previously considered it. Matt is a 17-year veteran of The Walt Disney Company, where he last served as president of the Disneyland Resort, so his expertise was especially meaningful to those wanting to explore resorts, destination vacations, waterparks, and amusement parks.

**ANN LAMIA • Kellogg Company**
Ann Lamia (BA ’04), project manager, Fulfillment Team with Kellogg Company in Battle Creek, MI, spoke to students in HB 451, not just about her company’s rich history, vision and goals, and promising future, but also about the students’ own futures—especially in a corporate environment—and how they can attain their goals. A former student leader in The School, Ann pointed out that her career can be seen in some ways like “a long-term class project,” involving team members, a clear mission, measurable results, and the ability to work with others effectively.

**MAX DOBENS • Prudential Douglas Elliman**
Max Dobens, a 1987 MSU graduate and member of The School’s Real Estate Advisory Council, spoke to 600 students in Dr. Jeff Elsworth’s HB 100 – Introduction to the Hospitality Industry. Max is executive vice president and director of sales, West Village, for Prudential Douglas Elliman in New York. He provided insight on the New York real estate scene and gave advice that is applicable to students interested in any area within hospitality. He spoke of the importance of knowing oneself, of making connections and having a strong network, and of being open and flexible, for “you never know where your next sale will come from.”
Selected Faculty Activities Highlight a Busy Year

During the 2013-2014 year, The School’s tenure system faculty members were listed as authors or co-authors on 6 Tier 1 refereed articles, 17 other refereed articles, 24 industry engaged articles, and 1 book chapter. In fact, The School’s faculty was awarded $46,500 for summer research support from the Broad College.

In addition, each faculty member engaged in individual activities related to their research and contributing to the academy. Faculty members teach and advise undergraduate and graduate students, attend conferences related to their teaching and research, and serve on School, Broad College, and/or University committees.

Here is a sampling—not exhaustive—of their efforts during 2013-2014.

**Dr. Jeff Beck**
- Served as the ICHRIE Scientific Paper Review Chair, and associate editor for the Journal of Human Resources in Hospitality and Tourism.
- Launched with Richard Farrar (BA ’73) the BISK online hospitality sales course.
- Began using live hotel data from Smith Travel Research for his classes’ Hotel Room Forecasting Activity.
- Published article, “The International Council of Hotel, Restaurant, and Institutional Education (ICHRIE),” in the Journal of Convention & Event Tourism.
- Interviewed by Mark Garrison of NPR on why luxury hotels charge for Wi-Fi, but less expensive hotels do not.
- Adviser to the PCMA chapter which won best chapter at the PCMA annual conference.
- Continues to get interview requests related to his 2013 research with Dr. Cha and Dr. SeungHyun (James) Kim on hand washing practices in a college town environment which was published in the Journal of Environmental Health.
- Serves as editorial board member for the Journal of Hospitality & Tourism Education; the International Journal of Hospitality and Tourism Administration; the Journal of Hospitality and Tourism Research; and the Scandinavian Journal of Hospitality and Tourism.

**Dr. Carl Borchgrevink**
- Co-authored with Dr. JaeMin Cha “Service Climate in Restaurants” in the International Journal of Hospitality & Tourism.
- Interviewed by Mark Garrison of NPR on why luxury hotels charge for Wi-Fi, but less expensive hotels do not.
- Adviser to the PCMA chapter which won best chapter at the PCMA annual conference.

**Dr. JaeMin Cha (MS ’98)**
- Used real restaurant cases from Geoff Bonham, restaurant consultant for Gordon Food Service, in HB 405.
- Compared two restaurant financial reports, from Xiao and Dewey's POS data, in HB 405.
- Mentored three University Research Fellows, who presented their work at the University Undergraduate Research and Arts Forum.
- Published several articles: with Drs. SeungHyun (James) Kim, Bonnie Knutson, "A Longitudinal Investigation to Test the Validity of the American Customer
in Industry and Academia


Dr. MiRan Kim (MS ’05)
- Presented with Dr. Bonnie Knutson and J.B. Han “Understanding Customer Delight from the Internal Marketing Perspective” for the Greater Western Chapter of Travel & Tourism Research Association Conference in San Francisco.
- Published research conducted with Drs. Ron Cichy, JaeMin Cha, and SeungHyun (James) Kim on General Managers’ and Chief Operating Officers’ Evaluations of Green Practices in their Private Clubs, in The Boardroom.
- Presented research at three conferences, and earned a $15,000 summer research grant from the Broad College.
- Mentored Undergraduate Research Fellow, JiYeon Kim, who earned First Place Award at the University Undergraduate Research and Arts Forum.
- Serves as editorial Board Member of the Journal of Hospitality Marketing and Management.

Dr. Bonnie Knutson
- Taught sessions for NAMA, BMI III, Blue Cross/Blue Shield, Greater Lansing Convention and Visitors Bureau, and the Henry Center.
- Awarded The School’s Alumni Association Lifetime Academic Achievement Award.
- Co-authored, with Dr. MiRan Kim and J.B. Han, research on “Understanding Customer Delight From the Internal Marketing Perspective” presented at the Greater Western Chapter of Travel & Tourism Research Association Conference.
- Presented research, with above authors, on “The Differences of Employees’ Behavior between Generation Y and Older Generations” at ICHRIE Conference.
- Earned a $15,500 summer research grant from the Broad College of Business to investigate wellness hotel factors and customer well-being.
- Appointed as a Broad Integrative Fellow representing The School.
- Serves as chair of the paper review committee for the 2014 KAHTEA conference, and presented research at two different conferences.
- Mentored three Undergraduate Research Fellows who presented their work at the University Undergraduate Research and Arts Forum.

Dr. Jeff Elsworth
- Taught VM 821 – Food Service and Restaurant Food Security: The Implications of Intentional Food Contamination on the U.S. Food Service Industry, in the College of Veterinary Medicine.
- Taught the history and impact of the restaurant industry in America to a group of Japanese exchange students from Hosei University in Tokyo.
- Developed online materials for HB 100, creating a “hybrid” class combining online, textbook, and supplemental materials delivered through ANGEL.
- Brought visiting leaders to the once-a-week class meeting from all segments of the industry.
- Serves as advisory board member to msuEnet: Entrepreneurship Faculty and consultant with MessageMakers on a proposed restaurant.

Dr. SeungHyun (James) Kim
- Adopted a survey-based experimental design for students’ individual/team research projects regarding customer hotel online reviews impact studies for HB 885.
- Incorporated interactive menu technology using a real restaurant: Mainstreet Ventures’ Gratzi in HB 375.
- Used real life marketing cases from the industry for case study presentations in HB 375.
- Supervised 11 graduate students’ for their presentations at the Graduate Student Forum, and consulted with five more.
- Authored, with Drs. JaeMin Cha and Ron Cichy, “Hospitality Students’ Intent to become Involved as Active Alumni: A Predictive Model,” in the Journal of Hospitality & Tourism Education.
- Guided teams of senior-level and graduate students in marketing projects on behalf of The School’s Destination Auction Sweet Escapes, the English Inn, and the Michigan Historical Society.

Continued
**Dr. Ray Schmidgall**
- Taught sessions for BMI III on Budgeting for Clubs.
- Published, with J.W. Damitio, “To CHAE or Not to CHAE,” in the *FIU Hospitality Review*.
- Published, with A. DeFranco, “Cash Bonuses for Club Executives: How Are They Determined?” in *The Bottomline*.
- Instrumental in revising the *Uniform System of Accounts for the Lodging Industry* through AH&LA.
- Serves as associate editor of *The Cornell Hospitality Quarterly* and editorial board member of the *Journal of Hospitality & Tourism Research*, the *Journal of Contemporary Hospitality Management*, and the *Journal of Hospitality Financial Management*.
- Serves on the finance committee and the Future Fund committee for ICHRIE.
- Responsible for Hilton Lecture Series XXIV: Think Like the Owner.
- Added two new elective courses for the REIM Specialization in collaboration with MSU’s School of Planning, Design and Construction: Principles of Real Estate Development and Real Estate Financing.
- Traveled with students to ALIS and hosted 35 members of the Real Estate Investment Management Advisory Council on campus, bringing 18 students to participate in its proceedings and to network with members.
- Published, with Drs. SH Kim, JM Cha, and Bonnie Knutson, A Longitudinal Investigation to Test the Validity of the American Customer Satisfaction Model in the U.S. Hotel Industry in the *International Journal of Hospitality Management*.
- Authored “A Case for Developing and Operating Sustainable Resorts: Innovative sustainable practices for the next generation of green resort managers” in the *Journal of Hospitality and Tourism Cases*.
- Presented research at the Association of Financial Management Education, at Beijing International Studies University, and at Penn State.
- Serves as director of the REIM Specialization.
- Serves as president of the Association of Hospitality Financial Management Education.
- Serves on editorial board for the *Journal of Hospitality Financial Management* and the *FIU Hospitality Review*, and editor of the *Journal of Built Environment and Asset Management*.
- Received funding for a research assignment during the fall semester.
- Supervised Honors Option projects for two students.
- Carrying out research assignments for Summer 2014 and 2015 semesters.

**Dr. Ron Cichy (BA ’72, MBA ’77)**
- Taught sessions for NAMA, BMI III.
- Authored, with Drs. JaeMin Cha and SeungHyun Kim, “Hospitality Students’ Intent to Become Involved as Active Alumni: A Predictive Model,” which appeared in the *Journal of Hospitality & Tourism Education*.
- Authored, with J.B. Singerling and Drs. SH Kim, JM Cha, MR Kim, and J. Tkach, “Financial Performance Linked to Board Size and Involvement in Strategy,” which appeared in *Club Management*.
- Responsible for bringing ten new endowments to The School and a total of $1,526,096 in net new funds during the 2013-2014 AY. (Net new total raised since fall of 1988 is $24,085,464.)
- Serves on FTA USA Advisory Board, NATHIC Advisory Board, and as a board member of the Michigan Hotel & Lodging Association.
- Begins a one-year research assignment with no teaching or administrative responsibilities on August 16, completing 26 years of service as The School’s director.

**Dr. A.J. Singh**
- Presented sessions for ISHC, NATHIC, and AURO University.
- Had five students from HB 382 class participate in “Hotel Shark Tank” at NATHIC, winning first prize.
- Added a 1-credit workshop to the REIM Specialization sponsored by Wells Fargo on underwriting hotel deals.
- Introduced a new 1-credit Excel modeling workshop for students in REIM Specialization, based upon industry feedback.
- Oversaw a professional development session at CAREER EXPO on perspectives on hotel real estate.
- Administered seven short courses for REIMS students on weekends, taught by alumni and industry partners.

**Dr. Lu Zhang**
- Developed course materials for HB 337 and HB 489.
- Published, with B. Van Hoof, “Hospitality Graduate Students Program Choice Decisions: Implications for Faculty and Administrators” in the *FIU Hospitality Review*.

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**WE ARE THE SCHOOL**

The School’s faculty members also serve the hospitality industry by connecting with School alumni and industry partners.

**WE = THOUSANDS OF CONNECTIONS**
Both are wonderful mentors and teachers with outstanding records in research and service to The School and the University.

Innovative teaching style and rigorous academics earn Dr. Bonnie Knutson The School’s Alumni Association Lifetime Academic Achievement Award

Dr. Bonnie J. Knutson was presented with The School of Hospitality Business Alumni Association’s Lifetime Academic Achievement Award on August 1, 2014, in San Diego, CA, during the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) annual conference.

Bonnie J. Knutson has taught in The School since the early 1980s and is well known for her lively teaching style, as well as the creative and rigorous projects she assigns in her Hospitality Business Marketing classes. Alumni from the 80s through today still remember their projects: the late nights; learning to work as a team; being encouraged to think outside the box; and being proud of a professionally researched and delivered presentation.

Dr. Bonnie is widely known as an authority on emerging lifestyle trends and creative marketing strategies, and she often consults with business leaders who want to understand and take advantage of changing consumer demands. Her work has been featured in publications such as The Wall Street Journal, USA Today, and on CNN. She has also had articles appear in numerous business publications, and she is a past editor of The Journal of Hospitality and Leisure Marketing.

With her wit and entertaining style, Dr. Bonnie is a frequent speaker at business and association meetings. She has been a featured presenter for the National Restaurant Association, the American Hotel & Lodging Association, Meeting Professionals International, Club Managers Association of America, National Automatic Merchandising Association, as well as financial, health care, automotive, and education organizations throughout the United States and round the world.

Dr. Bonnie has earned numerous honors and awards. She has been named a Michigan State University Distinguished Faculty Member and MSU Distinguished Alumna. She was given the esteemed Withrow Award for teaching and research in the Broad College of Business and has won the prestigious Golden Key Teaching Excellence Award for outstanding instruction and dedication to students. The Advertising Education Foundation named her a National Scholar.

Dr. Bonnie is on the Advisory Boards of the Food Industry Institute; the Travel, Tourism and Recreation Resource Center; and the Advisory Council for the MSU Wharton Center. She is a member of the American Marketing Association and the American Marketing Research Association.

“This award from The School’s Alumni Association is a measure of Dr. Bonnie’s influence in the academic world, to be sure,” says Alumni Association President Bruce Lange (BA ’78), managing director of the Westin Kierland Resort and Spa in Scottsdale, AZ. “But it also reflects her dedication to MSU and The School, and the effective way she has helped prepare her students to succeed in our industry. She is very deserving of this honor.”

Drs. JaeMin Cha and SeungHyun (James) Kim have been promoted to Associate Professors, with tenure. Both are wonderful mentors and teachers with outstanding records in research and service to The School and the University.
Michael L. Kasavana, the National Automatic Merchandising Association (NAMA) endowed professor in Hospitality Business in The School, will officially retire from MSU at the end of fall semester 2014.

In his nearly 40 years at MSU, Mike has left quite a legacy. He served as director of what was then called the School of Hotel, Restaurant and Institutional Management for four years in the mid-1980s. His teaching and research efforts focus on operational technologies and payment systems for various aspects of the hospitality industry, including hotels, restaurants, private clubs, and casinos. His research explores Internet, Intranet and Extranet opportunities, including virtual cash transactions, application service providers, e-procurement processes, and effective web design. Dr. Kasavana has written several textbooks, and has authored or co-authored more than 200 academic and trade journal articles related to information technology in the hospitality industry. He has received the MSU Distinguished Faculty Award and earned a BS in Hotel, Restaurant and Travel Administration; an MBA in Finance; and a Ph.D. in Management Information Systems from the University of Massachusetts-Amherst.

Dr. Kasavana coached the MSU women's gymnastics team from 1978 - 88, and brought home four Big Ten Championships. He then served as the faculty athletic representative to the Big Ten Conference and the NCAA from 1988 through May 2014. MSU Athletic Director Mark Hollis says, “Dr. Kasavana's contributions to MSU Athletics over his accomplished career have been significant. He has been a champion for our student-athletes in their quest for excellence in the classroom, through athletic competition, and with community engagement and service. He has supported our coaches and staff and has been a true contributor on our campus, with the Big Ten Conference and the NCAA on countless initiatives throughout his career as our NCAA Faculty Athletic Representative. On behalf of MSU Athletics, we appreciate his leadership and diligent work and wish him the very best in the years to come.”

Chosen as the NAMA Endowed Professor in 1999, he was the perfect fit for NAMA's strategic focus on technology to upgrade the status and professionalism of their members and the association. “Dr. Kasavana has been a phenomenal contributor to NAMA and the $42 billion vending and refreshment services industry we serve,” says Alumnus Dan Mathews (BA ’66), executive vice president and chief operating officer of NAMA. “There is so much I can say about his support and commitment it could fill the entire alumni magazine. He has been instrumental in advancing technology, payment systems, education, training and development, research, publications and bringing vending to the classroom for The School of Hospitality Business students—and that is just a small sampling. The association and the industry could not be more pleased with the numerous successes and significant contributions Dr. Kasavana has made through his role as the NAMA Endowed Professor at Michigan State University. His value is perhaps best illustrated by the well-deserved recognition he received as NAMA’s ‘Industry Person of the Year’ in 2011—a huge honor, and the only non-industry person ever to receive this tribute.”

Students and alumni praise Dr. Kasavana for his ground-breaking work on technology in the hospitality industry, his contributions to MSU, and his influence on their lives. Glenn Isaacs (BA ’87), vice president of Empire Hotel Group in New York City says, “When I was in the School of HRIM,
Students and alumni praise Dr. Kasavana for his ground-breaking work on technology in the hospitality industry, his contributions to MSU, and his influence on their lives.
Bringing a **Think Like The Owner** Focus to the Classroom

The School presented its Hilton Lecture Series XXIV Thursday and Friday, October 17-18, 2013, and featured H.P. Rama, chairman and CEO of JHM Hotels and past chairman of the American Hotel & Lodging Association; and Dr. Barry Bloom, COO of Inland American Lodging Advisor, Inc.

Hilton Lecture Series began in 1991 when Dr. Ray Schmidgall, the Hilton Hotels Professor of Hospitality Financial Management, conceived of an annual event bringing one industry expert and one academician together to campus to address a single issue confronting the hospitality industry. Since that time, 41 companies and 17 universities have been represented by speakers from around the globe.

This year’s topic was “Think Like The Owner,” a phrase coined by Alumnus Hugh Andrews (BA ’71, MBA ’72), president and CEO of International Hospitality Enterprises, Inc., to encourage students to adopt the mentality of the owner of any business for which they work. Think Like The Owner builds on the School’s focus on Management and Operations (since 1927) and on Real Estate for all students (since 2006). The School has encouraged this “ownership” frame of mind throughout its curriculum, believing that it helps create graduates who have a broad vision and executive decision-making skills.

Dr. Schmidgall was enthusiastic about this year’s topic and presenters. He says, “Both speakers come from and understand both the industry and education. Both speakers are in an ownership role. Both speakers love to share with others—especially students.”

H.P. Rama’s personal history is an inspiration. He came to the United States in 1969 to work on his MBA at Xavier. He worked part time at Howard Johnsons as a waiter, and eventually purchased four Howard Johnsons. JHM currently consists of 42 hotels in the U.S. and a major Five-Star hotel in India.

Mr. Rama’s commitment to students and to education is well known. Mr. Rama gave $1 million and $1 to the American Hotel Foundation in 1998, 25 years after the purchase of his first hotel, to assist students who were studying hotel management in the U.S. Over the years, MSU students have benefited from the H.P. Rama Scholarships many times.

In addition, Mr. Rama has founded AURO University in Gujan, India, which currently has 350 students in four colleges: Hospitality Management, Information Technology, Business, and Law. He is the founding chairman of the Asian American Hotel Owners Association (AAHOA), which now has 12,000 members. While serving as chairman of the American Hotel & Lodging Association, Mr. Rama was named in 1998 as The School’s Industry Leader of the Year. He has visited campus and was designated an Honorary Faculty Member in 1997.

Well known for his leadership and significance in the industry and in education, Mr. Rama has earned numerous awards to acknowledge his lifetime achievements. In March 2012 he received the “Hunter Conference Award for Excellence & Inspiration,” and in September 2013 received The Lodging Conference’s “Above and Beyond Award.” Of this award, Mr. Rama has said, “It symbolizes realizing the American Dream and sharing it with the people who helped us achieve it.”

The School made full use of Mr. Rama’s presence while on campus. He spoke to two combined undergraduate classes; met with Dean Stefanie Lenway of the Broad College of Business and The School’s Real Estate Investment Management Specialization director, Dr. A.J. Singh; and shared his knowledge with a select group of students—the “passionate hoteliers”—before flying back to South Carolina.

He told students, “You can realize your American Dream easier in the hospitality industry than any other industry in the U.S.” And, he continued, “You will exceed the owner’s expectations if you think like the owner, learning how to manage people, information, and change.”

JHM, he told them, is driven by honesty, integrity, and accountability, the core values which have led to its success.

Speaking to one student who said that his goal was to someday own a boutique hotel, Mr. Rama asked, “What are you doing RIGHT NOW to realize this goal?” He urged the student to take action, even while he was still in school, to use the people around him to formulate a business plan, and get started.

Dr. Barry Bloom certainly has high-quality educational credentials, with a BS and MBA from Cornell University and a Ph.D. from Iowa State. Yet he also has industry experience and expertise with companies such as PKF Consulting, VMS Realty Partners, Tishman Hotel Corporation, Hyatt Development Corporation, CNL Hotels & Resorts, Abacus Lodging Investors, and currently with Inland American Lodging Advisors. He has been a lecturer at DePaul University and an associate professor at Boston University. He is the author of many journal articles, has made numerous academic presentations, and has earned academic honors and awards from Iowa State and I-CHRIE.

Dr. Bloom delivered a paper to an audience of graduate students and faculty—as well as H.P. Rama—on Friday, October 18, on the topic, “Hotel Renovations and Their Impact on Guest Satisfaction: An Owner’s Perspective.” His study identified a “negatively correlated relationship between the time elapsed since a hotel’s last guestroom renovations and overall guest satisfaction.” He also noted the relationship among guest satisfaction scores and common measures of revenue and profitability, concluding that there is an implicit positive relationship between a recently renovated hotel and higher guest satisfaction scores and profit.

A Thursday evening reception and dinner presented by students in HB 485 – Hospitality Food Service Operations and Professor Chef Allan Sherwin (BA ’64) allowed the Hilton Lecture Series speakers to mingle with faculty members, deans, and special guests.

“Dr. Schmidgall is to be commended for bringing us two speakers who discussed so eloquently the benefits of ‘Thinking Like The Owner.’ Our thanks and admiration go to H.P. Rama and Barry Bloom,” says Dr. Ron Cichy (BA ’72, MBA ’77), School director.

Hilton Lecture Series XXV, scheduled for September 18-19, 2014, will focus on “Globalization.”
Times, They Are A-Changin’

At any time of change or transition there are bound to be questions. For the first time in 26 years, our School faces some new opportunities in its direction and leadership in the coming months and years, so it is natural to feel some uncertainty.

Last January, a group of alumni from the Executive Board of Directors met with Secretary/Treasurer and School Director Ron Cichy at the Westin Kierland Resort and Spa, and not just to escape the extraordinary Midwest winter! We spent many hours hearing from Ron about the state of The School and discussing the roles of our Alumni Association not just during this time of transition, but into the future.

For the sake of stability, it was decided that I would serve another year as president of our Alumni Association, and that Chuck Day (BA ’91) would stay on as vice president. Billy Downs (BA ’88) will remain as chairman of the Board. We also prepared a revised mission statement for our Alumni Association, which was voted on by the Appointed and Executive Board members in May. It reads:

The mission of The School of Hospitality Business Alumni Association is to provide active leadership in support of the mission of The School through membership participation, image enhancement, financial commitment, and promotion of synergies among students, faculty and staff, alumni, community, and industry partners.

We each individually recommitted our time and efforts on behalf of The School, and I believe I can speak for us all in saying we are confident that The School will continue to be The Leader in hospitality business education.

With this assurance, let me thank Ron for his many years of leadership, and for maintaining strong connections with alumni who are spread around the world. If you are reading this, you value not only staying connected to your School, but also to other alumni. You know the value of an active alumni association in The School. And Ron knew it 26 years ago, when he made his priority the task of rebuilding, reconnecting, and re-involving our alumni. Today, The School is known for hard-working, well-prepared students; great teachers and researchers; and yes, alumni who care enough to give their time, talent, and treasure—and give, and give, and give.

Your efforts as alumni are recognized and appreciated. Whenever we talk, Ron expresses his thanks to our extraordinary alumni. And our efforts can be seen in almost every activity in The School. We speak in classes; we mentor students; we solicit and give packages to the annual Destination Auction (which funds MANY School programs); we continually donate our money and urge others to do the same; we attend School events and programs (and we pay our own way); we dial for dollars for sponsorships; we sponsor Celebration of Leadership, Annual Gathering of Leaders, Lifetime Academic Achievement, and the Legacy Breakfast; we hire interns and graduates; and we come back and help the Hospitality Association win a Homecoming float award every year!

So let’s look back with thanks, look forward with confidence, and look beside us as together we help our School continue to lead in preparing the future—our students.

Sincerely,

J. Bruce Lange (BA ’78)
President
The School of Hospitality Business Alumni Association
Managing Director
Westin Kierland Resort & Spa
Houston Striggow (BA ’75) Invests Again: New Scholarship Endowment

It seems that the dedication of Alumni Association Hall of Fame Class of Coaches member Houston Striggow knows no bounds. In his most recent gift, Houston established the Houston Striggow – SusieCakes Endowed Achievement Scholarship, providing $50,000 and ensuring more scholarship opportunities for deserving students.

Houston is a very active alumnus who serves on The School’s Alumni Association Appointed Board of Directors; who returns to campus frequently to speak in School classes; who has placed interns and graduates in his companies; who funded the Chef’s office in the refurbished Culinary Business Learning Lab in honor of his professor and mentor, Dr. Lewis J. Minor; and who is a trusted mentor to students.

Houston is a very successful entrepreneur with years of experience in the restaurant and foodservice industry. Since 2008, he has been the CFO of SusieCakes Bakery, a collection of eight highly successful All-American Homestyle bakeries in Northern and Southern California, founded in 2006 and led by Houston’s life and business partner Susan Sarich.

“This gift is a lasting reminder of Houston’s commitment to his alma mater, and to the students who will come after us,” says Dr. Ron Cichy, School director. “Houston and I were classmates in the 1970s; I am proud to know him and to accept this very generous endowment that will honor the achievements of deserving students and assist in their preparation for a career in an industry in which Houston has enjoyed so much success. We thank him from deep in our hospitality hearts.”

Alumni Social for The School Held at Historic Dearborn Inn

Alumnus Bob Pierce (BA ‘83) and the Dearborn Inn again hosted the Metro Detroit MSU Hospitality Business Alumni networking social on Wednesday, January 15, 2014, beginning at 5:30 p.m. and including watching the televised 7:00 p.m. MSU vs. Northwestern basketball game.

Bob, general manager of the Dearborn Inn, has hosted this event in the past at the Four Diamond, historic hotel, and invited all Spartans in the area to enjoy reconnecting with old friends, making new ones, and uncovering new opportunities. A silent auction was also featured, with several signed MSU sports items and School mementos.

“Alumni like these that make my job so fun,” said Dr. Ron Cichy, who attended the event and made opening remarks. “I applaud Kevin Swanquist (BA ’08) for once again organizing the event, and all of the alumni who came out. Bob Pierce is known for his hospitality, and this occasion certainly displayed it. Thank you.”

Alumna Dr. Praneet Randhawa Takes Spartan Pride to University of Baltimore

Dr. Praneet Randhawa (MS ’08) gave a stellar defense of her dissertation to earn her Ph.D. in marketing last spring (2014) with a Specialization in Hospitality Business. She moves on to teach at the University of Baltimore’s Merrick School of Business as an assistant professor of marketing in the fall of 2014.

Her dissertation was on Customer-Firm Relationships: Working Two Sides of The Story, a study demonstrating how managers in the private club industry can be more innovative and leverage it to foster relationships with their members.
With several years of industry experience and two degrees earned in India, Praneet came to MSU to earn a Master of Science in Hospitality Business at The School. While earning her MS and Ph.D., she assisted in and taught several courses, including HB 451 - Emerging Leadership, with Dr. Ron Cichy (BA '72, MBA '77), School director and member of her dissertation committee. She taught several other courses in the Broad College of Business, including Introduction to Marketing, Quantitative Business Research Methods, and Consumer and Organizational Buying Behavior.

“Dr. Randhawa was indispensable in our emerging leadership class,” says Dr. Cichy, “I came to rely on her preparedness and her availability to students. She will be a tremendous preparation and her availability to students. She will be a tremendous

Indeed, she has already earned outstanding research credentials, working closely with School and Broad College faculty members on projects that are under review to be published, including an article in the works for the Cornell Hospitality Quarterly on “Service Innovations in the Hospitality Industry.” Praneet also presented her research projects at several conferences of the American Marketing Association.

Praneet earned numerous scholarships while earning her degrees at MSU, including a 2012 Haring Symposium Doctoral Fellowship from Indiana University and a J. Willard and Alice S. Marriott Endowed Hospitality Scholarship for 2010-2012.

“Dr. Randhawa has exceptional academic credentials,” explains Dr. Cichy, with whom she will continue the private club member attraction and retention research in the coming year. “But she also has the intangibles that make an effective professor: dedication to students, great communications skills, and a wonderful ability to work with colleagues. We wish her the very best.”

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**Ryan Riess Wins World Series of Poker, $8.4 Million**

Spartans everywhere were thrilled to learn that alumnus Ryan Riess, a 2012 graduate of The School, had won $8.4 million in a three-and-a-half hour, dramatic, no-limit Texas Hold ‘Em session in the World Series of Poker on Tuesday, November 5, 2013.

According to the Lansing State Journal, the MSU graduate and Waterford native who now lives in Las Vegas, “emerged with the title after a session that proved a showcase for his skills amid the unpredictability of no-limit Texas Hold ‘Em.”

The article described the final two competitors, Ryan and his opponent, entering the theater at the Rio All-Suite Hotel & Casino off the Las Vegas Strip “like prizefighters, with showgirls looking on and a UFC announcer introducing them Ryan ‘Riess the Beast’ Riess and ‘The panda’ Jay Farber.”

And what a Beast! Congratulations to Ryan on his success in a unique hospitality industry setting!

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**Alumna Named Challenge Detroit Fellow**

If you’re looking for good news out of Detroit, look no further than Alumna Laurie Asava (BA ’13), a Challenge Detroit Fellow who is working at General Motors in the company’s HR Innovation Xchange.

Her story, and that of her Detroit Challenge peers, was featured in Laura Braverman’s December 23, 2013, article in USA Today about the unique “annual fellowship program inspiring entrepreneurism in almost every pocket of business and community in the Motor City.” Ms. Braverman says, “Though it can’t make Detroit any less bankrupt, it’s creating a sense of hope among the city’s leaders and its young people.”

Initiated by a real estate developer with help from a group of the City’s corporate and nonprofit executives, over the past year and a half Detroit Challenge has fielded over 1,600 applications from bright 20-somethings from around the world to choose almost 60 to match the men and women with jobs at General Motors, the Detroit Lions, DTE Energy, the United Way of Southeast Michigan, start-ups, and more. The article explains, “One day each week, they come together to brainstorm solutions to the city’s toughest challenges. They’re tackling transit, public school enrollment, obesity, blight, and homelessness.”

Laurie Asava, who was an officer in The School’s Spartan Enology Society, “entered General Motors this year with a hospitality business degree, and is helping to create an internal innovation exchange in a new 10,000-square-foot creative space within the automaker’s headquarters. Her boss, Dave Whitman, says she’s introducing the corporation to ways to attract young professional employees and get more engaged in the creative community.” For her part, Laurie says, “I absolutely love what I am doing and the opportunities I have been given.”

The 2013 fellows helped to convert a vacant storefront in Detroit’s once-popular retail corridor into a thriving event space. According to Challenge Detroit Founders Doyle Mosher, a real estate developer, and Deirdre Green Groves, founding executive director of the nonprofit The Collaborative Group, the new jobs that are created “give young people free rein to create and innovate in their organizations.”

**Continued**
Erik Liedholm

Featured in Wall Street Journal

The Wall Street Journal, in its online (April 25, 2014) and weekend editions (April 26-27, 2014), featured The School’s own Erik Liedholm (BA ‘93), company wine director for John Howie Restaurants, in an article by Lettie Teague. In it, she discussed Seattle’s distinction as the country’s second-most literate city, based upon criteria such as bookstores, libraries, and newspaper circulation. However, she argues, Seattle would be in first place, if one of the criteria were “the studiousness of the city’s sommeliers.”

Erik is one of them. She says, “Erik Liedholm, a partner and the wine director for the John Howie restaurant group, is regarded as one of the most important wine professionals in the city and a role model for many. He has his Advanced degree from the Court of Master Sommeliers (the organization that runs the world’s most competitive sommelier degree program) and encourages his staff to further their own education. Five of his employees are currently pursuing their own Advanced Sommelier degrees.

How does Mr. Liedholm account for the large number of well educated sommeliers in his town? The answer is simple: the weather. Since it rains so much in Seattle, “You end up spending a lot of time indoors reading books.”

It should be explained that there are only 135 Master Sommeliers in the whole country. Within the Court of Master Sommeliers there are four levels of exams. The article explains, “The Introductory Sommelier test is open to anyone in the service industry—not just sommeliers. The next three levels—Certified Sommelier, Advanced Sommelier and Master Sommelier—are much more difficult and are restricted to wine professionals. The exams can include blind tastings, practical service tests and written theory exams. They last several hours and require a great deal of time and money.”

So Erik has not only reached an elite level within his profession, he is also very highly regarded among an accomplished group of professionals.

Upon reading the article, Alumna Zoe Slagle (BA ’59, MA ’64) wrote, “I am so very excited for Erik—What an honor!! He also honors The School of Hospitality Business!! It is a wonderful article and I am thrilled.”

We agree, Zoe. Congratulations, Erik, on this complimentary article, and on the heights you have attained in your profession.

A Labor of Love—and Championship!

Spartans love their football, especially when it includes the iconic Rose Bowl Stadium!

Last fall, Erin Ramsauer, public relations and communications coordinator for Visit Newport Beach, Inc., the city’s official marketing organization, sent a note to The School about their “superstar National Sales Manager,” School Alumna Amanda Rivard Kliem (BA ‘93).

In it, she noted Amanda’s great work with the Newport Beach CVB, including her successful effort to bring the Vizio BCS Championship Series to Newport Beach January 2 – 7, 2014.

Amanda worked hand-in-hand with the Tournament of Roses officials in securing various locations throughout the area. She took the lead and garnered the agreement bringing 10,000 visitors to the area which served as “home base” for both teams, coaching staff, fans, VIP delegates, alumni groups, band members, and national sports media.

It sounds like another Spartan who rolls her sleeves up, sets goals, and gets the deal done! But this Spartan story has a sweet little twist: With a phone in the delivery room and time on her hands, and over the raised eyebrows of her husband and the labor nurses, Amanda finalized the deal while in labor with her now-2-year-old daughter, Anna!

Passionate Foodie Support

Billy (BA ’88) and Amy Downs are again sharing with our School, establishing an endowment which supports students in The School who are “passionate foodies.”

Billy is a very dedicated and active Chairman of the Board of the Alumni Association, who in so many ways gives back to his School and supports students. This latest gift is yet another example of his and Amy’s generosity and their own passion for our “foodies.”

While at MSU, Billy participated in an internship program in London with a restaurateur named Matthew Kirby. After graduating from MSU in 1988, Billy accepted a management position from Kirby with a start-up company that traded under the name Mongolian Barbeque UK.

Amy is a 1989 graduate of MSU in Communication Arts and Sciences. The “Downs Team” and Kirby opened the first BD’s Mongolian Grill in Royal Oak, MI, in 1992. With Billy as CEO and president, the company enjoyed great success and grew to 37 restaurants in 12 states and the country of Mongolia. The company was recognized for numerous awards, including one of the best places to work in Michigan.

In May 2008, Billy and Amy closed the successful sale of BD’s Mongolian Grill to Kinderhook Holdings of New York. Since that time, Billy has served as founder and board member and the Downs remain the second largest shareholders of the company.

Billy has returned to his alma mater often to speak in a variety of classes, personally coach and mentor passionate foodies, and lead Alumni Association meetings and activities. He has invited his CEO friends (mutually passionate foodies) to campus to share their inspirational messages with students.

This very generous couple has shared one other precious possession with The School: their oldest daughter, Amanda (BA ’15), a senior in The School who in 2013 was named the Musser Family Grand Hotel Scholar!
The conference featured keynote speeches by Chef Jonathan Waxman and Zingerman’s Founder Ari Weinzweig; interest sessions on topics such as nutrition and culinary trends; networking opportunities; a Showcase of vendors to learn about new innovations and products that students may want to see in the dining halls and retail stores; and the American Culinary Federation (ACF)-certified Culinary Challenge for college and university chefs.

Nine visiting chefs competed in the Culinary Challenge while cooking with the mandatory protein—live lobster. Congratulations to The Gallery at Snyder/Phillips Sous Chef Emily Swirsky for earning a certificate of participation for her Lobster Three Ways dish. To view the Culinary Challenge video, visit http://new.livestream.com/msualumni/NACUFS2014.

Conference attendees were given the opportunity to enjoy what the Division of Residential and Hospitality Services has to offer: breakfast at South Pointe at Case Hall and lunch at Brody Square, a visit to Holden Dining Hall for the Culinary Challenge, a free beverage from Sparty’s, and a tour of the Bailey GREENhouse. Many attendees also stayed at the Kellogg Hotel & Conference Center.

“MSU takes great pride in having created innovative opportunities for passionate ‘foodies’ to dine, work, and learn about the collegiate dining segment,” says Bruce. “NACUFS partners well with collegiate dining all over the country to provide support and education so that residential and retail dining programs can be the best we can provide. It was a privilege working with an incredible team in planning, executing, and hosting this spectacular event.”

A Michigan Thanksgiving

On November 14, 2013, Kurt Kwiatkowski made the cover of the “Michigander” section of the Lansing State Journal in a feature story on preparing a “Michigan Thanksgiving.” Kurt provided recipes for pumpkin and dried cherry wild rice, roasted squash soup, and cranberry vinaigrette—and he gave helpful tips for a successful Thanksgiving celebration which includes Michigan foods and products.

Kurt said, “My first Thanksgiving at home after being away at college for a couple of months felt so good to me. The flavors and smells seemed so much better than I ever imagined. That year the bourbon sweet potatoes were extra good, and the leftovers were so nice to take back to school!”

Bon Bon Bon

Bon Bon Bon opened last July in Hamtramck, MI, amid outstanding reviews. One five-star review said after it opened, “Bon Bon Bon is amazing, period. A friendly and ultra-chic chocolate shop brimming with passionate chocolatiering! What could be better? Nothing.” Congratulations to Alex, a past president of Les Gourmets and incredible role model for young alumni.
2014 ROSE BOWL
FINAL SCORE:

MSU – 24
Stanford – 20

Alumni and student fans joined the Spartans in Pasadena, as did SEVEN members of the 2014 Rose Bowl Championship MSU football team, who were enrolled in The School of Hospitality Business!
WHERE ARE THEY NOW?

Bruce Bommarito (BA ’74) is vice president of international marketing for Caesars Entertainment Corporation in Las Vegas.

Linda Chapeks (BA ’85) is president of The Accounting Office, Inc. in Northville, MI. Linda@AccountingOfficeInc.com

Lynn Dersley (BA ’05) is director of sales and marketing with Courtyard by Marriott Chicago Downtown, Magnificent Mile. Lynndersley@whotelodging.com

Michael Erlingis (BA ’12) is financial analyst for LaSalle Hotel Properties in Bethesda, MD. merlingis@lasallehotels.com

Spence Fogarty (BA ’11) is Beach Club manager for Oil Nut Bay in Virgin Gorda, British Virgin Islands. sfogarty@evitortint.com

Dr. Misty Johanson (BA ’95, MS ’97) has been named the director of the School of Hospitality Leadership in the Driehaus College of Business at DePaul University. She also serves as associate dean in the College of Business.

Matt Kirby (BA ’12) is manager of LongHorn Steakhouse in Lansing, MI.

Lucas Magnini (BA ’12) is tasting room representative for the Louis M. Martini and William Hill Wineries in Napa Valley, CA. lmagnini@gmail.com

William Moran (BA ’08) is restaurant manager at RPM Italian in Chicago. wmoran@leye.com

Michael Moriarty (BA ’11) is an associate on the hotel team at Eastdil Secured in San Francisco. mmoriarty@eastdilsecured.com

Danielle Petri (BA ’09) is human resources manager at the Westin Austin at the Domain. Danielle.petri@westinustinathedom.com

Claire Xinyang Yang Picker (BA ’11) is international marketing coordinator for Caesars Entertainment Corporation in Las Vegas. xpicker@caesars.com

Brian Ponke (BA ’09) is manager of LongHorn Steakhouse in Lansing, MI.

Christina Swanson (BA ’09) is general manager of the Residence Inn Marriott in Chicago Naperville/Warrenville. Christina.swanson@whotelodging.com

Katherine Teodosic (MS ’09) is general manager of Richard Gere’s Bedford Post Inn in Bedford, NY. kteodosic@altamareaigroup.com or kat.teodosic@gmail.com

Bhavin Vivek (BA ’06) is director of asset management for White Lodging Corp. in Merrillville, IN. bhavin.vivek@whitelodging.com

Fred Wurster (BA ’12) is assistant manager of the Cabana Grill at the MGM Grand in Las Vegas. fwurster@lv.mgmgrand.com

Qiuchen (Frank) Xu (MS ’13) is analyst for HVS Guangzhou, and co-authored “Analysis of Development Trend and Operations Models for Midscale Hotels in China” in 4 Hoteliers: Hotel, Travel, and Hospitality News. frankqcxu@gmail.com

YOUR LETTER REMEMBERING HERMAN WEBER

Herman Weber, father of our Alumni Association Chairman Emeritus Ken Weber (BA ’77) and founder of Weber’s Restaurant and Boutique Hotel in Ann Arbor, died on Wednesday, May 28, 2014. Only two weeks earlier, Weber’s Inn had celebrated Herman’s 100th birthday—paying tribute to a man whose restaurant and hotel became the definition of hospitality, as well as a fine example of the power of family.

—A letter remembering Herman Weber

The Host with the Most

If you were a fan of cocktail hour at Weber’s Inn in the 1970s, you might have been lucky enough to have been invited to join “Herman’s Herd,” a group of fun-loving folks who routinely came together at Weber’s for good times. Hospitality was at its finest in Herman’s oasis on the outskirts of what is arguably the finest restaurant city in Michigan. Many of Herman’s staff members have been part of the Weber family for decades, and to hear them talk about Herman and his kindness to them and to his guests would lead you to believe he had invented hospitality, offering it to travelers and locals alike.

He was the host with the most. He created a boutique hotel from a collection of cabins, and displayed a timeless hospitality based on old-fashioned values and an eye toward new trends. He sent his son Ken to the School of Hotel, Restaurant and Institutional Management at MSU so that he could improve his management and operations skills. He encouraged two of his grandsons, Mike (BA ’08) and Brian (BA ’11) to follow in their father’s footsteps in The School of Hospitality Business. This was an investment that would continue the legacy of Herman’s hospitality.

During the week of his 100th birthday, I was invited to play “Happy Birthday” on my musical instrument—my North American debut!—in the lobby of the restaurant. Then I was ushered into Herman’s quarters, where I mentioned MSU. He smiled and said, “We like MSU!” I played “Happy Birthday” twice more, with Ken’s wife, Mary, along with many of Herman’s staff members, singing along while Herman raised his hands and conducted the accordion music. He smiled as I wished him happy birthday from our family and said, “I’ll be back to play for you next year.” While enjoying dinner following the performance, I was presented with a vintage Herman’s Host with the Most old-fashioned glass as an honorary member.

Our sympathy and best wishes to the Weber family.

Sincerely,

Michael McEvoy
In looking back at Ron Cichy’s 26 years as director of The School of Hospitality Business, it seems right to begin with the ever-present bow tie. His ties simply became part of him, and he stuck to wearing them for decades—never wavering or changing back to a long tie after that first bow tie.

Somehow, there’s a metaphor here. Because in Ron’s leadership in The School, he was unwavering, never flagging in energy, enthusiasm, and high expectations. And just like the bow ties, those character traits defined him over 26 years.

There are the measures of success under Ron’s leadership that are quantifiable. Well over 800 undergraduates enrolled in any given year; nearly 50 graduate students, as well. Over $23 million raised to provide annual support as well as to establish 52 endowments and scholarships. A completely redesigned and refurbished Culinary Business Learning Lab, not once but twice in two decades. Eight new tenure-system faculty members with outstanding research records and teaching skills. Three endowed professorships linking industry to academia. Alumni events that bring together hundreds of influential industry leaders each year to support School efforts. Hundreds of visiting industry leaders in the classrooms each year. Countless initiatives to address industry needs including Hilton Lecture Series and a Real Estate Investment Management Specialization. An endowed Student and Industry Resource Center that brings in over 100 national and international hospitality companies every single year to recruit School students, because, in the words of the top recruiter for Marriott International, “MSU Hospitality Business students are simply the best prepared, hardest working people we recruit and hire.”

But some accomplishments are not so easily quantified. How do you measure the fact that Ron never, ever took his eyes off the big picture in 26 years? The question uppermost in his mind, every single day, was, “What is best for The School?”

All of this happened because Ron was convinced it was best for The School.

You won’t believe this, but Ron is actually an introvert. But he knew very early on that active and devoted alumni were best for The School. He knows that they are the A-team, the elite corps, the ones who, through their leadership in the industry, further The School’s 90-year reputation for excellence around the world. They are the ones who hire our interns and graduates. They are the ones who serve on industry advisory boards, who return as classroom speakers, and who generously give their time and money. And they have their thumbs on the pulse of the industry.

So this introvert traveled and met, made phone calls and sent emails, spent evenings and weekends building very special relationships. He listened to alumni, and sincerely and genuinely cared about their success and growth. This, you see, is what was best for The School.

Here’s another thing about Ron’s personality: Wow, does he have high standards. And, by the way, he can spot a typo a hundred miles away. Lena, Jamie, Authella, and all the staff could tell stories of the high expectations for anything that went out
with The School's name attached to it. He relentlessly cultivated an environment where research skills and publications were valued, knowing that the university and college were increasingly demanding them. Even while teaching and serving as director, Ron kept up with his own research, and encouraged senior faculty to mentor younger faculty, himself working on dozens of articles and publications with younger faculty members.

And let's talk about the high standards he set for School students. He is so very proud of the students. Over 26 years, Ron grew close to each year's cohort of students leaders, those individuals with potential, with enthusiasm, and with hearts filled with hospitality. He challenged them every day in their roles as leaders of clubs, events, or the Hospitality Association to get outside their comfort zones. To communicate well, to pay attention to details, and to rise to challenges. He expected students who traveled to meet alumni or to industry conferences to be professional, well-spoken, eager to learn. This is perhaps the most lasting unquantifiable legacy Ron leaves. His influence on hundreds and hundreds of the students to whom he was totally devoted, and of whom he expected much. Because it was what was best for The School.

It may sound as if Ron was all work and no play, and we all know that simply isn't true. Think of the many Homecoming parades, with Ron out in front, dancing with his glow sticks and singing the Fight Song for the parade judges. Think of the dozens of students he took to the Demmer Center's shooting range, spending a Saturday afternoon hitting targets and having fun. Think of the evenings after Celebration of Leadership, with Ron joining alumni for a late night cigar and drink. How about the mass emails and texts whenever the football or basketball team won a big game? Or maybe you recall the birthday parties at the office, which Ron tried hard never to miss, and the way people from other departments would always come to the second floor in Eppley for the best treats and happiest celebrations?

The School has a very special 90-year legacy. Established in 1927 at the request of leaders of Michigan's hotel industry, The School has always had a unique position at the university and in the industry. By the time Ron became director in 1988, the School was already well known among university hospitality programs around the world. Under his tenure, and with outstanding faculty and staff members, devoted alumni, and eager students, The School truly rose to the very top, becoming what Past MSU President Gordon Guyer called a “jewel in MSU's crown.”

Whatever happens after August 2014, the foundation is laid, the standard has been set for a new era in The School of Hospitality Business.
... with faculty and staff

... with friends for 30 years Lena Loeffler and Marc Gordon (MBA '73)

... with grandnephew Gavin

... with Jeff Beck and Marriott International executives Jim Kauffman and Dave Grissen

... with Gary Hernbroth (BA '79)

... with Eric Long and Spartan Waldorf leaders

... with faculty and staff Honoring 2013 - 2014 scholarship winners

... with Billy Downs

... with friends for 30 years Lena Loeffler and Marc Gordon (MBA '73)

... with his instrument
Honoring alumni, students, and faculty in Chicago

Honoring alumni, faculty, and students in New York

... with Lou Weckstein's Spartan Spatula

... with Father Larry and Dean Rainey

... whacking a wolverine tee

... with Dr. Praneet Randhawa (MS '08, Ph.D. '14)

... with Nate Redner (BA '12) and Lucas Magrini (BA '12)

... with Shelley
CALENDAR OF EVENTS

Homecoming Weekend
September 25 - 27, 2014

Thursday, September 25
• 10:30 am • Alumni-Student Golf Outing
• 4:30 pm – 6:30 pm • Alumni-Faculty Roundtable Discussion
• 7:00 pm – 9:00 pm • Spartan Sponsors Mentor Program

Friday, September 26
• 8:30 am – 3:00 pm • Alumni Association Appointed & Executive Board of Directors Meeting

Friday, September 26
• 6:00 pm • Homecoming Parade
• 7:15 pm – 8:30 pm • After-Parade Reception

Saturday, September 27
• 8:30 am – 11:30 am • Homecoming Pre-game Reception
• Noon football game • MSU VS. WYOMING

Tuesday & Wednesday, November 4 - 5, 2014
• CAREER EXPO XXXVI

Saturday, November 8, 2014
(during International Hotel/Motel & Restaurant Show)
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting at The Waldorf Astoria
• Celebration of Leadership

Wednesday - Friday, November 19 - 21, 2014
• North America Hotel Investment Conference at the Hyatt Chicago Magnificent Mile

Saturday, December 13, 2014
• Commencement
• Newest Alumni Celebration

Saturday, March 28, 2015
• Destination Auction: Behind the Masque

Saturday, April 11, 2015
• Les Gourmets – Greece

Saturday, May 9, 2015
• Commencement
• Newest Alumni Celebration

Monday, May 18, 2015
(during National Restaurant Association Show)
• Alumni Association Executive & Appointed Boards of Directors Briefing Meeting at Sheraton Chicago Hotel & Towers
• Alumni Network Gathering
• Annual Gathering of Leaders at Sheraton Chicago Hotel & Towers

Mark your calendars and plan to visit!
Interested in attending an event listed above? Please email Lena Loeffler at—loeffler@broad.msu.edu or call: (517) 353-9211.
For a full listing of events, please visit our website:
hospitalitybusiness.broad.msu.edu.