NUMBER ONE
HOSPITALITY BUSINESS SCHOOL
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98% Placement Rate for Graduates

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WE ARE THE SCHOOL™
FALL 2015
Meet The School’s New Director

Dr. Michael McCall became the 12th director of The School on January 1, 2015, and holds the National Automatic Merchandising Association (NAMA) Professorship.

Dr. McCall comes to the position with his MA and PhD 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.

Dr. McCall 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.

Michael and his wife, Deb, a speech-language pathologist, have two adult sons.

A conversation with The School’s new Director...

You’ve learned a little about the storied history of The School’s founding in 1927 and its growth—not just in enrollment, but in reputation and influence. As you look to the future, what are your three top priorities?

Dr. Michael McCall—Vision

There has been an evolution in the industry. Lots of programs started out with either food and beverage or operations focuses. These were solid foundations that worked well for a long time. There is still an operations focus here and it works very well. But there has been a shift. Someone asked recently who I would compare us to, and it’s flat out easy: Cornell. We are an industry-specific business school. That’s a changing philosophy within the industry and we are poised to take advantage of it. Our students are entering the job market with great skills and at a great time. Put simply, we are associated with the largest and fastest growing industry. And so with that, going forward, I’d like to emphasize these three things:

1. Bring about a greater integration and involvement with the industry, Eli Broad College, and MSU. We have an advantage being housed in a college of business, whereas many programs or schools are located in allied health or travel, leisure, and tourism—all non-business environments. MSU has a top supply chain program. Does the hospitality industry have supply chain issues? Yes. We have the opportunity to work with colleagues in that field, in management, and in marketing. When we do this, everybody benefits.

The university has so many resources—like packaging and nutrition, just to name a couple. We can take advantage of the resources we all have and create cross-disciplinary programs and joint publishing opportunities. These will take time to build, but they make a lot of sense.

We also have a distinct opportunity to work with alumni and beyond, to connect with industry, and have an impact on other industries. We can do some academically interesting things AND solve industry problems. As an example, I brought together 18 c-suite members and we spent a day talking about loyalty programs. We had a great discussion. I got to hear what they’re thinking.

2. Raise the profile of The School. We have the human capital to increase our journal editorships and get professors out there so we become the “go-to” sources—the experts. One example: we can publish industry-relevant reports by taking a traditional academic journal article and “flipping it,” to make it relevant to industry, offer it free, and measure its impact by downloads.

3. Define what our international presence is going to be. This is more than just studying abroad. What is our international footprint? Do we focus on the “BRIC” countries (Brazil, Russia, India, and China) which are at about the same level of development? Do we partner with other institutions there? Do we develop a center? There are so many things we can consider.

We need to be globally focused. Traveling through Europe, people know MSU, but in the same breath, do they know The School?
that part of what makes The School special.

How do The School’s events—Homecoming weekend, Celebration of Leadership, Les Gourmets, the Graduate Student Forum, and others—provide insight into its students and its “culture?”

The level of student engagement in The School is so high. The students have a genuine passion for involvement; you don’t get a sense that they are participating just to have something to put on their resumes. It’s refreshing. And, I believe their level of participation contributes to the 98% employment rate—which is hard to beat. Students get really good opportunities.

Whose leadership have you admired—and why?

First and foremost, I admire my “intellectual” parents at Arizona State University. They trained me and have provided support throughout my career. On a leadership front, I would have to say I truly admire those people who thought out of the box and became almost “reluctant leaders.” They saw a job and they did it. They are people whose intellect, risk taking, and leadership I admire.

You have a lot of experience working with students. What are your observations?

The real kernel of success is to find those individuals who possess that unique quality of intellectual curiosity. After all these years I am not sure it can be taught: it can be nourished and encouraged and that is what we try to ignite both in the classroom and throughout a student’s time in our School.

At MSU, like all institutions, good students will be good students anywhere they chose to study. In hospitality, it’s not simply a GPA or class rank that is important. The GPA alone doesn’t guarantee success in this field; you have to have the right personality.

I have always enjoyed interacting with students of all levels, and if I have observed anything in my months here, it is that MSU students have a work ethic second to none.

You and your wife, Deb, have raised two sons. Tell us about them.

Jeremy, our oldest, is a PhD student in chemistry at Purdue. Aaron, who graduated from Ithaca College in marketing and finance, has worked in the hospitality industry for a long time and is now at the Marriott SeaTac as food and beverage supervisor.

When you think of The School, what is the first thing that comes to your mind?

The people are incredibly friendly. Prior leadership has brought this School to national prominence and I feel fortunate to be able to come in and carry on that tradition. 😊

As this issue of The Leader went to press, it was announced that Dr. Michael McCall and Dr. Clay Voorhees, associate professor in the Broad College Marketing Department, had won the 2015 Industry Relevance Award from the Center for Hospitality Research (CHR). The award honored the impact of their CHR report “Assessing the Benefits of Reward Programs: A Recommended Approach and Case Study from the Lodging Industry.” The award was covered by HospitalityNet.
Spartans make headlines... and so does The School of Hospitality Business at Michigan State University, which had much to celebrate over the busy Homecoming weekend, September 26–28, 2014.

This year, The School welcomed Dr. Michael McCall to its “seven events in 72 hours” MSU Homecoming extravaganza ahead of his becoming The School’s new Director on January 1, 2015. “Homecoming was a perfect chance to introduce Dr. McCall to the things our School has become known for,” said Professor and Interim Director Dr. Bonnie Knutson. “Our incredibly enthusiastic students, our dedicated and energetic alumni, staff members who happily work and participate beyond the bounds of their job descriptions, and faculty members who teach their classes on Friday and then march in the parade that evening, just like kids again. I’m so glad he got to see everyone in action.”

Homecoming highlights included:

- On Thursday afternoon, School alumni began to arrive in town for the annual student/alumni golf outing. Planned by the award-winning student chapter of the Club Managers Association of America, the outing connects students and alumni who play in foursomes at Forest Akers West. “We love that the alumni return early to campus each year to be with us for the golf outing,” says CMAA marketing coordinator Karina Thomas (BA ’16).

- That evening in the Kellogg Hotel & Conference Center, Dr. Ray Schmidgall helped preside over the annual Faculty/Alumni Roundtable. Twenty-five attended the session in which faculty members had an opportunity to discuss their current research with alumni.

- Just down the hallway, 80 alumni and students gathered for the annual kick-off of the Spartan Sponsors Mentor Program. There were at least two alumni at each table at the event which paired individual alumni mentors with students sharing a career interest. “We had a wonderful turnout,” said Authella Collins Hawks, whose Student and Industry Resource Center in The School sponsors the event. “The mentoring relationships that began tonight will have a lasting influence on our students throughout this school year and their careers.”

- On Friday, during a day-long meeting of The School’s Alumni Association Executive and Appointed Boards, members met Dr. McCall and discussed the direction for The School in the coming year, all under the leadership of President Bruce Lange (BA ’78) and Dr. Knutson. In a packed agenda, Dean of the Broad College of Business Dr. Sanjay Gupta briefed the alumni about the College, as well. A total of 65 attended, including several faculty and staff members and four students.

One special feature of the meeting was naming Dean James F. Rainey, The School’s Academic Programs director, Staff Member of the Year. An associate dean emeritus in the College of Business, this year Dean Rainey celebrated his 50th year of service to MSU. (See page 4.) “The meeting was so positive,” said Alumnus Mike Rice (BA ’91), one of the indispensable advisors to The School’s Destination Auction. “We’re starting a new chapter in The School with a lot of pride in our past, and much to look forward to.”

- The alumni, faculty, and staff carried their enthusiasm at the board meeting all the way to the homecoming parade step-off, where they met up with the students who had built a float destined for greatness! Adhering to MSU’s Homecoming theme of “Spartans Make Headlines,” the float reflected State News headlines about The School from 1928 onward on one side, and Twitter posts from recent years on the other, including the news about the appointment of Dr. McCall. With over 100 students, alumni, faculty and staff members, friends, and family—and a couple of canines—walking with the float, cheering and singing the MSU Fight Song, the judges made an obvious choice! News that the float had won Best Spartan Spirit was announced later that evening.
It is a tradition that after the parade is over, all of The School’s parade walkers gather in the lobby of the Broad Business complex, where selfless alumni (Mike Rice, Allegra Johnson, and Chuck Day—all class of ’91) annually provide food and beverages for the students at the post-parade reception. As if Mike’s world-famous Mac-n-Cheese wasn’t enough, students were also treated to prizes and gift certificates ranging from School t-shirts and memory sticks to meals at local restaurants—all donated by alumni.

On Saturday, another day of warm, sunny weather, with colors beginning to change on the leaves surrounding the Red Cedar River and Spartan Stadium, The School’s famous pre-game brunch began at 8:30 am. Chef Allan Sherwin (BA ’64) and his student volunteers (yes, these college students were present and working before 7:00 am!) fortified guests with sumptuous menu items and pre-game beverages as they got to know Dr. McCall, took part in prize drawings, and reconnected with each other.

Then they headed to Spartan Stadium for the noon game, a 56-14 shellacking of Wyoming. The bonus: the half-time introduction of the winning floats, with HA President Jeff Keller (BA ’15) and HA COO Taylor Pahl (BA ’15) on the field to accept the award and one more chance for School boosters to cheer them on. Describing the experience, Taylor said, “It is such an honor to win Best Spartan Spirit for this year’s Homecoming float. We put in so much work and could not have had more support from our faculty and student leaders. Accepting this award on the field made it even better, knowing that we were representing The School.”

Also at half-time, School student D’Andra Sanders (BA ’15) was recognized as part of MSU’s Homecoming Court. (See box at right.)

“I couldn’t help but be impressed this weekend,” Dr. McCall said afterward. “It is clear that this is a School with wonderful traditions. Most of all, it is a School that values its alumni and strives to connect them to students and faculty members in ways that are unique and meaningful. I look forward to being a part of this vision.”

The School’s float was named Best Spartan Spirit for the third year in a row—garnering a coveted parade award for the tenth time in 12 years!

**BEST FLOAT**
2011 • 2010 • 2003

**BEST SPARTAN SPIRIT**
2014 • 2013 • 2012 • 2008 • 2005 • 2004 • 2002

Continued on pages 4 and 5
A conversation with Dean Rainey...

FIFTY YEARS AT MSU!
Tell us a about your background and your own educational story.

I spent my undergraduate years studying chemical engineering at the University of Notre Dame. Both of my parents were medical doctors, and though there was no pressure, they encouraged me to think about medicine. I chose engineering, since some of the courses were the same for pre-med. But I knew one thing for sure after earning my degree: I did not want to be an engineer!

I believed I had two options. I considered pursuing a law degree or earning an MBA, and ultimately was accepted by the University of Chicago Law School, where both of my parents had studied medicine.

How did you come to MSU?

Toward the end of law school, I happened to be in the lounge in the law school, and the Chair of MSU’s Business Law, Insurance, and Office Administration Department, Milton Bartram “Bart” Dickerson, was there. Each year, his department recruited graduating students from one or two of the more prominent law schools to come to MSU and teach Business Law while earning an MBA. Bart offered me such a position.

In 2014-2015, James F. Rainey, professor of Hospitality Business Law and associate dean emeritus, marked 50 years of Spartan support.

Then, in an attempt to build up the reputation of the business undergraduate program, the dean at the time, Kulervo Louhi, made me the associate dean for undergraduate programs, since there was an associate dean for graduate programs. By 1975, Dick Lewis was the dean, and he named me the associate dean for Academic Programs. During my 30 years in the office of the dean, I always tried to be as supportive as I could of initiatives proposed by the faculty and administration of The School.

From 1975 through 1999, I was responsible for the college’s doctoral, masters, and undergraduate programs, with the help of many very fine staff people. Stepping down as the associate dean in 1999, I returned to the Department of Finance, where the Business Law faculty were located, and taught the required course in Business Law for undergraduates.

By 2002, I was teaching HB 447, Hospitality Business Law. I retired from MSU in 2004, but Dr. Cichy immediately hired me to continue teaching HB 447, which I did until 2007, when I was named director of Graduate Programs. At the time, Sherri Henry was overseeing all the advising and academic student affairs for The School’s undergraduates and graduate students.

In 2008, I became the director of Academic Programs, and now we have two full-time academic advisors at the undergraduate level, and one full-time advisor at the graduate level, though all of them do much more than advise students. The responsibilities have become much more complex.

What memory or memories of your work at MSU are particularly meaningful?

Early on in my career here, I served as a faculty member on the Student-Faculty Judiciary, comprised of five faculty members and three students. The Judiciary heard challenges to administrative actions, and dealt with a number of other issues, including student academic dishonesty. I served as the vice chairman for five years, and we worked closely with the Office of the Vice President of Student Affairs at MSU to draft a whole range of policies and procedures used by the Judiciary. And this was right during the demonstrations on campus against the Vietnam war. Interesting times.
Award during Homecoming

My mentor, Bart Dickerson, also helped get me involved in the Study Abroad program in the Netherlands. In the late 1980s and the early 1990s, I would take about 35 students to Rotterdam in the first part of April, stay for 5-6 weeks, and then Former MSU President Cecil Mackey and his wife Claire would come over for the last part of the program, allowing me to get back home to oversee the College’s Commencement exercises. (MSU was on the “term” system then). I highly recommend a Study Abroad program of any duration.

I actually did a great deal of international travel for the dean’s office. In 1984, I traveled with a State Senator to the People’s Republic of China, to Sichuan (Szechwan) Province, which is known for its spicy food and its panda bears. At the time, the province was the “sister state” to Michigan. When we visited the zoo in Shanghai, I ended up being the attraction. I guess because I was Caucasian, and taller than most people, dozens of parents lined up their little children to take photos with me in front of the tigers!

What has kept you loyal to MSU for so long?

One of the major benefits of working at the University is that it’s a rewarding life to lead. Students come back; they tell you about their successes and about their appreciation for their time at MSU. People have asked me over the years, “Why didn’t you take your University of Chicago law degree and go out and make a lot of money?” This is why.

The reputation of MSU for having a very friendly and open atmosphere for the students is another reason. Parents have often told me that in comparison to other universities, the faculty, staff, and students at MSU are most friendly. And that same friendliness helped keep me here.

What is it about The School that has kept you dedicated and involved?

When I first arrived, the School of HRI was on the fourth floor of Eppley Center. There was a faculty lounge located there, too. I used to observe the interaction of the faculty in the School with their students. I was impressed with the close relationship of the students to the faculty and the way the faculty were so interested in the students’ welfare. It was very clear that this was the driving force in the School—and you don’t find that everywhere.

This focus on the undergraduate students is what makes The School unique. Also, students in The School are required to complete two internships. It is the only business college program that requires this. Most students want internships, but they are not required. But internships are critical because of the unique nature of working in the service industry—you really have to know how to work with and for people.

How do we honor the history of The School, and balance it with creating a new future?

One of the very obvious strengths of The School is the loyalty of its alumni. For example, the members of the Alumni Association Executive and Appointed Boards are extremely dedicated people who devote much time, energy, and funding to our School. We need to maintain the loyalty of all of our alumni as we move forward.

Do you have advice for students today?

When I talk to students about the job search, I tell them that there are four factors that are critically important:

• Have some basic skills and knowledge, some background for the position you aspire to
• It is the people you meet who will determine whether you’re given a job offer
• Timing is everything—being in the right place at the right time
• Pure, unadulterated luck

If all of these factors work together, you’ll be successful in identifying a career path. They certainly worked for me.

The James F. Rainey Endowed Fund in Hospitality Business supports student travel to regional, national, and international conferences, as well as academic services in The School.

If you would like to make a contribution, please see the insert in the center of this issue, or go to www.givingto.msu.edu.
The School honors the **Industry Leader of the Year** and inducts FOUR new members to the Alumni Association **Hall of Fame**

The annual Celebration of Leadership, hosted by The School’s Alumni Association, drew 250 guests to The Waldorf Astoria in New York City on Saturday, November 8, 2014.

The elegant evening event at the historic hotel honored Kirk Kinsell, former president, The Americas, for InterContinental Hotels Group (IHG), as Industry Leader of the Year. He became CEO of Loews Hotels and Resorts in March 2015. In addition, The School’s Alumni Association welcomed four new members to its Hall of Fame Class of Alumni Leaders.

The inductees were Dan E. Burdakin (BA ’81), then president of Positive Management Group III; Billy Downs (BA ’88), founder of bd Mongolian Grill and special events director for Team World Vision; John F. Theuer (BA ’83, MBA ’83), past CFO of Coffee Bean & Tea Leaf and Panda Express, presently CFO of Pizza Studio; and Ken Weber (BA ’77), president of Weber’s Restaurant & Boutique Hotel.

Guests attending Celebration of Leadership included alumni, faculty and staff, and family, friends, and colleagues of the honorees. A record 73 School students came to New York for the event, as well as to participate in a dozen professional development programs throughout the city, including attendance at the International Hotel, Motel & Restaurant Show. Eight of the students were in New York for the Club Managers Association of America (CMAA) Student Leadership Conference. A record amount in generous sponsorships for the evening, given in recognition of Mr. Kinsell and the Hall of Fame inductees, helped fund the students’ travel and will assist in School programming throughout the year.

In introductory remarks, Acting School Director and Professor Bonnie Knutson spoke of honoring an Industry Leader of the Year “who leads one of the most successful organizations in the world, and who also inspires his colleagues and develops new talent—including so many of our alumni who have had the privilege to work with him.”

She also noted the special relationship shared by Dan, Billy, John, and Ken, all of whom have served as presidents of The School’s Alumni Association.

President of the Alumni Association Bruce Lange (BA ’78) and Vice President Chuck Day (BA ‘91) shared the honor of introducing each new Hall of Fame member, beginning with Dan Burdakin. Bruce spoke of Dan’s successful leadership of an award-winning company that owns and operates hotels in Georgia and Florida. Dan is also the author of *Suite Talk: A Guide to Business Excellence*. President of the Alumni Association in 2010-2011, Dan has been “our chief cheerleader for years, bleeding green and white, hosting the annual Destination Auction remote bidding site in Atlanta, and chairing the very important and successful fundraising committee.”

Addressing the students, Dan graciously thanked his family, fellow honorees, School Director Emeritus Ron Cichy, and noted the outstanding efforts of Alumni Relations and Development Coordinator Lena Loeffler, who has planned every detail of Celebration of Leadership since its inception in 1995. He reflected on his father’s inspirational life and told the students about a speech his father had once given that was titled, “This I Believe,” which explored questions about an individual’s meaning and purpose. He had said, “This I believe: to live my life so that the earth will be a better place for my having passed through.” In the conviction that his father’s mission had been accomplished, Dan said he tries each day to do the same and urged the students to live meaningful lives that make a difference.

**Billy Downs**’ energy and enthusiasm are reflected in his business ventures, as well as his formidable athletic accomplishments and selfless activities on behalf of The School. Chuck Day said, “He raises funds as a board member of Team World Vision, and donates his time, service, and treasure to causes around the world. He founded the Passionate Foodies in our School, and he and his wife, Amy, established an endowed fund to support their activities. He also sponsored students in the Dale Carnegie Course. He served as president of our Alumni Association in 2012-2013, and is a hard-working member of Dan’s fundraising committee. And Billy and Amy have done more: their oldest daughter, Amanda, will graduate this spring from The School.”
Billy told the students how much he related to them, recalling meeting Amy as a student, “yes, at Crunchy’s,” a popular campus watering hole. He spoke of the love and support of his family, and, reflecting deeply held beliefs in the power of his faith, he read the moving poem, “Footprints in the Sand.” He said, “Somewhere along the way, people have looked at the footprints we have left, and today we celebrate them. You will leave footprints, and you will have people who have helped you, and others you won't even realize have helped you.”

Another dedicated member of Dan’s fundraising committee, John Theuer, has the special distinction of possessing two accounting degrees and using them for nearly 30 years in the hospitality industry, eventually serving as CFO of Panda Restaurant Group, Coffee Bean & Tea Leaf, and now Pizza Studio. John was praised for leading the Alumni Association in 2011-2012 and during the grand opening of The School’s J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab (CBLL). The Panda Charitable Foundation generously donated to the CBLL, based on John's stature within the company and in The School.

John began his remarks by saying very simply that he owes MSU “everything.” Explaining, he said he met his wife, Judy, who was in the audience with his oldest son, Joe, while on campus at Yakeley Hall. Further, some of his fondest memories are of MSU’s Rose Bowl victories in 1988 and 2014 and the NCAA basketball Final Four in Detroit. MSU, he said, had also given him another family—the Hospitality Business family, including his fellow honorees and Ron Cichy. The School allowed “every gathering with alumni and in the industry to be like Homecoming, like a family reunion.”

John then gave advice to the students:

- Always keep learning—read all you can about the industry
- Find a concept or brand you are passionate about and become that brand’s ambassador
- Lead a balanced life—take care of your mind, body, heart, and spirit
- Develop your network, at MSU, at your company, in your industry

The fourth new member of the Hall of Fame is Ken Weber. The president of a third-generation, family-owned boutique hotel, restaurant, and banquet and conference facility in the heart of U-M wolverine country, Ken is a Spartan, through and through. Two of his sons, Michael (BA ’08) and Brian (BA ’11), have also graduated from The School, and another, William, is a successful filmmaker and graduate of USC. Weber’s is a landmark in Ann Arbor, established by Ken’s father, Herman, who lived to be 100 years old, and who set very high hospitality and customer service standards. Serving as Alumni Association president as plans got underway to revitalize the CBLL, Ken’s willingness to be on call, and his measured, thoughtful approach to the complex building project were blessings.

Ken thanked his wife, Mary, his sons, and his parents who founded Weber’s. He acknowledged an emphasis on “Think Like The Owner” in The School, and talked about that mindset. “Make sure you know where your hospitality passion lies, and know how much time you are willing to commit to it. Once you're hired, become an expert in your field.”

He reminded the students that they will be making a living selling hospitality. In practical terms, he told them that “mistakes can derail good intentions.” When your business has cash, he said, “You have opportunity. Without it, you have problems.” And finally: “It all comes down to sales. Your progress and hospitality success will be determined by your ability to increase sales and take market share from your competitors.”

Industry Leader of the Year Kirk Kinsell’s many accomplishments with IHG include the launch of several industry-leading hotel brands: Wyndham Hotels, Holiday Inn Express, Four Points Hotels, EVEN Hotels, and Hotel Indigo. Kirk has also led in the acquisition and growth of some of the country’s best-loved restaurants, including McCormick and Schmick’s. Kirk has also been highly supportive in the careers and personal lives of 77 Students, alumni, and faculty members with Celebration of Leadership honorees

Continued on page 8
“It is our job as leaders to help unlock potential—to help align people’s personal purpose with the business purpose in order to achieve success.” This, he said, is the key to great leadership: “I am inspired every day to link the love of life with the love of work.”

Kirk Kinsell
Industry Leader of the Year

Continued from page 7

countless colleagues, developing talent for the future of the industry.

Kirk, who received a standing ovation on being introduced, addressed the students in the audience specifically. He spoke humbly of his own background, noting that ambition and plans are important, but that “you have to learn to adapt and play to your strengths.”

In his experience as a leader, he said, “I have discovered that people don’t want jobs; they truly want missions. They want their purpose to count. It is our job as leaders to help unlock potential—to help align people’s personal purpose with the business purpose in order to achieve success.” This, he said, is the key to great leadership: “I am inspired every day to link the love of life with the love of work.”

Concluding with thanks for the honor being given him, Kirk noted that the honor also goes to his thousands of colleagues at IHG, many of whom are “great Spartans.” Closing, he offered the quote, “Fear, uncertainty, discomfort. These are your compasses toward growth.” So embrace them and get excited. For those feeling excitement already, spread the vibe.”

Inspired, the audience rose to its feet again. The good feelings and connections were carried from the ceremony to the reception that followed across the Waldorf lobby in the Vanderbilt Room.
It’s About the Students...

School students are known as the hardest-working, most creative, most professional, and most enthusiastic in the country. Over 70 were in the audience at Celebration of Leadership, where each was inspired by the lives and careers of the honorees. The students came to New York through funding from scholarships created over many years by generous alumni and industry partners. They were also there to participate in several professional development programs and attend the International Hotel, Motel & Restaurant Show, all arranged for by SIRC Director Authella Collins Hawks, and hosted once again by local alumni and industry friends.

**Saturday, November 8, 2014**

- **The Waldorf Astoria Hotel**
  (Briefing and Tour)
  Host: Dan Briks (BA ’04)
  Director of Front Office Operations

- **Four Seasons**
  (Tour)
  Host: Aaron Ide (BA ’98)
  Director of Rooms

- **Hillstone Restaurant Group**
  (Tour and Lunch)
  Host: Joel Halperin BA (’07)
  General Manager

- **Celebration of Leadership Awards**
  (Ceremony and Reception)

**Sunday, November 9, 2014**

- **Starwood Hotels Corporation** ( Briefing)
- **Sheraton New York Hotel & Towers** (Tour)
  Host: Various executives
- **The Marriott Marquis** (2 tours)
  Host: Monica Dougherty
  Event Manager
- **Baccarat/Starwood Capital Brand** (Tour)
  Host: Milet Lukey
  Regional HR Director
- **International Hotel, Motel & Restaurant Show**
  (Bus Tour)
- **Hospitality Association Night**

Celebrating Milestones AND Extraordinary Leaders

Celebration of Leadership 2014 included the commemoration of important milestones in the life of The School.

- **Dean Jim Rainey** celebrated 50 years of service to MSU in 2014-2015. His work as associate dean in the College of Business and as director of Academic Programs in our School has certainly advanced knowledge and transformed lives, many of them present at The Waldorf for Celebration of Leadership.

- **Dr. Michael Kasavana** retired at the end of the 2014 fall semester with nearly 40 years at MSU. He was the National Automatic Merchandising Association (NAMA) endowed professor in Hospitality Business since 1999. A former women’s gymnastics coach at MSU with four Big Ten championships to his credit, and the faculty athletic representative to the Big Ten Conference and the NCAA from 1988-2014, Michael leaves a winning legacy in The School and at MSU.

- **Dr. Ron Cichy** was present at Celebration of Leadership, representing 26 years of extraordinary leadership in The School.

- **Dr. Michael McCall** represented the future, attending the event in advance of assuming the directorship of The School in January 2015.

Record-breaking Generosity Funds School Efforts

THANK YOU to the many friends and colleagues of Celebration of Leadership honorees who graciously became sponsors for the event. Their record-breaking generosity helps fund School programs and educational efforts throughout the year. This would not have been possible without the persistence of Alumnus and 2009 Hall of Fame Member Jim Anhut (MBA ’85), senior vice president for Design and Quality with IHG. Also working hard to break the record was Dan Burdakin (BA ’81), who, along with his tireless Alumni Association Committee, is a living definition of “Spartans Will.”

Also, we thank the staff of The Waldorf Astoria, including the many Spartans who work there. This legendary property has been host to our Celebration of Leadership for many years and has consistently recruited and hired our very best students. The School is very proud of its graduates who have become managers and executives of this fine hotel.
They were professionally dressed. Resumes were polished. Practice interviews were complete. Students in The School were well prepared when CAREER EXPO XXXVI welcomed over 70 companies from the U.S. and around the world on November 4-5, 2014, for the annual hospitality-specific professional development day and career fair.

Hundreds of recruiters came to Kellogg Hotel & Conference Center on campus to recruit interns and graduates, based upon The School’s 88-year-old reputation for preparing hard-working and creative future leaders of the industry.

From 9:00 am–5:00 pm on Tuesday, The School’s Student and Industry Resource Center (SIRC) hosted professional development programs conducted by recruiters, alumni, and industry executives. In the evening, from 5:30–8:30 pm, the annual career fair filled the Big Ten Rooms, with students meeting recruiters and signing up for the interviews that were conducted the next day at the Spartan Stadium Huntington Club.

Opening doors to exciting prospects...

JLL Hotels & Hospitality Group is named Industry Partner of the Year

—Recognizing the many interns and graduates they have attracted and retained over the years and the numerous ways they have partnered with The School
In addition, The School honored its Industry Partner of the Year, JLL’s Hotels & Hospitality Group, for “the many interns and graduates they have attracted and retained over the years and the generous ways they have partnered with our School,” according to Madeline Pappas (BA ‘15) executive director of CAREER EXPO XXXVI. The company is a global leader in real estate services for the hospitality industry.

Indeed, JLL’s partnership with The School is extensive. In addition to hiring School students and graduates, JLL executives serve on The School’s Real Estate Investment Management Advisory Council, and they annually come to campus to speak in School classes. Alumni Ted Tomaras (BA ‘91), JLL global COO and CFO, and Adam McGaughy (BA ‘91), managing director, serve as Spartan Sponsor Mentors to students, providing career advice and support. JLL also hosts members of The School’s Real Estate Investment Management Club on tours of the JLL Chicago office, offering them an inside look at hotel real estate and development.

Mr. Tomaras served as CAREER EXPO keynote speaker after being presented with the Industry Partner of the Year award. In his comments to the students he said, “Diversity isn’t optional anymore. You can’t deliver best-in-class services in this industry without assembling a diverse set of perspectives and staff experiences.”

“I, along with some of my colleagues, was once a student at MSU and recognize the importance of a partnership like the one JLL holds with MSU’s The School of Hospitality Business,” Mr. Tomaras noted to attendees. “I cannot emphasize enough the importance in preparing for everything you do. It is the key to success, along with effective relationship building, focusing on accomplishments rather than just experience, and constantly striving to push yourself by taking calculated risks in order to grow a successful career.”

“We’re honored to recognize JLL’s Hotels & Hospitality Group as our Industry Partner of the Year,” said Dr. Bonnie Knutson. “And they are our partners in every sense of the word. They help as we cultivate talented students, and they attract our brightest graduates. We thank them.”

CAREER EXPO was “two days of connecting students with the right companies,” says Authella Collins Hawks, SIRC director. She and her student-led CAREER EXPO executive board planned every detail of the career placement “juggernaut.” Information on each company that attends CAREER EXPO, as well as on resume writing and professional dress and etiquette, was available to students prior to the big event. “Students enter interviews very well informed about the companies they are interested in,” says Ms. Hawks. “They are excited to interview and connect with such a broad range of companies.”

Moreover, choosing JLL’s Hotels & Hospitality Group as its Industry Partner of the Year reflects The School’s curriculum-wide effort to provide all students with knowledge about hospitality real estate and asset management. The School provides a Specialization in Real Estate Investment Management, directed by Dr. A.J. Singh. The other foundations of learning in The School include management, operations, and Think Like The Owner.

CAREER EXPO XXXVI drew well over 700 students, primarily from The School, but also from other majors within the Broad College of Business and the wider University.
A record-breaking crowd gathered on Saturday, March 28, in the Big Ten Rooms at Kellogg Hotel & Conference Center in East Lansing for The School of Hospitality Business’s annual Destination Auction. The Auction raises funds for The School, with a portion of the proceeds benefiting two local charities: The MSUFCU Center for Arts and Creativity at Wharton Center and the Junior League of Lansing Foundation.

Now in its 24th year, the event is always planned and organized by a student executive board and involves the efforts of hundreds of student volunteers, as well as faculty and industry advisors. Always a popular event, guests bid on a huge variety of items, including vacations, unique culinary experiences, exceptional weekend getaways, one-of-a-kind memorabilia, and popular theater and sporting events.

For the 24th year, Auctioneer Bob Howe and his team from Epic Auctions and Estate Sales energized the audience and effectively urged the bidders to go after their prizes. He was assisted this year by the 2014 Michigan Auctioneer Association Bid Calling Champion Laura Mantle.

For the second year in a row, Auction Master of Ceremonies was Detroit Lions Play-by-Play Announcer Dan Miller, father to Auction COO Sammi Miller (BA ’16). “What a wonderful year we’ve had planning Auction,” said Sammi. “Being an Auction executive board member, I’ve learned the essentials of running a business—financials, marketing, budgeting, managing, and soliciting investors (the alumni who donated packages and money). I believe we have all grown and learned and are better prepared for our careers.” As a leader for the past two Auctions, Sammi said, “I’ve gotten to know so many of our alumni and students through the Auction.”

Destination Auction is presented by The School’s Hospitality Association and Alumni Association. Chuck Day (BA ’91), regional director, Revenue Management Services, Americas for IHG, has been alumni advisor to Destination Auction for 10 years. He said, “The students learn how to think and act like the owner of Destination Auction and run it like a business.”

Auction CEO Josh Roberts (BA ’15) said, “Whether you are a student or an alumnus, the Auction is an opportunity to get involved in an experience that cultivates industry relationships. It is a prime example of how The School maintains its leadership in hospitality business education.”

The silent auction featured table after table of unique and specialized items, such as:

- Two-night accommodations in the hotel or tower at the Grand Traverse Resort with dinner for two in Aerie Restaurant in Acme, MI
- One-year family membership to Potter Park Zoo in Lansing, MI
- $100 for Beverly Hills Grill in Beverly Hills, MI
- One-night stay in deluxe accommodations at The Ritz-Carlton, Marina Del Ray in Marina Del Ray, CA, with a nine-inch specialty layer cake with inscription by SusieCakes
- Sterling silver Sparty teardrop pendant with a 20” sterling silver box chain from Wheat Jewelers in Okemos, MI

The live auction featured lively and competitive bidding on 125 incredible packages. A sampling of offerings includes:

- A mountain getaway for two, including two nights’ reservations at Fairmont Hotels and Resorts in each of the following locations: Banff Springs, Chateau Lake Louise, Jasper Park Lodge
- 200,000 IHG Rewards Club Points, equivalent to eight to ten nights at various properties (dependent on location), in the InterContinental Hotels Group portfolio of hotels

Over $1,000,000 in net income across 24 years
FUNDING OPPORTUNITIES AND PROGRAMS THAT SET US APART

Auction 2015

- Four-night stay at a Disney Resort with two four-day “Magic Your Way” Park Hopper admissions in Lake Buena Vista, FL
- Banquet at the Spartan Hall Of Fame Cafe in the “Spartan Room” for 30 people in East Lansing
- Two-night stay at the Blackstone, a Renaissance Hotel in Chicago, with two enrollments in a Chef’s Kitchen Class at Eataly’s Cooking School La Scuola, Chicago
- Two-nights’ lodging in a standard room at the Sheraton Steamboat Resort in Steamboat Springs, CO, including golf for two people at the Rollingstone Ranch Golf Club
- Seven-night vacation for up to two rooms, double occupancy, at the Club Barbados in the West Indies
- Two-night stay at the Pan Pacific Hotel: the first night includes a multi-course dinner with wine pairings at the Seastar Restaurant & Raw Bar; the next day features a tour of the distillery at Wildwood Spirits Company and lunch at Beardslee Ale House; and the weekend ends with a dinner at the amazing John Howie Steak House

A unique feature of Destination Auction this year was the opportunity for remote bidding from anywhere in the world. Auctioneer Bob Howe helped the students use AuctionZip.com which allows a computer controller to notify Bob when an online participant is bidding on an item. Rebecca Whaley (BA ’16) was director of Remote Technology, and said, “A great feature is that a person at home can input his or her highest bid on a certain package, and the computer database anonymously follows the price of the package until it exceeds the bidder’s price, even if that person isn’t watching the Auction action.”

Also this year, social media helped whet Auction goers’ appetites, with weekly Auction Facebook posts describing enticing packages waiting for the right bid. The hundreds of Auction items available were described in a catalog which appeared on the Auction website a week before the event, also allowing bidders to get a sneak peak.

The School hosted a private reception for members of the Junior League of Lansing prior to the start of Auction. Led by Chef Professor Allan Sherwin (BA ’64) and a team of student volunteers, the reception was held in The School’s Marriott Foundation Culinary Business Learning Lab dining room.

The enthusiastic crowd of community members, faculty and staff, students, and alumni also had the opportunity to participate in a 50/50 raffle led by Alumnus Mike Rice (BA ’91), general manager of the Quality Suites Hotel in Lansing. Raffle winner Kevin Havens from Holt, MI, has attended Destination Auction 10 years in a row and this year took home $672 at the end of the evening. It was another record!

Destination Auction involved the efforts of so many: hard-working students; Auction alumni advisors Chuck Day and Mike Rice; and faculty and staff advisors Barry Latoszewski, Dr. Bonnie Knutson, Lena Loeffler, and Jamie Lyon. But none of this is possible without the donations, year after year, of alumni who supply the Auction “goods.”
The colors on Valentine’s Day were GREEN and WHITE in Atlanta, where the MSU Atlanta Alumni Club hosted a silent auction and game watch to benefit The School and its Alumni Association and student Hospitality Association.

Jocks and Jills in Atlanta was filled with Atlanta-area Spartans, as well as auction packages ranging from restaurant gift cards, hotel accommodations, signed Spartan and professional sports memorabilia, autographed books, and plenty of MSU-themed clothing, hats, and game-day items. An added bonus was the winning three-point shot by MSU’s Denzel Valentine in the final seconds of the MSU vs Ohio State basketball game—on Valentine’s Day, no less!

The School is grateful to all the generous silent auction donors, including School Alumni and restaurant industry legends Phil Hickey (BA ’77), who came through with Miller’s Ale House gift cards; and Dave George (BA ’79), who provided Olive Garden and Darden Restaurants gift cards. Hotel industry icon Alumnus Pete Weien (BA ’81) donated Gaylord/Marriott Opryland Resort hotel stays. There were signed balls from MSU basketball and football Coaches Tom Izzo and Mark Dantonio, respectively, and MSU Alumni and NFL points leader Morten Andersen (2,544 points!) donated signed footballs.

“What says love on Valentine’s Day better than enjoying MSU fellowship, the silent auction, and a winning basketball game against Ohio State?” asked Dan Burdakin (BA ’81), one of the event organizers. “It was fun for all attending and it raised lots of money for a good cause. GO GREEN!”

Dan had help from fellow School Alumna Allegra Johnson (BA ’91) as well as from MSU Alumni Gary Finnell, Mary Dogan Winslow, and Michael Fisher. The Atlanta silent auction raised over $3,100 to be added to the funds that were raised by The School’s Annual Destination Auction: Behind the Masque on Saturday, March 28, in East Lansing at the Kellogg Hotel & Conference Center on campus.

Alumnus Chuck Day (BA ’91), Destination Auction’s alumni advisor, was very appreciative of the Atlanta club’s efforts. “Each year we are so lucky to receive the generous support of our Spartan brothers and sisters in Atlanta. Our The School of Hospitality Business Alumni Team in Atlanta, affectionately called the A-Team, has fostered a wonderful relationship with the MSU Alumni Club of Greater Atlanta. Our partnership with them has helped this great event thrive for the benefit of our students!”

“No matter the distance, Atlanta to East Lansing, Spartan Alumni ‘give back,’” said Allegra. “It’s just extra special with southern hospitality added to it. The auction, the game, the camaraderie...SPARTANS WILL!”
Motown Influencers
Fourth Annual Networking Event for Metro Detroit’s Hospitality Business Alumni Raises Auction Funds

Over 40 Spartan alumni gathered at The Henry Autograph Collection Hotel on January 21, 2015, for the fourth annual Metro Detroit Alumni Networking Social. Hosted by General Manager Joe Shurmer (BA ’90), the event supported The School of Hospitality Business’s Destination Auction: Behind the Masque and allowed Spartan faithful to watch the MSU vs. Penn State basketball game (a 66-60 victory!) together.

The special evening was coordinated by Alumnus Kevin Swanquist (BA ’08), hospitality recruiter for Harper Associates. The guests—each of whom brought Auction donations—enjoyed complimentary dishes such as short ribs, sliders, and house-cured charcuterie, as well as beer and wine. Master of Ceremonies Mike Rice (BA ’91), general manager of the Quality Suites Lansing, welcomed everyone and introduced the Alumni Association’s tireless Auction Advisor Chuck Day (BA ’91), who presented two of this year’s Auction student leaders: CEO Josh Roberts (BA ’15) and COO Sammi Miller (BA ’16). The students explained the importance of the Auction in providing funds to The School’s students, giving them opportunities to travel to industry events, conferences, and professional development programs, and to network with School alumni.

Auction donations included cash, overnight stays at The Townsend Hotel, The Dearborn Inn, The Henry, Quality Suites Hotel Lansing, the Sheraton at Detroit Metro Airport, and Fairfield Inn & Suites Livonia. In addition, guests purchased tickets for a drawing with several prizes, including overnight stays at The Henry, The Dearborn Inn, and the Quality Suites Lansing; the book The Legacy of the Leader, about the storied history of The School, now in its 88th year; and the book Always in Good Taste, by legendary School professor Dr. L.J. Minor. All drawing proceeds benefited the Auction, as well, and Chuck Day reported at the end of the evening that cash, drawing, and retail value donations to Destination Auction had totaled over $2,000!

Mike Rice shared the Alumni Association’s plans for creating regional Hospitality Business Alumni Chapters in several cities, as well as a sneak peak at the new School Alumni website. Most of the guests stayed to watch the Spartan victory, and several took the opportunity to tour The Henry, rated the number-one hotel in Michigan by U.S. News & World Report Best Hotels in the USA for 2013.

“We are very excited about the direction our Alumni Association is taking,” said Mike. “We rely on enthusiastic alumni like Kevin and Joe and all those who attended tonight to continue our School’s leadership position in both academic and industry influence.”

Great Spartan memorabilia...

READY TO WATCH THE GAME

Josh Roberts (BA ’15) and Sammi Miller (BA ’16)

MARK YOUR CALENDAR FOR
THE 25TH ANNUAL DESTINATION AUCTION
FEBRUARY 20, 2016
Visit msudestinationauction.com

2015 SUPPORTING STUDENT TRAVEL TO INDUSTRY EVENTS, NETWORKING OPPORTUNITIES, AND PROFESSIONAL DEVELOPMENT
It was a Grecian Getaway on Saturday, April 11, when students in The School hosted the 64th annual Les Gourmets reception and dinner at the Kellogg Hotel and Conference Center.

Recreating the ambience and excitement of this unique and beautiful Mediterranean country, the 26 student members of the Les Gourmets executive board and over 100 volunteers provided a menu, entertainment, and décor to delight each of the senses.

Alumni, faculty and staff members, family and friends of students, and industry partners of The School were greeted at the reception in Big Ten Rooms B and C at 5:00 pm. Nautically-themed blues and whites gave the feeling of a coastal getaway, and entertainment included live Grecian statues and soothing harp music.

There were stations of Greek hors d’oeuvres, and signature drinks included a Metaxa Sour and Mediterranean gin and tonic.

At 7:00 pm, walls opened and guests were ushered into Big Ten Room A, decorated to evoke an elegant dinner in a courtyard in Greece. With table linens of ivory, napkins of blue, and floral centerpieces of fresh greens and whites, the room was a beautiful reflection of water, sand, and shimmering light. In fact, the entire dining area was surrounded by lit trees, while a two-piece Greek band and belly dancer entertained.

For 64 years, the Les Gourmets tradition has showcased the talents of School students, who spend an entire year planning the theme, menu, room décor, and service logistics. They also prepare for the marketing, financials, and human resource needs of the evening.

Les Gourmets CEO Taylor Steve (BA ’15) explained, “This year, we wanted to introduce a modern elegance. We focused intensely on using our graphics and logo; in our reception we eliminated large, handmade structures, and used simple, elegant décor. We wanted guests to be able to converse and enjoy each other’s company, and we ensured that our dinner service played to our volunteers’ strengths and effectively served our guests.”

The dinner included salad ala Greque and pita and tsoureki, followed by an intermezzo. The entrée, a tenderloin of beef en brochette and pan-seared jumbo scallops with pilaf of wild and brown rice with a mélange of mushrooms, was capped off by mini moussaka.

The dinner began with welcome remarks from School Director Dr. Michael McCall. Les Gourmets CEO Taylor Steve also welcomed the guests and CFO Sarra Serhane (BA ’15) introduced the executive board, noting the various ways throughout the year that the board prepared for this capstone event.

Also during the dinner, winners of the Chef Robert H. Nelson Les Gourmets Scholarships were announced. The five Les Gourmets student volunteers and leaders were selected by The School’s Scholarship Committee. Assistant Director of Undergraduate Academic Programs Jeff Yingling acknowledged Lauren LaFontaine (BA ’16), Sara Schumar (BA ’16), Joseph Mirsky (BA ’16), Megan Kelly (BA ’16), and Sarah Anderson (BA ’16). Scholarship committee member Dr. JaeMin Cha (MS ’98) said, “It was amazing to see students’ hard work. Certainly their teamwork and spirit of hospitality shined at this year’s Les Gourmets again!”

The Les Gourmets executive board was assisted through the year by Advisors Chefs Allan Sherwin (BA ’64) and Rick Brown. In addition, they received invaluable help over the weekend from nine guest chefs, nearly all of whom have returned to campus for many years to be part of the big event.
Alumnus and former CEO of Les Gourmets Alexandra Clark (BA ’10), of Detroit and Ann Arbor’s Bon Bon Bon, came to campus on April 6 to teach the students how to make bon bons using Greek-inspired flavors which the students then served during the dessert reception. “It was a blast!” said Taylor of Alexandra’s training session.

Les Gourmets always relies on generous alumni and chefs such as these, as well as a host of sponsors who purchase tickets and donate a wide variety of items, including wine, food, and more.

Other special guests included a Les Gourmets founder and CEO in 1959, Alumni Association Hall of Fame member Zoe Slagle (BA ’59, MA ’64); Alumnus and Hall of Fame member Angelos Vlahakis (BA ’51) who attended with his daughter Angela (and both are of 100 percent Greek lineage!); and Acting Dean of the Broad College of Business Sanjay Gupta and his wife, Kiran.

Alumni such as Zoe, Ange, and his wife Betty have been guests at dozens of Les Gourmets dinners over the decades. In fact, Ange explains, in 1966 he and Betty cut short their honeymoon in order to attend Les Gourmets that year! Of this year’s elegant evening, he said, “I was impressed by the unbelievable enthusiasm of all of the students. That is something that hasn’t changed over all these years. The students—past and present—are dedicated, hard-working, and successful.”

MARK YOUR CALENDAR FOR THE 65TH ANNUAL
Les Gourmets
APRIL 2, 2016
Visit msulesgourmets.com for details!
The Alumni Association of The School hosted Annual Gathering of Leaders on Monday, May 18, at the Sheraton Chicago Hotel & Towers during the National Restaurant Association Show. The event honored four extraordinary hospitality executives...

2015 Award recipients (left to right) Blair Wills (BA '02), Billy Downs (BA '88), Erik Liedholm (BA '93), and Ron Vlasic

EMERGING ALUMNUS LEADER

Erik Liedholm
Owner/Distiller, Wildwood Spirits Co. & Partner, John Howie Restaurant Group

Erik Liedholm (BA ’93) grew up in East Lansing, and his Wildwood Spirits Company is named for the street he lived on. The spirits were first created at MSU, where his father Carl is a popular Economics professor. Wildwood Spirits’ vodka, Stark Vatten, and gin, Kur, have received international acclaim, including the Best in Show at the 2014 World Wine and Spirits Competition in New York. Erik has an Advanced Level Sommelier (Level III) degree from the Court of Master Sommeliers and last fall won the Somm Slam competition at the International Chefs Congress in New York. He is an accomplished chef, the youngest member ever inducted into the Chicago chapter of the Les Amis d’Escoffier.

As partner and company wine director for John Howie Restaurant Group in Seattle, Erik and his wine lists have won numerous awards, including Best New Wine List in America by Food and Wine Magazine; Best Wine List in Seattle by seattle.citysearch.com; and Best of Award of Excellence by Wine Spectator magazine.

Recently, Erik became the Pacific Northwest’s first certified coffee sommelier, completing the Nespresso Coffee Sommelier certification program in Switzerland. An expert in wine, distilled spirits, and coffee, it is no wonder Erik is an engaging and popular guest speaker in The School’s classes when he returns to East Lansing! He is also a member of the Alumni Association’s Executive Board of Directors.

In his comments to the audience, Erik quoted Carl Sandberg, saying “Every blunder behind us is giving a cheer for us, and only for those who were willing to fail are the dangers and splendors of life.”

Erik spoke of his “foundations,” including a particularly tough first “real job” in haute cuisine; early work experience with Alumnus Angelos Vlahakis (BA ’51) and his wife Betty, who treated their waitstaff at Jim’s Tiffany Place with “dignity, respect, and humility;” parents who “never gave up on me;” and MSU professors who “provided solid analytical knowledge AND real world hospitality experience.” Erik told the students present that he hoped that as they “emerge,” they are able to find a partner in life and business as “spectacularly beautiful, smart, and funny as my wife Zoey. Everyone needs some extra support for their foundation.”
The School's faculty and staff, Thanking various members of The School's faculty and staff, Blair then gave the students words of advice, including:

- There are two directions in life: forward and reverse. If you're not moving forward, you're heading backward. Focus on working hard to always move forward and evolve. Don't get too comfortable.

- Make things happen; don't wait for them to happen.

- Don't be afraid to ask questions and don't accept “No” for an answer.

- Always take the time to listen; pick everyone's brain.

- Network—especially at events such as Annual Gathering of Leaders. Speak with alumni as well as your peers.

- Give back—be a mentor, and don't forget the people who helped and supported you.

- Celebrate and recognize the successes of the people you work with.

- Always do the right thing and maintain your integrity.

- Maintain a level of humility—don't ask anyone to do something you would not do yourself.

In 2010, Blair joined StepStone Hospitality, a sister management company to hotelAVE, as president and COO. The company specializes in management of full-service and select-service hotel and restaurant operations. He serves on The School's Alumni Association Appointed Board of Directors and The School's Real Estate Investment Management Advisory Council. Blair returns to campus frequently to guest lecture in Dr. Singh's Hotel Investments and Asset Management “short course” for students in the Real Estate Investment Management Specialization. He is an active participant in The School's Spartan Sponsors Mentor Program and has assisted students in the annual Hospitality Asset Managers Association student case study competition.

Accepting his award, Blair shared his gratitude for his family and girlfriend, and for the example of his father, whose successful career in the industry inspired him. Blair spoke of his mentors and business colleagues, Michelle Russo and Tom Russo, who took a chance on him in an internship, and now, years later, continue to support and teach him.

Thanking various members of The School's faculty and staff, Blair then gave the students words of advice, including:

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- Always do the right thing and maintain your integrity.

- Maintain a level of humility—don't ask anyone to do something you would not do yourself.
asy hospitality people, we are wired to serve; we are wired to take care of other people; and we are wired to help others.”

Billy Downs (BA ’88) Alumnus of the Year

Vision, where regular people do extraordinary events (marathons, triathlons and more) to raise funds for clean water.” As “hospitality people,” Billy said, “we are wired to serve; we are wired to take care of other people; and we are wired to help others.” He told the inspiring story of his work and service in Mongolia, providing critical assistance in the opening of the first American-franchised restaurant in that country, serving real Mongolian barbeque based on the ancient foods and cooking techniques. The restaurant helped provide the community in the impoverished nation with hope, jobs, and funds for Mongolian youth programs.

President of The School’s Alumni Association Chuck Day (BA ’91) said after the event, “Our honorees make us all very proud. Each of them is successful professionally, and each ‘gives back’ again and again. They are inspiring.”

Chuck also noted the gracious hospitality on display by the Sheraton Chicago Hotel & Towers staff and its General Manager Mark Lauer, a good friend to The School over many years.

Annual Gathering of Leaders was preceded by a day-long meeting of The School’s Alumni Association Executive and Appointed Boards of Directors, as well as an afternoon networking event for young alumni living and working in Chicago, alumni in town for the National Restaurant Association Show, and students in The School. Alumnus Mike Rice (BA ’91) coordinated the networking event, which was attended by nearly 70 people. A reception followed the award ceremony, allowing for continued relationship building.

Many thanks to the companies and individuals who supported our 2015 Annual Gathering of Leaders...

CORPORATE SPONSORS
Gold
The School’s Alumni Association
The School’s Director’s Fund
The School’s Hospitality Association
The School’s Student & Industry Resource Center (SIRC)
Silver
Kimpton Hotels & Restaurants
Bronze
First Hospitality Group
James McHugh Construction Company

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Platinum
Kevin J. Brown (BA ’77)
Billy Downs (BA ’88)
Erik Liedholm (BA ’93)
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Carl Liedholm
A.J. Singh
Silver
John Flood (BA ’80)
James L. McKillips (BA ’75)
William R. Tiefel (BA ’56)
Blair Wills (BA ’02)
Bronze
Matthew D. Anderson (BA ’09)
Jacob H. “Jerry” Best (BA ’59)
Dan E. Burdakin (BA ’81)
Shelley G. & Ronald F. Cichy (BA ’72, MBA ’77)
Richard C. Conti (MBA ’76)
Derek Daniels (BA ’94)
Dan W. Darrow (MBA ’61)
Kenneth D. Hill (BA ’56)
Karie & Aaron Ide (BA ’98)
John G. Malone (BA ’82)
Dan H. Mathews, Jr. (BA ’66)
Bob Pierce (BA ’83)
Jason Rabidoux (BA ’04)
James F. Rainey
Zoe P. Slagle (BA ’59, MA ’64)
Other
Laurence M. Brown (MBA ’65)
Jessie Lindner (BA ’13)
Luke Magnini (BA ’12)
Cheryl A. Schubel (BS ’83, MBA ’93)
James V. & Kathleen M. Swanson
Eleven students traveled to Chicago during the NRA Show to attend Annual Gathering of Leaders and participate in a number of professional development activities arranged by the Student and Industry Resource Center (SIRC) and its director, Authella Collins Hawks. Sara Schumar (BA ’16) helped coordinate the students.

In addition to their busy itinerary, the students and Ms. Hawks made an impromptu visit to Pinstripes, a new company recruiting with The School. Pinstripes is an upscale, cook-from-scratch restaurant with a bowling alley and bocci ball. “We happened to pass it as we were going to another venue,” explains Ms. Hawks, “so I ran in and asked if we could have a tour. The assistant general manager, Kyle Theil, readily agreed and gave us a personal tour on the spot. We learned that they had just hired one of our graduates, Sean Burnock (BA ’14), and that another alumnus is joining soon! What a great example to the students of real hospitality.”

**Students’ Itinerary**

- **Lowes Chicago Hotel/Rural Society Restaurant tour and tasting**
  Host: Michael Smith, Assistant Director of Food and Beverage

- **Sheraton Chicago tour and continental breakfast**
  Host: Mark Lauer, General Manager

- **RPM Italian tour and tasting**
  Host: Tim Wickes (BA ’12), Manager

- **NRA Show and keynote presentation**

- **HIRE corporate networking reception**
  Driehaus College of Business, DePaul University Loop Campus - DePaul Center
  Hosts: Marriott, Hyatt, and Sodexo

- **Lettuce Entertain You Enterprises Restaurants at the Water Tower, Ghirardelli’s for ice cream and a waterfront visit**

- **International Food Service Manufacturer’s Association Gold & Silver Plate Awards**
  Renaissance Blackstone Chicago Hotel - Ballroom
  Host: John Flood (BA ’80), Vice President/General Manager, Wayne Farms, LLC

- **Young Alumni Network Gathering**

- **Annual Gathering of Leaders award ceremony and reception**

- **Trump International Hotel and Tower visit**
  Host: Chrissy Dwyer, Senior Private Events Sales Manager
Hospitality executives help drive rich content and advise on issues

A record-breaking 48 members of The School’s Real Estate Investment Management Advisory Council came to campus on April 9 and 10 for their annual spring meeting.

Dr. A.J. Singh, Hilton Hotels Fellow and professor and director of the REIM Specialization, and Dr. Ray Schmidgall, Hilton Hotels professor of Hospitality Financial Management, hosted the Advisory Council proceedings, which opened with a Thursday evening reception and dinner at the University Club of MSU.

“This is a dynamic group of people dedicated to our students and to making sure they are ready for rewarding careers in this growing and complex segment of our industry,” said Dr. Singh.

The group was welcomed by new Director of The School, Dr. Michael McCall, who pledged his support for the REIM efforts of The School and the Advisory Council. School faculty members Dr. Bonnie Knutson and Dr. Jeff Elsworth also added to the day’s events by interacting, networking, and assisting with student and industry dialogue.

The full day on Friday began with an introduction from Alumnus and REIM Council Member Richard Farrar (BA ’73). Next on the agenda was an impressive presentation by four of the five REIM Specialization students who developed the “NOMAD” economy hotel concept earlier in the year and with it took first place in the student competition at the North America Hospitality & Tourism Investment Conference (NATHIC) in Chicago. Throughout the year, the NOMAD group has continued to impress individual investors and at conferences such as Americas Lodging Investment Summit (ALIS). (See page 26 for more information about NOMAD.)

The rest of the morning was devoted to a “New Brand Development” panel discussion. The panel included:

- Stephanie Ricca, editor-at-large for HotelNewsNow, as moderator
- Jim Anhut (MBA ’85), senior vice president, Design and Quality with InterContinental Hotels Group (IHG)
- Andrew Alexander, president of Red Roof Inn
- Chris Burdett, regional director, North American Development, for Best Western International
- Gary Steffan, brand president for Canopy by Hilton
- Ron Stewart, area vice president for the Western Region for Lodging Development with Marriott International

In addition to commenting on the NOMAD presentation, the panel members discussed a wide range of trending topics related to the industry.

Following the brand panel discussion the entire Advisory Council engaged in a roundtable discussion on a variety of industry current issues and trends. Both the panel and the roundtable discussions appear online at HotelNewsNow.

“Our discussions really reflect the latest thinking in the industry,” said Jim Anhut. “And The School’s student-centered priority is evident: the REIM students participated with us all morning, absorbing our comments and predictions.”

Dr. Bonnie Knutson, an expert on strategic marketing, supplemented the industry discussion with the latest research on consumer trends.

The afternoon on Friday brought a report from The School’s Assistant Director of Undergraduate Academic Programs Jeff Yingling. Drs. Singh and Antoinette Tessmer, professor of Finance in the Broad College of Business, outlined a proposal for a new “Excel Modeling” workshop.

Dr. SeungHyun (James) Kim gave the Council an update on relevant faculty research and shared survey results on investor decision-making criteria. The School’s Student and Industry Resource Center (SIRC) Director Authella Collins Hawks provided information on the latest recruitment partners and placement numbers.

The Council also received a student perspective from the president of the Real Estate Investment Club (REIC), Megan Maas (BA ’15), who is also a member of the NOMAD team. She outlined the many activities and travels of the REIC, including its educational/professional development spring break trip to San Juan, Puerto Rico, hosted and arranged by Alumnus and developer Hugh Andrews (BA, ’71, MBA ’72), CEO of International Hospitality Enterprises, Inc. (See REIC story, page 23.)
and trends...

The School’s Coordinator of Alumni Relations and Development, Lena Loeffler, reviewed upcoming Council activities, including attendance at the October 22, 2015, Disruptive Innovation Forum in San Francisco.

Alumnus John Theuer (BA ’83, MBA ’83), CFO with Pizza Studio, spoke on the possibility of extending The School’s REIM Specialization to students interested in the development segment of the food and beverage industry.

Dr. Ernie Betts, assistant dean of Multicultural Business Programs in the Broad College, then discussed a proposed Cuba Investment Tour following the easing of travel restrictions and MSU’s license for education and research. The trip is proposed for March 2016, and as many as 15 Council members expressed interest.

The day ended with Council members providing one-on-one mentoring with students in the REIM Specialization, which, for students, may prove to be the most valuable aspect of the Advisory Council’s visit to campus! Megan said, “It is incredible that these influential individuals, with so many demands on their time, take the time and effort to help us each individually. I know they have opened doors for our graduates, and we appreciate them very much.”

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**REIC STUDENTS get front row seats to hospitality real estate and development in action**

As it has done in past years, The School sent several members of its Real Estate Investment Club (REIC) to San Juan, Puerto Rico, for a spring break 2015 experience that is far more than sunning on the beach.

Alumnus Hugh Andrews (BA ’71, MBA ’72), founder and CEO of International Hospitality Enterprises (IHE) in San Juan, and Assistant to the CEO Ruben Estrada (BA ’00), hosted ten students, all of whom are enrolled in The School’s Hospitality Business Real Estate Investment Management Specialization. Traveling with them was Assistant Director of Undergraduate Academic Programs Jeff Yingling.

The group’s transportation on the island, many meals, accommodations (at the spectacular Condado Vanderbilt Hotel!), and professional development experiences were all provided by Mr. Andrews and his IHE staff. And the itinerary was packed with learning from the very best about hotel management, development, financing, and “Thinking Like The Owner,” a phrase coined many years ago by Mr. Andrews to describe how The School’s students differentiate themselves in the industry.

After arriving in San Juan, the students met on March 9 with Condado Vanderbilt Hotel Manager Efrain Rosa and General Manager Nicholas Gold to discuss preopening experiences and the fiduciary responsibility of managers with owners. IHE President José Suárez then provided an in-depth look at the development and financing of the Condado Duo project: the renovation of both the Condado Vanderbilt and another landmark, La Concha Renaissance Resort and Casino.

A tour of the Doubletree San Juan followed that afternoon with General Manager Yodil Cabán, who also discussed asset management and managing a mixed-use property.

The next day, the students toured La Concha Resort with Hotel Manager Mike Rivera and met with him and General Manager Luis Rivera to talk about the La Concha market and the challenges of building while meeting market and brand standards. They later met with IHE Director of Special Projects Ricky Daz to discuss condomoxels.

The afternoon on Tuesday was devoted to a tour of the Condado Palm Inn with General Manager Henry Neumann and a first-hand view of changing the performance of an asset.

Wednesday brought a tour of the Courtyard Isla Verde Beach Resort with General Manager José Padin, who gave students his thoughts on the need to renovate from the owner’s perspective.

The group took a break from hotel development talks to spend the afternoon at the famous El Yunque Rainforest.

Back at it on Thursday, they toured the El Convento Hotel in the heart of Old San Juan and met with Peter Hoppgood, IHE vice president of Sales and Marketing, who presented information about marketing in the development and pre-opening stage of a hotel. They also spoke with Financial Advisor John Richardson on real estate financing and project valuation.

That evening the students had the privilege of enjoying dinner at the Condado Vanderbilt with Mr. Andrews. In what resembled an information-packed graduate seminar, he discussed IHE and hotel ownership, development, and management in Puerto Rico.

“These tours and meetings have been invaluable,” said REIC President Megan Maas (BA ’15). “Because of this trip, we all have a broader perspective, a better education, and a greater enthusiasm for our industry.”

Jeff Yingling agreed: “Our students take relevant and rigorous courses and are required to complete two meaningful internships. But professional development experiences such as this truly complement the curriculum—and make our graduates more attractive to recruiters.”

On Friday, Mr. Andrews hosted the students aboard The Barracuda for an outing to Fajardo, a private island, and a day in the sunshine, with catering by La Concha!

The students are well aware of their good fortune. “It is Alumni such as Mr. Andrews that take a School from great to spectacular,” said Jake Beachum (BA ’15), vice president of finance for the Real Estate Investment Club and the group’s “travel manager.” “We will never be able to adequately thank Mr. Andrews and Mr. Estrada for giving us ‘front row’ seats to hospitality real estate and development in action.”

Mr. Andrews has long supported The School with generous endowments and trips such as this. His commitment to the students is extraordinary. He was inducted in The School’s Alumni Association Hall of Fame Class of Builders in 1998. International Hospitality Enterprises is widely known as the leader in Puerto Rico in developing and managing award-winning hotels and casinos. The company’s success in rebranding and repositioning the hotels in its portfolio is unmatched—and serves as a real-world classroom for students passionate about this segment of the international hospitality industry.

“The School is honored by Mr. Andrews’ continued partnership and his support of our students,” said School Director Dr. Michael McCall. “He is inspiring to our students and reflective of our remarkable alumni.”

Endowments in The School established to fund student travel helped cover a portion of each student’s expenses, as did IHE.
Taking Students Beyond the Bounds of the Classroom

The Americas Lodging Investment Summit (ALIS) in Los Angeles took on added meaning for the four students from The School of Hospitality Business who traveled with Dr. A.J. Singh January 25–28, 2015, for the annual global gathering of hotel industry leaders in Real Estate Investment Management. This year, they were part of the deal-making action—not just learning about it.

A little background: The Americas Lodging Investment Summit, founded and produced by School Alumnus and Hall of Fame Class of Developers Member Jim Burba (BA ’77) and his company, Burba Hotel Network (BHN), this year drew close to 2,800 participants. The event’s theme “Don’t Worry Be Happy,” captured the positive mood of all who gathered, including hotel investors, owners, lenders, developers, management companies, financial advisors, real estate intermediaries, consultants, lawyers, designers, and architects—as well as government and tourism officials and the media.

Each year, Dr. Singh, director of The School’s Hospitality Business Real Estate Investment Management Specialization attends ALIS with a group of students who are enrolled in the Specialization and who lead The School’s Real Estate Investment Club (REIC). They participate in educational sessions, network with alumni and industry leaders in the field, and volunteer at ALIS. Their travel is covered by endowments for student participation in industry conferences and professional development experiences.

This year, the four students did more. Megan Maas (BA ’15), president of The School’s REIC, Jake Beachum (BA ’16), Megan Stephanie (BA ’15), Joaquin de la Cerda Harlow (BA ’15), and December graduate Chase Reinis (BA ’14), pitched their award-winning hotel concept, “NOMAD,” to Marriott International Senior Vice President of Architecture and Construction Karim Khalifa. Working together since early September, the team had won first place in November’s “Firing Squad” competition at the North America Hotel Investment Conference (NATHIC) in Chicago with NOMAD, proposing to redefine economy lodging for millennials. (See article on page 26 — NATHIC.)

NOMAD got noticed. General Manager Erik Palmer invited the students to tour a newly-developed, dual-branded Residence Inn and Courtyard by Marriott hotel. In addition, the group received invitations from Mr. Khalifa; Alumnus John Pharr (BA ’69), president of Strand Development Company, LLC; and David Kong, president of Best Western, to attend the New Hotel Brand Launch events at ALIS. There, they learned about the creation of Moxy by Marriott, Vibe by Best Western, and Curio and Canopy by Hilton.

“I believe our students are very well aware of just how fortunate they are to receive such positive attention from some of the highest-level executives in this field,” said Dr. Singh. “The kinds of experiences and education they have had at ALIS are beyond the bounds of the classroom.”

Alumnus Richard Farrar (BA ’73), principal with Farrar Consulting, traveled to LA to be with the students, as well. He said, “Our students are impressive, and shine in situations requiring professionalism and enthusiasm for the industry. You simply cannot buy this kind of exposure.”

Even before ALIS began, the students met with Jim Burba and Alumnus Jonathan Zink (BA ’04), conference manager for BHN, for one-on-one mentoring sessions. And one of the educational sessions they attended included their own professor Singh on the panel, “Hotel Investments 101.” They also were present during the presentation of the Lifetime Achievement Award to Bob Hazard, retired CEO of Choice Hotels. Bob, in his comments, referred the contributions of former School Director Dr. Ron Cichy (BA ’72, MBA ’77).

“We were very proud to represent our School, and to know that The School is so highly regarded in the ‘real world,’” said student Joaquin de la Cerda Harlow (BA ’15).

Alumnus John Belden (BA ’85), president and CEO of Davidson Hotel Company, hosted The School’s annual networking social event on Tuesday evening, January 27, in the Conga Room at LA Live. What began several years ago as a small alumni gathering arranged by Alumnus Ryan Meliker (MBA ’05) has grown into a “must-attend” event with close to 90 Spartans and industry movers and shakers. The students were introduced and once again had the opportunity to network with the guests.

In addition, John Belden recognized Alumnus Jim Anhalt’s (MBA ’85) record-breaking fundraising effort for last fall’s Celebration of Leadership at The Waldorf, where The School’s Alumni Association named Kirk Kinsell Industry Leader of the Year. Jim is senior vice president, Design and Quality, for InterContinental Hotels Group, and helped coach the NOMAD group.

Also introduced at the event was next fall’s Industry Leader of the Year, Mark Laport, president of Concord Hospitality Enterprises, Inc. Finally, donation requests were made for The School’s annual Destination Auction: Behind the Masque, which would be held Saturday, March 28.

Overall, ALIS provided educational, deal-making, and networking opportunities. For The School and its students, faculty, and alumni, it was also full of Spartan influence and pride.

“I am so impressed with the students, with Dr. Singh, and with the many School alumni who help make this industry great,” said Michael Moriarty (BA ’11), associate with Eastdil Secured. “It’s an honor to be among them.”

Student Jake Beachum (BA ’16) said it another way: “Spartans Will.”

“We were very proud to represent our School and to know it is so highly regarded in the ‘real world.’”

Joaquin de la Cerda Harlow (BA ’15)
A team of students from The School presented their research at the spring meeting of the Hospitality Asset Managers Association (HAMA) in Dallas on May 1, 2015, as part of the fourth annual HAMA Case Study Competition.

Emilio Arribas (BA '15) and Jennifer DiGiovanni (BA '16) were chosen from among three other teams of students in The School to represent MSU in the competition. The other universities who sent a student team to Dallas were Cornell University, Penn State University, and University of Denver.

The MSU students are both enrolled in The School’s Hospitality Business Real Estate Investment Management (REIM) Specialization. They chose from among several HAMA-approved topics to research and write a 10-page paper and prepare a PowerPoint presentation. They addressed the membership of HAMA with the topic “WIFI Solutions” and they earned praise for providing detailed evidence of financial benefits if hotels would:

- Use one provider for everything in the property relating to WIFI
- Create a space for advertisements for the hotel as guests log in or boot up, and at regular intervals thereafter
- Add value to the in-room experience

Each team also had access to the expertise of several industry mentors. Most are School alumni and each is a member of The School’s Real Estate Investment Management Advisory Council:

- Rich Niedbala (BA ’82), senior vice president, Lodging Capital Partners, LLC
- Blair Wills (BA ’02), president/COO, StepStone Hospitality
- Katherine Button (BA ’03), vice president, Investment Management, Sage Hospitality
- Clarissa Elzinga (MBA ’79), vice president asset management, Xenia Hotels & Resorts
- Eric Habermann, senior vice president, Asset Management, Host Hotels & Resorts

Rich even went the extra mile at the HAMA meeting, giving the team last-minute presentation tips before they went onstage.

“All of our mentors not only gave us important feedback, but confidence, as well,” said Emilio. Jennifer agrees, explaining, “When our alumni encourage and believe in us, we know we’re ready!”

“All of the students’ submissions were outstanding,” said Dr. Singh. “But I am very proud of Emilio and Jennifer for representing The School so professionally.”

HAMA provided accommodations and expenses to the students who traveled to Dallas, and The School covered their airfare with scholarship endowments established for student travel.

The three teams from The School who did not present at HAMA will have the opportunity to present their work in other forums. Dr. Singh says, “Yunwei Zhang’s (BA ’18) paper, ‘Alternatives to Room Service,’ was reviewed, revised, and submitted to the Journal of Hospitality Financial Management as an invited paper, and will be published.”

The project prepared by Cameron Armstrong (BA ’16) and Spencer Ruman (BA ’15) is titled, “Adopting and Adapting: A Summation and Strategy Regarding Minimum Wage Increases.” Jason Price (BA ’18) and Zach Repka (BA ’17) researched the topic “Rising Health Care Costs.” Both groups’ work will be fine-tuned during the summer and the students will have the opportunity to present their work at an industry forum in Washington, DC, in September.

“Our mentors not only gave us important feedback, but confidence as well.”

Emilio Arribas (BA ’15)
The competition is called “The Firing Squad: Where great ideas are executed.” Teams from New York University, DePaul University, and MSU stepped in front of a Firing Squad of industry veterans to give a ten-minute presentation (three-minute video, six-minute PowerPoint, and one-minute closing) proposing a new brand concept.

Each team adhered to strict guidelines that included a food and beverage concept, initial development plan/site, new build and/or conversion ideas, marketing concepts, and more. Following each presentation, the teams were on the clock to answer rapid-fire questions from the panel.

“The students had to think on their feet and be very well prepared,” said Dr. A.J. Singh, director of The School’s Real Estate Investment Management Specialization and the team’s head coach. “They presented themselves beautifully. It’s as though they are already professionals, working in the industry.”

Working together since early September, team members Megan Maas (BA ’15), president of The School’s Real Estate Investment Club, Chase Reinis (BA ’14), Jake Beachum (BA ’16), Megan Stephanic (BA ’15), and Joaquin de la Cerda Harlow (BA ’15), wowed the audience with the concept “NOMAD,” which proposed to redefine economy lodging for millennials.

“Competition sparks creative brand concepts and Spartan team wins first place—again!”

“I am very proud to have been part of the team for this year’s NATHIC competition. We had an excellent team this year and I truly believe our concept was unique. This has been one of the most challenging yet gratifying experiences and I am so happy that I could represent The School. I am particularly thankful for the professors and MSU Alumni who were not on the team, but guided us through this experience as their assistance and support are what gave us the motivation to continue.”

Jake Beachum (BA ’16)
Megan explained that NOMAD is a modern economy hotel with small, functionally designed guestrooms and more common space so that people can be “alone together.” It also features “Unwind,” an automated wine bar; “Revive,” a self-check-out mini market; mobile check-in; and modular construction. She said, “Our target guests are tech savvy, they desire authenticity, and they are looking for a hotel that provides both a modern image, as well as value. The name ‘NOMAD’ refers to a modern nomad: a person who is constantly on the go, traveling from place to place, and connected to their network by technology.”

Three industry mentors who helped bring NOMAD to the finish line included School Alumni Jim Anhut (MBA ’85), senior vice president of Design and Quality for InterContinental Hotels Group; Richard Farrar (BA ’73), president, Farrar Consulting; and Michael Kitchen (BA ’09), vice president of Acquisition and Development for Aparium Hotel Group. They agreed that the students took a bold step in creating NOMAD, a semi-prefab modular lodging product competing in the economy sector with a trendy twist geared for those 25-45 years old. Richard said, “They nailed every part of the presentation from concept to Q & A, with a truly outstanding video promoting their new NOMAD brand. It came to life for the five Firing Squad judges and the entire audience of 250 people. Spartans Will...and Spartans Did!” Indeed, several conference attendees were so impressed they gave team members on-the-spot job offers, and there was genuine interest from investors, with additional opportunities for the winning team to make their presentation at industry conferences in the future.

And that’s not all. Hotel industry legend and MSU Alumnus Jack DeBoer (MSU BA ’52), who delivered the NATHIC keynote address, was so proud of the students, he flew them home in his private jet with an offer to mentor the students. “It is hard enough to compete against such prestigious schools and take home the prize once, but in order to win back-to-back NATHIC Firing Squads, our team really had to set the bar high. This competition brings to life the challenges hotel companies face to differentiate their brands as they develop new ones. The Firing Squad has allowed me to recognize the strengths and abilities I have developed while I have been a student. I am very grateful to The School and its faculty for the opportunities I have been granted and the doors they have opened.”

Chase Reinis (BA ’14)

“I am particularly thankful for the professors and MSU Alumni who guided us. Their assistance and support are what gave us the motivation to continue.”

In addition to Dr. Singh, the team had guidance from Acting Director and Professor Dr. Bonnie Knutson and from Dr. Ray Schmidgall. Drs. Jeff Beck, Lu Zhang, and Jeff Elsworth gave valuable feedback before the presentation.

Energized by the students’ success, Dr. Knutson said, “General Douglas MacArthur said, ‘A true leader...becomes one by the quality of his actions and the integrity of his intent.’ This quote applies perfectly to our team because the actions of all five of our students contribute to the success of their NOMAD concept. And at the same time, their integrity shone brightly through their passion, their hard work, and their professionalism. They represented themselves, our School, and our University with honor. They are truly tomorrow’s leaders.”

Hotel industry legend and MSU Alumnus Jack DeBoer (MSU BA ’52), who delivered the NATHIC keynote address, was so proud of the students, he flew them home in his private jet with an offer to mentor...

This inaugural event featured educational sessions presented by panels of MSU faculty leaders and travel, tourism, and hotel executives. They discussed the impact of the Travel Promotion Act passed in 2010 to spearhead the nation’s first international marketing effort to increase the number of travelers who visit the United States, as well as the efforts to pass the bill that would extend its provisions, the Travel Promotion, Enhancement, and Modernization Act of 2014.

Also discussed were the activities of Brand USA, a nonprofit private-public partnership created by the 2010 Act with the mission of increasing international visitation to the United States—leveraging the power of travel and tourism as the fastest path to creating jobs and strengthening the economy.

Eight select students from The School of Hospitality Business at MSU attended the Green & White Forum, learning from and connecting to the wide range of hospitality industry leaders, alumni, and legislative and association staff members. They also had the privilege of touring Choice Hotels headquarters and the Marriott International headquarters, thanks to Alumnus and retired Marriott International executive Richard Farrar (BA ’73). The students were hosted by Steve Joyce, president, and Michael Lusick, Choice’s senior director of Brand Operations for Cambria Hotels & Suites, as well as Carol Wagner (MBA ’85), senior vice president of Development Planning & Feasibility for Marriott International.

Beginning in the late afternoon on Thursday, the first session was titled “The Financial Impact of the Travel Promotion Act Research Summary,” conducted by:

- Dr. Mark Johnson, professor of practice, Finance, Eli Broad Graduate School of Management, Michigan State University
- Dr. A. J. Singh, professor, Hilton Hotels fellow and director, Hospitality Business Real Estate Investment Management Specialization, The School of Hospitality Business, Michigan State University

The session summarized the impact of the Travel Promotion Act on hotel stock returns. Using an event study methodology, it showed a significant positive effect to the average hotel firm of two percent or over $1 billion.

The first session was followed by two legislative presentations discussing the proposal to pass the Travel Promotion Act for 2014 and an introduction to the role of Brand USA in driving economic returns from international travel to the USA. Presenters were:

- Mr. Craig Kalkut, vice president of Governmental Affairs, American Hotel & Lodging Association
- Ms. Carroll Rheem, vice president of Research and Analytics, Brand USA

A panel discussion moderated by Dr. A. J. Singh focused on insights, strategies, and implications for individual hotel firms associated with the passage of the Travel Promotion Act and creation of Brand USA as a destination marketing organization. Executives on the panel included:

- Mrs. Cindy Braak, senior vice president, Finance Business Partner Global Lodging Services at Marriott International
- Mr. D. Eric Habermann, senior vice president, Asset Management Host Hotels & Resorts
- Mr. Geoffrey Ryskamp (BA ’06), senior manager – Hospitality Travel & Leisure at Medallia
- Mr. Charles Paloux, vice president of Asset Management, Hersha Hospitality Trust

A “power networking” reception allowed students and faculty to interact and reconnect with several DC-based alumni. “I felt honored to be in the company of the alumni from our School who are always so supportive of students,” said Megan Maas (BA ’15), an Honors College student in The School who was president of the Real Estate Investment Club. Regarding the Forum and headquarters tours she said, “We learned a great

“What really impressed me was the way MSU researchers shared their practical data and the potential impacts on our economy if Brand USA is not renewed. [This] was a great way to bring together experts from the University and hospitality industry to help us all learn more and perform better.”

Phil Allison (MBA ’94)
deal about the benefit of marketing travel and tourism in the U.S., and we appreciate the chance to learn more about Choice Hotels and Marriott International. The top executives at those companies were so gracious in sharing their time and knowledge with us.”

The evening then continued with a welcome and introduction by Acting School Director and Professor Dr. Bonnie Knutson. She provided an update on the University, the Broad College of Business, and The School. Four featured speakers capped the evening by discussing macro-level facts and figures, the need for advocacy, hotel industry strategies, and the implications of the passage of the Travel Promotion Act and creation of Brand USA. The evening session titled “How America Markets Itself to the World,” included the following speakers:

- Mr. Roger J. Dow, president and chief executive officer, U.S. Travel Association
- Ms. Vanessa Sinders, senior vice president and department head of Governmental Affairs, American Hotel & Lodging Association
- Mr. W. Edward Walter, president, chief executive officer and director, Host Hotels & Resorts
- Mr. James F. Kaufman (BA ’75), president, U.S. & Canada, the Americas, Marriott International, Inc.

With a base-line understanding of the Travel Promotion legislation and Brand USA, the executives in the panel discussion presented a very positive outlook for international travel to the U.S. and how they plan to align the growth in this segment with their investment decisions and marketing strategies.

Ed Walter used travel demand facts and figures to make a clear argument for the role of international travel in generating incremental demand. Jim Kauffman (BA ’73) shared international visitor market statistics and emphasized the need to align distribution channels with international source markets. Roger Dow and Vanessa Sinders highlighted the intricacies of the legislative process in Washington, DC, and re-emphasized the importance of supporting Brand USA.

“An understanding of the impact of key legislation and policy decisions on the financial performance of firms in the hospitality industry is important for students, researchers and industry executives,” said Dr. Singh. “This Forum, with its presentations and discussions, improved our understanding of the Travel Promotion Act and Brand USA.”

Dr. Singh also expressed his gratitude for the planning and logistical support from the MSU Alumni Association East Coast team, led by Kim Kittleman, and the leadership provided by Geoffrey Ryskamp (BA ’06) and Richard Farrar (BA ’73), both DC-area alumni actively involved in promoting the event.

“It was amazing to see the response to the event,” Dr. Singh continued. “John Belden (BA ’85), president of Davidson Hotels, registered five of his executives to attend.” Alumni Relations and Development Coordinator in The School Lena Loeffler agreed: “Attendance far exceeded our expectations and we hope that the inaugural event leads to an even larger participation next year.”

“I came to the Green & White Forum to connect with fellow School alumni, MSU faculty, and others in the industry in the DC area,” said Phil Allison (MBA ’94), deputy director of Business Services at the U.S. Naval Academy. “But what really impressed me was the way MSU researchers shared their practical data and the potential impacts on our economy if Brand USA is not renewed. It was a great way to bring together experts from the University and hospitality industry to help us all learn more and perform better with this knowledge.”

“This was a very successful collaborative effort,” said Dr. Knutson. “The participants came away better informed and connected, and that’s a good thing for our industry, for our alumni, our students, and for MSU.”

Students selected to attend the inaugural Green & White Forum also had the opportunity to tour Choice Hotels and Marriott International headquarters. They are shown here with Michael Lusick with Choice Hotels and Authella Collins Hawks.
DEEPLY ENGAGED in bringing the industry into the classroom—

Students in The School have an automatic edge over others in the hospitality industry because classrooms are often forums for industry experts and their success stories. Alumni and School friends come to campus regularly to share knowledge and mentor.

SIRC-ARRANGED GUEST SPEAKERS

September 24, 2014
ERNST & YOUNG
Paul Finstad (BA ’13), Analyst
HB 382 – Hotel Real Estate Development, taught by Dr. A.J. Singh

October 22, 2014
MARRIOTT INTERNATIONAL, INC.
Alan Tuttle, Manager University Relations and Talent Acquisition
HB 307 – Hospitality Human Resources, taught by Dr. Carl Borchgrevink

October 22, 2014
MGM Resorts
Lisa Williams, Executive Director of Sales and Andre DuPerry, Director of Purchasing
National Society of Minorities in Hospitality (NSMH) meeting and Open House

February 26, 2015
LEY RESTAURANTS
Jody Larry, Director of Human Resources
HB 267 – Food & Beverage Management, taught by Dr. Jeff Elsworth
Alexandra Wendland and Christina Dace (BA ’05)
General Managers of Levy’s Suites at Ford Field
HB 405 – Advanced Food & Beverage Management, taught by Dr. JaeMin Cha

February 25, 2015
OMNI HOTELS AND RESORTS
Nora Bartlett (BA ’04), Human Resources Coordinator
HB 307 – Hospitality Human Resources, taught by Dr. Carl Borchgrevink

March 3, 2015
WHITE LODGING SERVICES
Christina Swanson, General Manager
HB 375 – Hospitality Marketing, taught by Dr. SeungHyun (James) Kim
Brooklynn Luedke, Regional Talent Acquisition Manager, Human Resources
HB 307 – Hospitality Human Resources, taught by Dr. Carl Borchgrevink

March 19, 2015
J. ALEXANDER’S
Lisa Nelson, Director of Recruiting and Management Development
HB 267 – Food & Beverage Management, taught by Dr. Jeff Elsworth
HB 486 – Advanced Hospitality Marketing, taught by Dr. Jeff Beck

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Jody Larry, Director of Human Resources
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WHITE LODGING SERVICES
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HB 375 – Hospitality Marketing, taught by Dr. SeungHyun (James) Kim
Brooklynn Luedke, Regional Talent Acquisition Manager, Human Resources
HB 307 – Hospitality Human Resources, taught by Dr. Carl Borchgrevink

March 19, 2015
J. ALEXANDER’S
Lisa Nelson, Director of Recruiting and Management Development
HB 267 – Food & Beverage Management, taught by Dr. Jeff Elsworth
HB 486 – Advanced Hospitality Marketing, taught by Dr. Jeff Beck

Speaking weekly from February 20 through April 9 for Dr. A.J. Singh’s HB 490 – Hotel Investments and Asset Management

• Richard Niedbala (BA ’82), CHAM
  Senior Vice President
  Lodging Capital Partners

• Eric Hassberger
  Senior Vice President, Asset Management and Acquisitions
  Strategic Hotels & Resorts

• Chuck Day (BA ’91)
  Regional Director, Revenue Management Services, Americas, for IHG
  InterContinental Hotels Group

• Amar S. Patel
  Principal, Vice President of Acquisitions
  Naman Hotels

• Geoffrey Ryskamp (BA ’06)
  Senior Manager, Hospitality, Travel & Leisure
  Medallia

• Eric Haberman
  Senior Vice President, Asset Management
  Host Hotels & Resorts

• Anna Christian (BA ’09)
  Asset Manager
  Goldman Sachs

• Jason C. Rabidoux (BA ’04), CHA
  Vice President, Business Development
  Davidson Hotels & Resorts

• Karen Berg
  Vice President, Global Pricing Strategy
  InterContinental Hotels Group

• Patrick McMonigle (BA ’91)
  Vice President
  RockBridge Capital, LLC

• Blair Wills (BA ’02)
  President & COO
  StepStone Hospitality

• Katherine Button (BA ’03)
  Vice President,
  Hotel Investment Management
  Sage Hospitality
connections

We thank the many industry experts who came into The School classrooms during the 2014-2015 academic year.

Intensive seminars and courses for students enrolled in the Real Estate Investment Management Specialization (Dr. A.J. Singh)

September 18-19, October 3, and November 14
IN-THE-FIELD HOTEL VALUATION WORK (Conducted by Jones Lang SaSalle Hotels & Hospitality Group)
Adam McGaughy (BA ’91), Managing Director
John Nugent, Senior Vice President
Stephany Chen (BA ’09), Associate

October 10-11
FINANCING HOSPITALITY ENTERPRISES (sponsored by Wells Fargo Hospitality Finance Group)
Vernon Chi, Senior Vice President
Margaret Lyeth, Assistant Vice President
Daniel Sullivan, Executive Vice President and Senior Credit Officer

Guest Speaker in Dr. MiRan Kim’s HB 105 – Service Management
Rein Kansman (BA ’80)
President
Life in Balance, LLC

Speaking in Professor Rice’s HB 489 – Hospitality Business Strategy (Spring 2015)

• Kurt Wisniewski (BA ’94)
  Business Development Manager
  Starbucks Coffee Company

• Jeremy Mourey (BA ’00)
  Corporate Operations Director
  Premiere Foodservice

Speaking to students in Professor H. Michael Rice’s HB 347 – Foodservice Distribution Channel (Fall 2014)

• Marta Mittermaier
  Manager, Support Services
  MSU Food Stores

• Todd Loefler
  Procurement Coordinator
  MSU Food Stores

• Don Swanson (BA ’77)
  Service Manager
  MSU Food Stores

• Cindy Baswell
  Manager
  MSU Bakery/Commissary

• Kurt Kwiatkowski (BA ’96, MS ’05)
  Executive Chef
  MSU Culinary Services

• John Flood (BA ’80)
  Vice President/General Manager
  Further Processed Business Unit
  Wayne Farms

• Dave DeWalt (BA ’79)
  President/CEO
  Franklin Foodservice Solutions

• Stu Wolff (BA ’82)
  Executive Vice President
  Acosta Sales and Marketing

• Dave Ketelar
  Vice President, Sales and Marketing
  US Foods

• Josh M. Wolff (BA ’13)
  Research and Consulting Analyst
  Technomicon, Inc.

• Dave Dow
  Vice President, Retired
  Gordon Food Service

• Kevin Mahoney
  Vice President, Merchandising
  Sysco Foodservice

• Angelo Oricchio
  President/CEO
  Paramount Coffee Company

Numbers Talk...

“Our faculty, staff, alumni—and of course, our fantastic students themselves—contribute to a learning environment that makes our graduates successful. Our latest statistics confirm what employers already know: The School is The Leader—in hospitality business education.”

Authella Collins Hawks
Student and Industry Resource Center (SIRC) Director

In a report published in the fall of 2014 by MSU Placement Services, statistics on job placement for May and Summer 2013 graduates of The School of Hospitality Business are nothing less than a remarkable 98 percent! The report noted that, with a response rate of 88 percent, 95 percent accepted employment, and 3 percent chose graduate degrees, travel, or have alternative plans. The average salary was $37,632 and the average number of job offers was 1.8. The students who reported indicated that a career fair and/or their internships were the foremost methods by which they found employment.

“This is not surprising,” says The School’s Student and Industry Resource Center (SIRC) Director Authella Collins Hawks. “Each year CAREER EXPO hosts professional development programs and a career fair with over 60 of the most prestigious companies in the industry who are searching for great students. (See page 10.) In addition, our curriculum requires two meaningful internships that are provided by companies across the globe. These experiences are closely monitored and evaluated. Having CAREER EXPO and required internship experiences enable our students to stand out.”

In addition to internships and a world class SIRC office, The School has, over many decades, used a winning formula in its curriculum, focusing on management, operations, real estate investment, and a Think Like The Owner perspective for all of its students.

Extensive leadership opportunities for all students also help to make them excellent candidates for potential employers. The Hospitality Association, nine industry-associated clubs and three major events in The School each year are overseen by student-led executive boards. Networking opportunities abound for students through annual Alumni events; student travel to industry conferences; professional development programs provided by SIRC; and visiting leaders who come to the classroom.

Also important in the 98 percent placement rate is the reputation of The School’s students, who are known for rolling up their sleeves, adhering to a dedicated work ethic, and mastering the tasks at hand! Once again, SIRC plays a role in this. Ms. Hawks and the SIRC team have developed very close relationships with top companies and recruiters who will readily admit to their bias for Spartan Hospitality Business graduates. And, she points out, “Our esteemed Alumni, employed worldwide, assist in connecting our students to numerous opportunities.”
Informing the Future through

“The world is changing, and we need to be aware of other cultures’ views.”

ALUMNUS BILL WEIDNER (BA ’67, MBA ’68)
Featured speaker for MSU’s Broad College Warrington Lecture

Alumnus William P. Weidner (BA ’67, MBA ’68) returned to campus Thursday, October 2, 2014, as the featured speaker at the Broad College of Business’s Sylvan T. Warrington Visiting Lectureship in Ethics and Leadership.

Bill 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. He earned his bachelor’s degree from The School and his MBA in marketing.

Named The School’s Alumni Association Industry Leader of the Year in 2006, Bill has a long and generous history with his alma mater. He is a member of The School’s Real Estate Investment Management Advisory Council, and he has worked closely with faculty members in The School on several projects over the years. In fact, in 2008, a group of School faculty members created and taught the Venetian Macau Executive Development Course for executives and high potential leaders when Bill was president and COO of Las Vegas Sands Corporation. And when School students traveled with faculty members to study in Hong Kong, China, and Macau the year before, it was Bill’s initial, on-campus session with them that “set the tone and context for the students’ global educational journey for the next four weeks,” according to Dr. A.J. Singh.

Bill’s talk was titled, “Reports from the Front: 30 Years of Seeking Value in an Increasingly Egalitizing World.” He spoke to a packed auditorium of students, along with faculty and deans from The School and the Broad College of Business.

“Think more globally than you have in the past,” he told students. “Bring the things you learned today in your classes and interactions and take them to other cultures.”

When thinking about corporate citizenship, he said, “Create success, and try to do it without government help. Be respectful of the culture you’re in, and do your best to create connections. The Western style of doing business has been successful, but the world is changing, and we need to be aware of other cultures’ views.” He urged students to “combine our cultural background and the cultural backgrounds from other countries and see how you can create value.”

“You only get lucky if you’re out interacting and reacting,” Bill said. “Read history. Get on a plane. Reach out, learn, listen, and add value to cultural relationships. Find their perspective. And trade value.” In other words, he said, tell potential business colleagues, “Here is what I have. What do you have? We’re all trying to figure out the same thing, and, recognizing that the world isn’t always fair, how do we balance that?”

The students were impressed with Bill’s presentation and with his career success. “I thought Mr. Weidner’s comments were really effective guidelines for doing business in countries outside the U.S., each of which has its own business culture and code of ethics,” said Emily Jackman (BA ’16), a student leader in The School.

Bill’s company, 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 is currently building 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 Co. of Scottsdale, AZ.
Experience

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.

The Warrington Lectureship was established with an endowment in the Broad College by MSU alumni Edward R. James (BA Economics ’56) and Jeannie Warrington James (BA Human Ecology ’57) to honor her father, Sylvan T. Warrington. An agricultural and food industry innovator, Warrington was known for his Midwestern values and respect for land-grant education.

The Lecture was followed by a dinner with the Broad College of Business leadership in The School’s J. Willard and Alice S. Marriott Culinary Business Chef Allan Sherwin (BA ’64).

Whenever he returns to campus, Bill graciously meets with students enrolled in The School’s Real Estate Investment Management Specialization. “Bill’s career is an inspiration to our students, and his generosity to The School is a model for ‘giving back,’” said Dr. Bonnie Knutson, who was acting director of The School when Bill visited. “We thank him for his dedication to our students, our School, and to MSU.”

“Read history. Get on a plane. Reach out, learn, listen, and add value to cultural relationships.”

Bill Weinberger (BA ’67, MBA ’68)
Chairman & CEO
Global Gaming Asset Management, LLC

Scholarships and internships make Starwood a strategic industry partner

ALUMNUS CHUCK ABBOTT (BA ’79)
A role model for students as an international leader in the industry

Students in The School of Hospitality Business received an international education on September 15 and 16, 2014, when Alumnus Chuck Abbott (BA ’79) returned to campus to speak in three classes and conduct an information session with select graduate and undergraduate students.

Chuck, who returns often to his alma mater as a Visiting Leader, is regional vice president – South East Asia for Starwood Hotels & Resorts Worldwide and is managing director of the Sheraton Imperial Kuala Lumpur Hotel. His visit was coordinated by the Student and Industry Resource Center (SIRC), The School’s career and placement services office, led by Ms. Authella Collins Hawks.

“Starwood is a strategic industry partner to our School,” says Ms. Hawks, who notes that Starwood provides a generous scholarship each year and hires School interns and graduates.

With over 30 years of international experience in the hotel industry in the region, Chuck is currently responsible for the operation of all Starwood properties in South East Asia (30 hotels and resorts, with 23 “in the pipeline”). He leads the development of Starwood’s brands in this rapidly expanding region.

Chuck actually started his career with Starwood in 1979 soon after graduation, and has since held various management positions across the United States, Korea, China, and Malaysia. Prior to his current appointment, he was the vice president of operations for the 4,067-room Sheraton Macao Hotel, as well as the rooms and residences of the St. Regis Hotel, Macao.

In addition to his career-related responsibilities, Chuck has also been very active in the communities in which he has lived. He is affiliated with local organizations such as the Guam Hotel & Restaurant Association, Big Brothers and Big Sisters of Guam, the Work Force Investment Act, and many more. Chuck was recognized as one of the Top Ten figures in the China hospitality industry in 2003, and as one of the influential community leaders in the Pudong New Development Area in 2007.

While on campus, Chuck was the featured speaker in Dr. JaeMin Cha’s HB 415 – Quality in Hospitality Business and in Dr. SeungHyun (James) Kim’s HB 486 – Advanced Marketing and HB 375 – Hospitality Marketing courses. The students in Dr. Kim’s HB 885 - Hospitality Business Research, as well as other student leaders, met informally with Chuck on Tuesday evening, September 16.

“Chuck is an expert on the global nature of our industry, whether we’re talking about operations, management, or development,” says Dr. Kim. “Our students are very fortunate to have alumni leaders such as Chuck who come back to help prepare them for their international hospitality business careers.”
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 thousands of dollars earned by deserving students each year. In 2014-2015, $254,000 was distributed to students through these internal and external scholarship awards.

### 2014-2015 SCHOLARSHIP AWARDS

**Top GPA Award**
- Wu, Feifei • Masters
- Maas, Megan • Senior
- DiGiovanni, Jennifer • Junior
- McCracken, Kelly • Sophomore
- Song, Jiuchen • Freshman

**American Hotel & Lodging Educational Foundation – Steve Hymans Scholarship**
- Bell, Jaclyn
- Miller, Samantha
- Pappas, Madeline

**American Hotel & Lodging Educational Foundation – Creighton Holden Memorial Scholarship Fund**
- Roberts, Joshua

**The Rodney S. and Anne G. Belden Endowment for Operational Excellence and Student Travel in The School of Hospitality Business**
- Castellano, Lauren
- Chen, Joshua

**Lindus L. Caulum II Memorial Fund**
- Anderson, Sarah
- Biles McTier, Katherine
- Blaze, Monica
- Bonello, Emily
- Cook, Makenzie
- Corsi, Christine
- Dybowski, Rebecca
- Hensley, Jordan
- Lewandowski, Hannah
- Lieblang, Emily
- Millard, Sarah
- Reins, Chasen
- Shumur, Erica
- Smallwood, Courtney
- Taylor, Jillissa
- Wilson, Christine

- Richard and Cherrill Cregar Outstanding Hospitality Student Endowed Scholarship
- Donahue, Chelsea
- Jankowski, Julia
- Johnson, Gabrielle McKinney, Theodora Miller, Samantha
- O’Reilly, Margaret
- Rambadt, Gretchen Schmid, Ethan
- Schumar, Sara

- The Billy and Amy Downs Endowment to support Passionate Foodies Students
- Hoke, Scot

- The Robert J. and Eileen L. Endowment for Student Travel in The School of Hospitality Business

- The Ivon A. and Lois L. English Endowed Scholarship in Hospitality Business
- Lichota, Melissa
- Pappas, Madeline

- Greater Lansing Convention and Visitors Bureau Endowed Scholarship in The School of Hospitality Business
- Biles McTier, Katherine
- Olson, Lydia

- The Lester A. Gruber Memorial Scholarship in Hospitality Business
- Anderson, Sarah
- Davis, Cecelina
- Dike, Andrew

- Philip J. Hickey, Jr. and Reedy D. Hickey Endowment in The School of Hospitality Business
- Artioli, Christina
- Chen, Yining
- de la Cerda Harlow, Joaquin
- Mackie, Kelly
- Malina, Jane
- Ragatzki, Stephanie
- Sullivan, Patrick

- The Hospitality Business Real Estate Investment Management Specialization Endowment
- Armstrong, Cameron
- Arribas, Emilio
- Beachum, Jake
- Beck, Samuel
- de la Cerda Harlow, Joaquin
- DiGiovanni, Jennifer
- Maas, Megan
- Overscher, Scott
- Price, Jason
- Reins, Chasen
- Sosin, Katelyn
- Stephenic, Megan
- Wang, Di
- White, Phillip
- Zhou, Lichen

- John L. and Joy L. Hucklestein Endowed Scholarship for Graduate Students in The School of Hospitality Business
- Chen, Yining
- Dai, Yanqi
- Kim, Woohyuk
- Suh, Jung-Ho
- Yu, Jung Hee

- International Foodservice Manufacturers Association (IFMA) Educational Foundation
- Beachum, Jake
- Duve, Kristie
- Schumar, Sara
- Steve, Taylor

- Illinois Hotel & Lodging Association
- Pappas, Madeline

- H. William and Elizabeth A. Klare Memorial Scholarship
- Dong, Yun
- Greeneing, Olivia
- Hou, Jundan
- Kim, Woo Hyuk
- Lei, Lei
- Li, Feiting
- Li, Yajing
- Lin, Ke
- Liu, Na
- Ma, Liyun
- Ni, Yijun
- Ren, Zhibo
- Shi, Menghua
- Sun, Qiazh
- Tang, Weichan
- Wu, Feifei
- Yang, Meng-Huan
- Yu, Shangqun
- Zhang, Han
- Zhang, Yan
- Zhang, Ying
- Zheng, Xiaoyun
- Zhou, Lichen
- Zi, Lichen

- LaTour Family Endowment Scholarship for Student Travel in The School of Hospitality Business
- Biles McTier, Katherine
- Olson, Lydia

- de la Cerda Harlow, Joaquin
- Rossomando, Megan
- Steve, Taylor

- J. Willard and Alice S. Marriott Endowed Hospitality Business Scholarship
- Anderson, Sarah
- Armstrong, Cameron
- Beachum, Jake
- Beck, Samuel
- Bell, Jaclyn
- Biet, Erin
- Blaze, Monica
- Bower, Rachel
- Chen, Joshua
- Chen, Yining
- Corsi, Christine
- Dai, Yani
- de la Cerda Harlow, Joaquin
- Duvoisin, Jennifer
- Li, Yajing
- Liu, Na
- Ma, Liyun
- Ni, Yijun
- Ren, Zhibo
- Shi, Menghua
- Sun, Qiazh
- Tang, Weichan
- Wu, Feifei
- Yang, Meng-Huan
- Yu, Shangqun
- Zhang, Han
- Zhang, Yan
- Zhang, Ying
- Zheng, Xiaoyun
- Zhou, Lichen
- Zi, Lichen

- The Michael L. Minor Master of Science in Foodservice Management Scholarship
- Chen, Sifan
- Greening, Olivia
- Min, Somang
- Qin, XiaoZhu
- Wang, Zhen

- Shirley K. Pasant Endowed Scholarship in Hospitality Business
- Arribas, Emilio
- Papeinski, Nathan
- Smith, Kaitlin

- Muscat, Joseph
- Pahl, Taylor
- Porteria, Christina
- Reins, Chasen
- Ren, Zhibo
- Roberts, Joshua
- Roelofs, Brittan
- Saxton, Katherine
- Schafer, Carolyn
- Schumar, Sara
- Shin, Yina
- Smith, Carlie
- Tang, Weichan
- Waldecki, Alexis
- Weng, Rodney
- Whaley, Rebecca
- Wilgus, Dan
- Williams, Shelby
- Wilson, Christine
- Yang, Meng-Huan
- Zhang, Han
- Zhang, Yina
- Zhang, Yunwei
- Zuech, Taylor

- Marriott Michigan State University Alumni Scholarship
- Grasa, Sarah
- Hartwig, Alex
- Roberts, Joshua
- Saleh, Farah
- Wang, Ye

- The Michael L. Minor Master of Science in Foodservice Management Scholarship
- Chen, Sifan
- Greening, Olivia
- Min, Somang
- Qin, XiaoZhu
- Wang, Zhen

- Shirley K. Pasant Endowed Scholarship in Hospitality Business
- Arribas, Emilio
- Papeinski, Nathan
- Smith, Kaitlin
Continuing a long and successful tradition, a student from The School was awarded the coveted Statler Foundation Scholarship of Excellence in 2014-2015. 

Senior Sarra Serhane (BA ’15) was nominated for the award by The School’s Scholarship Committee in the spring of 2014 and was notified that she had earned the award last August. Statler Foundation Chairman Robert M. Bennett presented her award at a September 18, 2014, luncheon in Ballalo, NY, where Sarra traveled with her parents, Don and Jean Salata.

The Statler 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. Sarra’s award was in the amount of $15,000 for tuition, books, and fees for the 2014-15 academic year.

Sarra was an outstanding student and plans to pursue a career in sales and marketing or event planning and management in the hospitality industry. Sarra was the CFO of the 2015 Les Gourmets, and she served as the first female president of the Broad College Student Senate in 2013-2014. Sarra worked as an event coordinator on campus for the Spartan Fund, and she held the same position during the summer of 2014 at the Inn at Bay Harbor in Petoskey, MI. She also completed a Study Abroad program in Australia, focusing on the topic of “The Business of Olympics.” In 2014, Sarra was also the assistant reception director for Les Gourmets.

“I know I follow a long line of graduates of The School who have won the Statler Foundation Scholarship,” said Sarra. “I am honored not only to be included in their company, but also to continue this winning tradition in The School. I am thankful to the Statler Foundation, to The School’s Scholarship Committee, and to my parents.”

“Sarra was an outstanding candidate for this prestigious award,” said Dr. JaeMin Cha (MS ’08), member of the Scholarship Committee. “We are all very proud of what she has already accomplished and look forward to her very bright future in our industry.”

The Statler Foundation was established from the estate of hotelier Ellsworth Statler in 1928 (the year after The School’s founding at MSU) “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.
For the second year in a row and third time in four years, The School’s chapter was named one of two Student Chapters of the Year by the national PCMA. Two student leaders in the chapter have also earned accolades. Chapter President Lisa Malinowski (BA ’15) earned one of five nationwide Convening Leaders Student Scholarships, and Director of Membership Carlie Smith (BA ’15) was awarded one of only two prestigious PCMA Chairman's Convening Leaders Scholarships. Both scholarships include complimentary registration for Convening Leaders, as well as four nights' accommodation and round-trip airfare. Carlie also received $2,500.

In addition to her leadership in PCMA, Carlie was the convention services intern at the Greater Lansing Convention and Visitors Bureau in Lansing, MI. Lisa, who interned with Morley Companies as part of its travel staff and as assistant event coordinator at The Captain's Club in Grand Blanc, MI, began her career at The Waldorf Astoria in its Management Development Program after graduation.

Both chapter officers felt honored when they were notified of the Chapter of the Year award. “I am proud of our chapter and the things we accomplish for our members,” said Lisa. “Winning this award again reflects well on our club, and on The School and MSU.”

Carlie agreed, saying, “I’m very grateful for the leadership opportunities I’ve had with PCMA, and to win the Chairman's Convening Scholarship is truly an honor.”

The PCMA student chapter is known as one of the most active and energetic of the eight other hospitality industry-related clubs in The School. Club Advisor Dr. Jeff Beck said, “Lisa and Carlie and the other board members are continuing a long tradition of excellence in PCMA.”

The group hosts guest speakers and networking events throughout the year, as well as site tours at popular convention centers and resorts. In addition, the club has worked with community groups, setting up and running the hospitality suite for the annual East Lansing Film Festival, for example.

Last December 3 and 5, PCMA student chapter members joined with other volunteers to help host a number of events at the Governor’s Residence in Lansing. According to Carlie, who was one of those volunteers, “Guests included friends and family, along with Governor Snyder’s team and members of his administration.”

“Essentially, the students who are active in PCMA get exposure to the industry in many ways that complement their classroom learning,” said Dr. Beck. “The School is also helpful in connecting them with meaningful internships. All of this combined creates well-prepared, knowledgeable, and enthusiastic future leaders.”

Congratulations to Lisa and Carlie, and to the award-winning PCMA Student Chapter of the Year.

**Excellence Award Goes to Dynamic Student Leader**

Carlie Smith (BA '15), a senior in The School was awarded the Donald S. Freeman, Jr. Conference Scholarship from the Event Service Professional Association. She was selected from a pool of applicants in the United States and Canada to receive the award, which included a stipend plus the registration and travel expenses to the ESPA annual conference in Chicago January 9-11, 2015.

Carlie eagerly attended both the ESPA annual conference and the PCMA conference (see article at left), where she was able to attend the educational sessions, network with meeting planning and convention management professionals, and display a “Spartans Will” work ethic. “I cannot believe that I represented The School at both the PCMA and ESPA conventions,” said Carlie. “I was honored to learn more and to showcase our School.”

“Carlie is a dynamic and energetic student leader in our School,” said Lena Loeffler, coordinator of Alumni Relations and Development, and an extraordinary event planner herself. “She has a bright future, and we are very proud of her.”

Alumnus Jack Schripsema (BA ’73), president of the Greater Lansing Convention & Visitors Bureau, stands with two of his three Spartan interns in the Lansing Visitors Center. Left to right: Event Services Intern Carlie Smith (BA ’15), Jack, and Sports Intern Amanda Reyes (Kinesiology). The photo was taken as the three prepared to watch MSU defeat Georgia in the NCAA Basketball Tournament.

PCMA student volunteers with the Governor and First Lady of Michigan
MSU PCMA Students Network through Convening Leaders

Twenty members of the student chapter of the Professional Convention Management Association (PCMA) traveled to Chicago from January 11 to 14, 2015, to participate in the national PCMA Convening Leaders Convention.

According to the PCMA chapter’s director of events Monica Blaze (BA ’16), the students were able to network with professionals in the convention management and event planning field, attend several educational sessions, and make important career- and internship-related contacts.

The students traveled to Chicago with scholarship assistance from The School, which places a premium on giving student leaders the opportunity to attend industry conferences such as this.

Sessions at the convention focused on event technology and intelligence, operational strategy, meeting and experience design, and globalization. Sarah Anderson (BA ’17) won a contest that gave her free airfare to next year’s conference in Vancouver, British Columbia.

“I personally enjoyed a session presented by Helen Marriage, founder of Artichoke Events, based in England,” said Monica. “The company plans city-wide events inspired by artists and the ideas of free and public art.”

The student chapter members had the opportunity to meet with recent School graduates and former leaders in the PCMA chapter Jessica Munoz (BA ’14), Alexandra Risher (BA ’14), and Katie Volante (BA ’14). Each woman is finding success in this field of the hospitality industry.

National Society of Minorities in Hospitality

In the week leading up to CAREER EXPO XXXVI, the MSU chapter of the National Society of Minorities in Hospitality (NSMH) hosted executives from the MGM Grand Detroit. Lisa Williams, executive director of Sales, and MSU Alumnus Andre DuPerry, director of Purchasing, met with the NSMH students to discuss “How to Make your Career Grand,” a presentation that included professional development tips and advice about “selling yourself” and navigating a diverse and changing work environment. Over 50 students attended the session, after which the students on the NSMH executive board met with the MGM Grand Detroit executives for some personalized mentoring.
**SPARTAN ENOLOGY SOCIETY (SES)**

Under the leadership of president Joaquin de la Cerda Harlow (BA ’15), the Spartan Enology Society has grown to over 30 members, with a long list of professional education programs under their belts.

Each week, the club hosts a talk about different aspects of wines, such as regions, varietals, and the winemaking process—sometimes touching on other hospitality beverages, as well. They worked closely with HA leadership on its Relay for Life philanthropic effort the weekend of April 17–18.

During the fall semester, the group made a day trip to Ann Arbor, where they visited the Wolverine Brewery and Morgan and York Fine Wines and Specialty Foods. In February, the SES members traveled to Chicago, with accommodations at the Hotel Chicago arranged by Alumnus John Triblo (BA ’10), food and beverage manager for HEI Hotels & Resorts, The Hotel Chicago Autograph Collection by Marriott. The group visited Eataly and Alumnus and Manager Michael Siciliano (BA ’11); Shaw’s Crab House and Alumnus and Manager Nate Redner (BA ’12); Goose Island’s Brew Pub; and the D.O.C. Wine Bar. “The focus for the weekend was to show students how industry professionals will go about their research and development,” said Joaquin. “Each experience was unique, in-depth, and insightful.”

The Spartan Enology Society visited the Spartan vineyards and wine cellars on April 21, 2015, hosted by Professor Paolo Sabbatini, professor of Viticulture in the Department of Horticulture.

“Students learned how industry professionals go about their research and development... Each experience was unique, in-depth, and insightful.”

Joaquin de la Cerda Harlow (BA ’15)

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**CONGRATULATIONS to SES member Emily Mielke (BA ’15), who passed the Court of Master Sommeliers Introductory Course and Examination in early February in Tampa, FL.**

At 21, Emily is one of the youngest to have taken the exam, which she said, “was a big accomplishment for me, and wouldn’t have been possible if it weren’t for Joaquin de la Cerda Harlow and the Spartan Enology Society.”

Emily studied with Masters John Blazon, Brian Koziol, and Andy McNamara. “They are walking wine encyclopedias,” she said. “It was an honor to learn from such brilliant professionals.”

Emily explains, “Master Sommeliers know every region, every varietal, and every character of a great wine. They are the equivalent of a PhD in the wine world, and work tirelessly for many years to earn this certification.”

Even candidates who take the Level One exam must have studied and tasted a wide variety of wines. So it is even more remarkable that at her young age, with less experience in tasting, Emily was able to pass the demanding course and exam.

Emily began studying for her exam in earnest back in November 2014 and carried The Wine Bible everywhere she went. The exam was difficult and required much effort, but it is just a start in a long process toward Master Sommelier.

She clarified, “The Level One test means you’re eligible to become certified. You cannot call yourself a Certified Sommelier until the Level Two test is passed. After passing Level Three, you become an Advanced Sommelier, and it isn’t until after you pass the fourth test that you become a Master.”

We are proud of you, Emily; congratulations! 🎉

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**International Foodservice Manufacturers Association (IFMA)**

Taylor Steve (BA ’15) and Sara Schumar (BA ’16) both attended the November Presidents Conference of the International Foodservice Manufacturers Association (IFMA), and, according to Alumnus John Flood (BA ’80), vice president/general manager of Further Processing Business Unit for Wayne Farms, LLC, the young women were “great ambassadors for The School, and have such bright futures!” The IFMA Educational Foundation has always supported students in The School with scholarship awards, and School alumni have been active as officers and honorees with IFMA.
Spartans in the Spotlight at Governor’s Conference on Tourism

One of those “stars” was Judy Zehnder Keller (BA ’67, MA ’73), president and owner of the Frankenmuth Bavarian Inn Lodge, who was honored as the RD Musser Hotelier of the Year. Named for the iconic hotelier who led Grand Hotel on Mackinac Island for decades, the award recognizes Mr. Musser’s gracious hospitality and his many contributions to the industry and is given to the year’s premier owner/operator/or general manager.

Judy is a Hall of Fame member of The School’s Alumni Association and was nominated last year by past director of The School Dr. Ron Cichy. He says “The RD Musser Hotelier of the Year Award is the lodging community’s highest recognition in Michigan. Judy truly deserves this award which recognizes her commitment to hospitality and management excellence that extend beyond her property to her community and her industry.”

Known for her motto, “Let our family serve your family,” Judy’s personal approach to her staff members, her community involvement, service to the industry, and her success in running a four-generation family operation all were applauded as she accepted her award. She was joined for the Stars of the Industry event by 16 family and team members, all of whom have been a part of the historic imprint of the Bavarian Inn Zehnder family in Frankenmuth.

Receiving the award, Judy noted that her credo is to try to make every stay memorable for every guest and that she fully believes effort begins with every single staff member. “If we can have fun and create enjoyable experiences among ourselves, it naturally flows that we are better able to create enjoyable experiences for our guests,” she said.

Spartan students also had a role in the MLTA Conference, including the 2015 Student Star of the Year, Ryan Hemingson (BA ’15). Ryan is a recent graduate of The School and was an associate at the Kellogg Hotel & Conference Center at MSU. He has shown initiative and an admirable work ethic as front office lead trainer and housekeeping management intern, and, according to the Kellogg Center, “continually works to ensure delivery of Outstanding Spartan Experiences to every single guest he serves.”

The MLTA intern who led in the planning and presentation of the evening’s awards program was another student from The School, Jillissa Taylor’s (BA ’17) creativity, hard work, and event management skills were on full display at the Stars event.

Another Spartan, Dr. Cichy (BA ’72, MBA ’77), served as the evening’s co-Master of Ceremonies along with Shonda Johnson, area general manager of the Detroit Marriott at the Renaissance Center. Both individuals serve on the Board of Directors of the MLTA.

Congratulations to the following MSU student-athletes from The School of Hospitality Business who earned Academic All-Big Ten Honors during 2014-15:

Taylor Galloway (BA ’15) - volleyball
Jack Allen (BA ’15) - football
Matt Macksood (BA ’16) - football
Josiah Price (BA ’16) - football
Brittany Holmes (BA ’16) - gymnastics
Allison Krause (BA ’16) - soccer
Chase Toth (BA ’15) - baseball

Hospitability Association 2014-2015 Executive Board:
Jeff Keller (BA ’15) • Chief Executive Officer
Taylor Pahl (BA ’15) • Chief Operating Officer
Emma Dekker (BA ’16) • Chief Financial Officer
Jessica DuPont (BA ’15) • Director of Philanthropy
Caitlyn Kuskowski (BA ’16) • Director of Events
Karina Thomas (BA ’15) • Director of Communications
Carolyn Schafer (BA ’15) • Director of Marketing

Hospitability Association 2015-2016 Executive Board:
Karina Thomas (BA ’16) • Chief Executive Officer
Caitlyn Kuskowski (BA ’16) • Chief Operating Officer
Michael Hugh (BA ’17) • Director of Marketing
Angela Minnelly (BA ’16) • Director of Philanthropy
Hannah Levy (BA ’16) • Director of Events
Alexander Trompke (BA ’18) • Director of Communications

— deepening academic strength
The School inducted its new members into Eta Sigma Delta and recognized the achievements of the 2014-2015 Hospitality Association executive board on Thursday, April 23, in a ceremony and reception in the J. Willard and Alice S. Marriott Foundation Culinary Business Learning Lab on the MSU campus. The 2015 Honorary Eta Sigma Delta inductee was Mike Rice (BA ’91), general manager of the Quality Suites Lansing and incoming vice president of The School’s Alumni Association.

Thirty-three students were inducted into the international honor society, which recognizes exceptional academic achievement among hospitality and tourism students. Administered by the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), Eta Sigma Delta was founded in 1978, and MSU established a chapter in 1991.

Under the guidance of Dr. JaeMin Cha (MS ’98), the Chapter has earned national “Chapter of Distinction” honors and continues to make philanthropy one of its major priorities. This year, members helped staff the Lansing Silver Bells in the City event in November, and in the spring worked with the Lansing City Market to host its annual Easter Egg Hunt for local children. Members also worked with The School’s student Hospitality Association (HA) on various other philanthropic activities throughout the year.

HA is led each year by seven dynamic student leaders on its executive board, each of whom was honored at the evening’s event.

President of Eta Sigma Delta Cameron Armstrong (BA ’16) welcomed the guests, including inductees, faculty and staff, and HA leaders. She introduced Dr. Cha, who outlined the professional and educational benefits of chapter membership, as well as its charitable events.

Senior members of the chapter spoke of Eta Sigma Delta’s Five Points of Honor. Taylor Pahl addressed leadership; Megan Maas, excellence; Lei Lei, creativity; Stephanie Comins, service; and Annalea Pansternack, ethics.

Cameron then introduced Mike Rice, noting the many awards earned by his hotel, including seven consecutive Platinum Awards by Choice Hotels International and two Hotel of the Year awards out of 1,100 Quality-branded hotels in the entire United States. Mike was named The School’s Alumni Association Emerging Alumnus Leader of the Year in 2004, and will serve in 2015-2016 year as the Association’s vice president. He has earned the Certified Hotel Administrator distinction from the Educational Institute, and serves on the boards of the Greater Lansing Convention & Visitors Bureau and the Michigan Lodging & Tourism Association.

Mike touched on the five points of honor and how each relates to the real world. “Eta Sigma Delta, at its core, is about providing opportunities to outstanding students so that they can distinguish themselves in the eyes of educators, recruiters, and industry executives in an increasingly competitive industry,” he said. “So adhere to professional excellence and proper leadership and consistently practice respect and ethics.” He urged the senior members to stay involved with The School and active in its Alumni Association.

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Alumnus Mike Rice (BA ’91) named honorary member of the international honor society for hospitality and tourism students

Eta Sigma Delta members volunteered at the Lansing City Market for the annual Easter Egg Hunt on Saturday, March 21. They hid eggs and helped children find them, passed out bunny ears, served popcorn, and worked a prize game.

Left to right: Theodora McKinney (BA ’17), Chelsea Donahue (BA ’16), Cassondra Dobie (BA ’15), and Anh-Thuy Nguyen (BA ’16)
“Eta Sigma Delta, at its core, is about providing opportunities to outstanding students so that they can distinguish themselves in the eyes of educators, recruiters, and industry executives in an increasingly competitive industry.”

Mike Rice (BA ’91)

All the new inductees were then introduced and joined Mike in repeating the Eta Sigma Delta oath and receiving their certificates, cords, and pins.

In closing, School Director Dr. Michael McCall addressed the gathering, noting that membership reflects character and personal strength and success. He also discussed the power of membership in networking.

Dean Jim Rainey, director of Academic Programs, congratulated the new members and all the student leaders of the Hospitality Association. He praised their academic achievement and connected it to real-world success. “Building a strong transcript will yield a lifelong benefit,” he said.

The evening concluded with a reception hosted by the students in HB 485 – Hospitality Food Operations, taught by Chef Allan Sherwin (BA ’64).

“CLUB MANAgERS ASSOCiATiON OF AMERiCA (CMAA) incoming chapter president Kaitlin Smith (BA ’16) recaps the 2014-15 year:"

In addition to taking more than 20 students on an October 18-19 tour of private clubs in Northern Michigan, we also completed a club tour in Toledo in the spring. It is the first time we provided two club tour trips to our members in one academic year, so this was great for our chapter and the benefits we offer.

One of the clubs we were fortunate to tour in Toledo was the historic Inverness Club, which is on the CMAA Platinum List! We established a great relationship with General Manager Joe Furko and have arranged for him to be a guest speaker at one of our general meetings next year.

Twenty CMAA chapter members traveled with Professor of Practice Richard Bruner to CMAA World Conference in San Antonio. The chapter won the Student Membership Growth Award for having the highest percentage of World Conference attendees. Some of our members landed internships and full-time positions from attending the Conference career fair. Our chapter was recruited to help set up the Wine Auction, where we went behind the scenes and had one-on-one time with several influential people on CMAA’s National Board.

I was also asked to blog about one of my days at World Conference, discussing what I gained from the education sessions, as well as other benefits that come with attending Conference. My blog post, along with those of two other students from different universities, was posted on the Club Foundation’s main website.

Overall, CMAA had a great year. We are working on improving each and every year, and we’re looking forward to the new things that will be starting.

Dynamic Student Chapter Attends World Conference, Tours Private Clubs

CLUB MANAgERS ASSOCiATiON OF AMERiCA (CMAA) incoming chapter president Kaitlin Smith (BA ’16) recaps the 2014-15 year:

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Overall, CMAA had a great year. We are working on improving each and every year, and we’re looking forward to the new things that will be starting.

Members at CMAA World Conference in San Antonio

Touring the Argyle Club in San Antonio, TX

Club tour in Toledo, OH

Inverness Club General Manager Joe Furko

The CMAA student chapter hosted a golf outing for students, faculty, and alumni during Homecoming weekend and during MSU’s annual Alumni Reunion Days. The golfers enjoyed a four-person scramble at Forest Akers West.
The School conducted its 10th annual Graduate Student Forum on Friday, April 24, 2015, at the Henry Center for Executive Development. Twenty-six students, all of whom graduated on May 8, 2015, with Master of Science degrees in Hospitality Business Management, presented their research to an audience of fellow students and faculty and staff members. Each student has had a faculty mentor who helped guide the research project.

The day-long event began with opening remarks from Director of Academic Programs Dean James Rainey, who said the event is designed to share the results of a significant research project and sharpen the speaking and presentation skills of the students.

Dr. Glenn Omura, acting associate dean of MBA and Professional Masters Programs in the Broad College of Business, opened the afternoon session with congratulations for the students and high praise for the outstanding reputation of The School. He encouraged the new graduates to become active alumni with The School.

Graduate Programs Coordinator Melissa Bankroff, who organized the event, gave closing remarks.

“I am very impressed with the work ethic of every student who presented today,” said Melissa. “They are entering the workforce or graduate school with the distinct advantage of our School’s education and preparation, as well as their capacity for hard work. Each will go far.”

Presentations included:

- **Yun Dong (Dr. A.J. Singh)**
  Hotel Customers’ Attitudes to Green Hotel Attributes

- **Woo-Hyuk Kim (Dr. A.J. Singh)**
  Analyzing a Competitive Market Environment: The Case of the U.S. Hotel Industry

- **Lichen Zhou (Dr. A.J. Singh)**

- **Yajing Li (Dr. Jeff Beck)**
  Price Disparity and Price Dispersion in Hotels in China

- **Feitong Li (Dr. Jeff Beck)**
  Testing Phantom Decoy Effects on Hotel Websites and the Impact on Choice and Perception

- **Weichan Tang (Dr. JaeMin Cha)**
  A Study of Providing Nutritional Information at the Buffet-Style Campus Dining Halls

- **Lei Lei (Dr. JaeMin Cha)**
  The Effect of Internship Experience on Internship Satisfaction and Hospitality Career Commitment

- **Meng-Huan Yang (Dr. Bonnie Knutson)**
  Millennial Luxury: Luxury in the Eye of Next Generation

- **Zhibo Ren (Dr. Jeff Elsworth)**
  Effects of Authentic Concepts in Chinese Restaurants for Millennial Consumers

- **Yanqi Dai (Dr. Carl Borchgrevink)**
  A Review of On-the-Job Training and Its Implications in the Hospitality Industry in China

- **Liyun Ha (Dr. Carl Borchgrevink)**
  Examining the Relationship among Risk Aversion, Perceived Risk and Intention of Word-of-Mouth in the Case of Airbnb

- **Na Liu (Dr. Carl Borchgrevink)**
  The Relationship between Emotional Intelligence and Job Satisfaction for Entry-Level Employees in Chinese Hotel Industry

- **Menghua Shi (Dr. Carl Borchgrevink)**
  The Impact of Attitude toward Wine and Wine-Food Pairing on Wine Consumption: Identifying Wine Consumption Drivers on Different Dining Occasions in U.S. Restaurants for Generation Y Students

- **Yijun Niu (Dr. Carl Borchgrevink)**
  Factors Influencing People’s Adoption of Restaurant Mobile Applications

- **Yan Zhang (Dr. James Kim)**
  Airline Service Quality and Customer Satisfaction

- **Jundan Hou (Dr. James Kim)**
  Consumers’ Motivation to Read Online Restaurant Reviews: The Roles of Gender and Restaurant Involvement

- **Shangyun Yu (Dr. James Kim)**
  Consumer Evaluations of Hotels’ Responses to Negative Online Reviews

- **Ying Zhang (Dr. James Kim)**
  Casino Customers’ Intention to Join the Loyalty Rewards Program: The Effect of Number of Tiers and Gender

- **Feifei Wu (Dr. Lu Zhang)**
  Explore Users’ Perceptions of Hotel-Owned Website and OTA Website in Terms of Online Reviews

- **Han Zhang (Dr. Lu Zhang)**
  Exploring Factors Influencing Consumers’ Intention to Purchase Food from Food Trucks
For the second year in a row, a student in The School of Hospitality Business, mentored by Assistant Professor Dr. MiRan Kim (MS ’05), won the Best Presentation award at the University Undergraduate Research and Arts Forum (UURAF) on Friday, April 10, 2015.

The winner, Ryan Hemingsen (BA ’15), won the $100 prize for his stand–up presentation, “Student mindset of service management: A two-phase study in the MSU Hospitality Business classroom.” In March, Ryan had been named Student Star of the Industry by the Michigan Lodging & Tourism Association for his outstanding work as an associate at Kellogg Center on campus. (See page 39.)

At the 2014 UURAF, another of Dr. Kim’s students, Jiyeun Kim (BA ’14) won top honors with her research on “Employee delight in the hospitality business.” Jiyeun is now in graduate school on a full scholarship at Korea University in South Korea.

Back in October 2014, students from all colleges on campus were nominated to be Undergraduate Research Fellows (URFs). These students receive a $1,000 stipend for the academic year, and work on an individualized research project with a faculty member during that time. Most go on to present their work at April’s UURAF. Eight of the 17 students nominated in the Broad College of Business were enrolled in The School of Hospitality Business. Along with Ryan, four of those from The School presented their work:

- **Madeline Pappas (BA ’15)** gave a poster presentation on “The effects of brand personality on brand trust, brand affect, and brand loyalty.” Madeline was mentored by Dr. MiRan Kim.

- **Qi Huang (BA ’15)** presented “Investigating the effect of coffee shop brand experience on brand loyalty” and was mentored by Dr. SeungHyun (James) Kim.

- **Allison Kubek (BA ’15) and Emily Mielke (BA ’15)** gave a poster presentation on “Examining factors to influence restaurant tipping behaviors: a pilot study.” They had guidance from Drs. JaeMin Cha (MS ’98) and SeungHyun (James) Kim.

- Conducting research all year but not presenting at UURAF were **Sarah Schulman (BA ’15)**, who worked with Dr. Carl Borghrevink on “Human resources applicant selection biases,” and **Alana Wolf (BA ’15)**, who was mentored by Dr. Lu Zhang in her research on “The impact of customization on customer satisfaction.”

The number of faculty and students at MSU engaged in undergraduate research and creative activities continues to increase annually, according to Douglas W. Estry, associate provost for Undergraduate Education and dean of Undergraduate Studies, and Korine S. Wawrzynski, assistant dean of Academic Initiatives and director of Undergraduate Research. There were 428 poster presentations and 90 oral presentations, involving 396 research mentors from 16 colleges.

“It is a pleasure to support the research endeavors of our undergraduate students,” said Dr. MiRan Kim. “I am very proud of all the student researchers who worked hard throughout the year and presented at the UURAF.”
THE SCHOOL STUDENTS

40 Emerging Student Leaders
Discover the Dale Carnegie Philosophy of Relationship Building...

For the third year in a row, 40 students from The School participated in a custom-designed professional development program from Dale Carnegie Master Instructor Phil Zeller (MSU BA ’96). On Saturday, September 13, from 9 am–12 pm, student leaders in The School learned about the power of the Dale Carnegie philosophy, as applied to their lives.

Phil Zeller was assisted in the program by past Dale Carnegie graduates and School Alumni Matt Anderson (BA ‘09), Jeremy Mourey (BA ’00), and Dr. Ron Cichy (BA ’72, MBA ’77).

“Dale Carnegie was known as the person who listened to more people than anyone in the world,” Phil explained to the students, emphasizing the power of listening to others and building relationships.

Over the next three hours, he led the students through activities designed to teach them the five drivers of success: build your self-confidence, strengthen your people skills, enhance your communication skills, develop leadership abilities, and manage your worry, stress, and attitude. Perhaps more than anything, the students learned the value of planning ahead with confidence, knowing they can make their own futures bright, as well as the futures of their clubs, events, and organizations.

The School is known for its hospitality industry-associated clubs, and its three major events each year which connect students to the industry and alumni and raise funds for The School. Overseeing all the clubs and the events is the student Hospitality Association (HA) Executive Board. The 2014-2015 HA COO, Taylor Pahil (BA ’15), arranged for the professional development program and was an enthusiastic participant.

By noon on Saturday, each club, event, and the HA Board had a representative student who stood before the group to answer the question posed by Phil: “What will your group be celebrating in May of 2015?” The positive imprint of Dale Carnegie practices was evident in each response. A few examples:

Sarah Anderson (BA ’16), secretary of the Club Managers Association of America (CMAA) said that her club would be celebrating yet another Chapter of the Year award in 2015, noting the exceptional reputation of The School and the chapter’s past history of accomplishments at CMAA World Conferences.

Two-time winner of Chapter of the Year nationally, the Professional Convention Management Association student chapter, represented by President Lisa Malinowski (BA ’15), would celebrate more awards and participation in three major philanthropic efforts.

Les Gourmets Front of the House Director Megan Kelly (BA ’16) visualized Les Gourmets guests remembering the experience in April 2015 for a lifetime.

CAREER EXPO Director of Professional Development Programs Elena Jeppson (BA ’16) predicted celebrating the highest attendance at EXPO’s professional development programs in School history, continuing the tradition of connecting students and recruiters beyond just interviews.

When Phil asked what each student would be celebrating in May 2015, personally, Destination Auction Behind the Masque Director of Catalog Laura Grissen (BA ’16) said she would have had a great real-life learning experience. Monica Blaze (BA ’16), PCMA director of events, said she would give back to MSU students through her volunteer leadership. And Joaquin de la Cerda Harlow (BA ’15), president of the Spartan Enology Society, said he would help younger students learn to carry on the great traditions that are MSU and The School.

Engaging in the Dale Carnegie Professional Development Program, these student leaders learned that their attitude is their future, and how to be intentional about their goals.

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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

Left to right: Melissa, Rebecca, Margaret

Melissa Lichota (BA ’15), Margaret O’Reilly (BA ’15), and Rebecca Whaley (BA ’16) were among those graduating from the 12-week Dale Carnegie Course at the Crowne Plaza Hotel in Lansing in December 2014.

In addition to a full load of classes at MSU and serving in leadership positions in student organizations, each woman committed to meeting each Thursday for four hours with fellow classmates and Master Trainers Phil Zeller (MSU BA ’96) and Mark Eddy to learn practices that enhance their communication and leadership skills, increase their confidence, and reduce stress levels.

For The School, enrolling leaders of the student organizations in the Course is a priority, and they are funded with an endowment established in honor of former Director of The School and Dale Carnegie graduate Dr. Ron Cichy (BA ’72, MBA ’77). The endowment aims to provide student leaders with time-honored Dale Carnegie practices that give them an edge in their careers and in life. These were their stories:

• Melissa volunteers in several School clubs and events, including CAREER EXPO, Les Gourmets, Destination Auction, Relay for Life, and the Spartan Enology Society. She says, “In the hospitality industry, you work with people every day. It is a people business. Dale Carnegie, every week, gave me skills to work with, talk to, gain cooperation from, and lead people. I will be able to use these skills every day in my career.” In fact, Melissa is already putting Dale Carnegie principles to work in her position as Onboarding and Hiring coordinator for Retail and Culinary
December 2014 Graduates

Services at MSU. She is also an ambassador for the nonprofit Love Your Melon, assisting children battling cancer. In both, she says, she practices effective listening and communication skills, and “not criticizing or complaining when a process isn’t working correctly.”

- **Margaret** says the biggest change for her after taking the Dale Carnegie Course is that “I am not afraid of public speaking anymore.” And for her role as the director of Event Design for The School’s annual Destination Auction, she intends to use the Dale Carnegie leadership principles to motivate others. “I want those I am around and working with to see how enthusiastic I am...I want all those around me to take pride in [Auction] as well.” In her position with MSU’s Henry Center, Margaret says she is using tools such as remembering people’s names—a technique that sounds simple, but is very rewarding. “This is something that is high on my list and I try to practice it whenever I meet someone new.” Ultimately, she says, “I will use these skills to set myself apart from others in the event planning business.”

- **Rebecca,** “The course each week empowered me to feel that I can make a difference and show what I have to offer. Just being able to express who I am to a room full of strangers built my confidence.” As director of Communication with the Spartan Enology Society, director of Remote Location for Destination Auction, and volunteer organizer for the Spartan Alternative Spring Break, she already uses many of the Dale Carnegie principles, including giving “honest, sincere appreciation” to those around her.

All three women expressed appreciation for their Dale Carnegie opportunity and the ways that the course provided them with techniques for managing the inevitable stress and worry in their lives.

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**DALE CARNEGIE COURSE — Spring 2015 Graduates**

Four students and one staff member in The School graduated on Tuesday, April 7, 2015, from the 12-week Dale Carnegie Course in a ceremony at the Crowne Plaza Lansing that included several other members of the community.

Jeff Yingling, assistant director of Undergraduate Academic Programs, along with student leaders Clara Baker (BA ’16), Jaclyn Bell (BA ’15), Monica Blaze (BA ’16), and Kristina Keil (BA ’16), enrolled in the course with the assistance of an anonymous angel investor alumnus.

Each young woman was a member of the Executive Board of The School’s 2015 Destination Auction: Behind the Masque and active in The School’s various industry-related clubs, as well. Dale Carnegie Master Instructor Mark Eddy welcomed the graduates and their guests, including Dr. Cichy and Director of Academic Programs James Rainey, as well as Jeff Yingling’s wife Charla and two young daughters, Kayla and Zoe. The ceremony included short speeches by the graduates and words from Mr. Eddy that honored each one.

Here are their stories:

- Of the Dale Carnegie opportunity, **Jeff** said, “My daughters like to play Minecraft. It is a video game which allows players to build their own world. It has sold more than 50 million copies and was recently bought by Microsoft for $2.5 billion. Why is it so popular? I learned from my daughters that you can invite others into your world and other can invite you into theirs. Kayla and Zoe were excited about what they could teach others, but they were even more excited about what they could learn. I committed to applying two key Dale Carnegie principles in week one of the class. I decided upon Principle #4 – become genuinely interested in other people; and Principle #7 – be a good listener and encourage other to talk about themselves. I was pleasantly surprised by the end of the course that the result was that others started to invite me into their worlds.”

- **Ciara,** the director of the Live Auction, confesses that the Dale Carnegie course did not “remake” her or even give her boundless self-confidence or human relations skills. She says, “But listening to my classmates stories and giving small talks of my own have given me a great start. I know that there is a benefit in every experience you share with others. I am living more intentionally and I am more conscious of the principles that Dale Carnegie developed. I will continue to work on myself for the rest of my life, like every other human being.”

- The CFO of Destination Auction, **Jaclyn** notes that even before the course she wasn’t shy in front of a crowd and didn’t have trouble communicating. However, she says, “I quickly learned that there are always going to be ways to improve my communication skills and I definitely had a lot of room to grow.” In fact, “I learned that in order for communication to be effective, you have to both talk AND listen. And this is where I have seen my biggest improvement.” She said the course helped her learn about other people’s situations and how “I can help others reduce or eliminate stress and how I can sympathize more.”

Jacklyn appreciated getting out of her comfort zone, as well as “communicating with a variety of people of different ages, careers, backgrounds, and values.”

- **Monica** is director of Solicitations for Destination Auction, and admits that “I can’t say that I am walking away with a new skill.” Being in leadership roles through high school and college, “I had already come up with sustainable coping mechanisms and helpful leadership tactics.” But she also says that even without an “aha” moment in the course, “I truly believe I am leaving the class a better leader. I will continue to implement what I know and what was reiterated. In fact, I have been striving to implement at least one tactic each day.”

For her, the course was a good opportunity to make friends with her fellow Auction Executive Board members, learn about other peoples’ walks of life, and to be more conscious of how often she used her leadership skills.

- **Kristina** was prepared, she says, to learn about leadership and perhaps gain better public speaking skills when she enrolled in the Dale Carnegie Course. But, she says, “After being pushed mentally and receiving wonderful support from my classmates, I blossomed.” The director of Silent Auction, Kris confesses that sometimes she didn’t agree with a teaching method or thought that certain activities went against her “personal brand.” But without all of it, “I wouldn’t have learned my limits and would be limited. I learned more about who I am and just what my ‘personal brand’ is. I have also learned to think on my feet, be more positive, and best of all, become more confident.”

Mark Eddy was positive about each of **The School’s** graduates, and asked Dr. Cichy to say a few comments about each one of them and his or her journey.

“I have worked closely with our School’s Dale Carnegie graduates,” said Dr. Cichy. The practices fit into each life differently and affect us all in sometimes subtle, sometimes overt ways. Just look at the record-setting results from Destination Auction: Behind the Masque as proof. I know that Jeff, in his work environment, and the students, in their leadership roles on campus and at work, can come back to the Dale Carnegie principles as often as needed in order to be more effective.”

Dean Rainey added this observation: “The Dale Carnegie Course gives our graduates a distinctive advantage at the start of their careers. They are emerging as leaders in part because of the DCC.”
MSU Recognizes Top School of Hospitality Business Scholars in Academics

December’s graduation was particularly memorable, with several students earning outstanding academic accolades at MSU.

On December 12, six students were recognized with MSU Board of Trustees’ Awards for having the highest grade point average at the close of their last semesters in attendance at MSU. Two of those six were from The School of Hospitality Business. Dominique Johnson (BA ’14), of Detroit, graduated from Cass Technical High School, and earned a 4.0 GPA. Jiyeun Kim (BA ’14), of Seoul, Korea, who graduated from the Changduck Girls High School, also earned a 4.0. Both graduates of The School also completed its rigorous Hospitality Business Real Estate Investment Management Specialization. Last spring semester, Kim earned First Place at the 2014 University Undergraduate Research and Arts Forum, mentored by School Assistant Professor Dr. MiRan Kim (MS ’05).

Dominique, who began her career in real estate consulting with Ernst & Young in Miami, says, “When I first arrived at MSU, one of my primary goals was to graduate with a 4.0 GPA. To know that I actually achieved what might have at first seemed like an unrealistic goal fills me with a sense of pride that I simply have never felt before.”

Jiyeun Kim is now in graduate school at Korea University in Seoul, South Korea. She says, “While at MSU, I always tried to do my best. I had many things to overcome as an international student, but I made it! I owe this achievement to great professors in The School and to good friends who helped me.”

“We are so proud of all these high achievers,” said Jeff Yingling, The School’s assistant director of undergraduate academic programs. “Each of them not only earned academic honors, but was also involved in other activities—sports or School clubs and events—which meant that they had to manage their time well and commit to excellence. We congratulate them.”

In the Spirit of the Season...

In December, as students were leaving campus and preparing to celebrate holidays with family, the HA Executive Board took time out to give back. They sponsored a family from Haven House in Lansing, purchasing each item on the list supplied by a single mother and her baby: clothes for both of them, diapers, wipes, and toys for the little one. The students delivered the gifts before they left for break, surely with their hearts full.

DECEMBER 2014 GRADUATES

“Take risks. Try new things.”

December graduation festivities in The School included its “Newest Alumni Celebration” at the University Club of MSU following the Commencement Ceremony. Over 70 graduates, families, and faculty members attended the luncheon, which featured Alumna Kristin St. Marie (BA ’87, MS ’99) as speaker.

It is a special tradition in The School that when a student graduates whose parent is also a graduate, that parent speaks at the Newest Alumni Celebration. Kristin, who is assistant director of the Demmer Center for Business Transformation and assistant director of Executive Development Programs for the Broad College of Business, is also mother to December graduate Hallie St. Marie (BA ’14). Hallie’s whole family was in the audience, including her sister Rachelle and Kristin’s mother, Penny Symington, both fellow MSU graduates. Three generations of Spartan women!

In her remarks, Kristin recalled being an undergraduate student in the 1980s, when tuition was $49.25/credit hour, students registered for classes on paper in the “Pit,” and cell phones and Internet did not exist! Things have changed, she said, but some things haven’t. Several of the same faculty members are teaching still, and the Spartans won Rose Bowls in 1988 AND 2014!

Quoting a song by the Waterboys called “This Is the Sea,” Kristin told the graduates that the “river” in the song represents their journey in college—a journey filled with “banks, borders, and directions.” Now, she said, “the river is flowing into the sea,” where there is no certain path. “You will have to make your own path and develop the skills to survive and thrive,” she said.

As you find your direction, said Kristin, find what inspires you. “I am passionate about family first,” she said, “and inspired by strong women leaders.” Kristin spoke of mentoring young women leaders at MSU. “I am privileged to work for my alma mater. It brings deeper meaning to my work and the people that I work with.”

“Don’t be afraid of failure,” Kristin also told the graduates. “Michelle Obama says, ‘Failure is the key to success.’ So take risks, try new things. Every time I took a risk in my career, it has paid off,” she said, from earning a graduate degree in her 30s to choosing a career in a non-traditional hospitality setting.

Kristin urged the graduates to stay involved at MSU and The School. “Stay connected—it’s very rewarding,” she said, and, quoting Amy Poehler, she added, “Try putting your iPhones down once in a while and look at people’s faces. Be authentic, be real, and have a conversation.”

The Newest Alumni Celebration was hosted and organized by the student-led Hospitality Association, with guidance from SIRC Director Authella Collins Hawks. Each graduate received a parting gift. “It was another special send off,” said Mrs. Hawks, “for a wonderful group of future hospitality industry leaders.”
Over 70 of The School’s Spring 2015 graduates gathered with their families and the faculty and staff for their “Newest Alumni Celebration” at the University Club of MSU on Saturday, May 9, prior to the commencement exercises for the Broad College of Business. Nearly 300 attended!

In keeping with the tradition of inviting alumni to speak at the Celebration when their children graduate, Billy Downs (BA ’88), founder of bd’s Mongolian Barbeque and Special Events coordinator for Team World Vision, addressed the graduates. His oldest daughter, Amanda Downs (BA ’15), introduced him to the gathering.

Billy is an active and generous alumnus. He was inducted into The School’s Alumni Association Hall of Fame in 2014 and was named Alumnus of the Year only one week after graduation, on May 18 during The School’s Alumni Association Annual Gathering of Leaders in Chicago. Billy served as Association president from 2012-2013, has intensively mentored dozens of students who are “Passionate Foodies,” and, with his wife, Amy (MSU BA ’89), established an endowment in The School to support students interested in foodservice and restaurant careers.

In a lively, give-and-take presentation, Billy urged the new graduates to:

• Get debt-free and stay debt-free!
• Work very hard and never be late!
• Dress for success. Even on “casual Fridays,” stay one notch ahead of everyone else. Put away the yoga pants!
• Look at your business from the perspective of the guest or customer.
• Dream BIG. And once you have your dreams, don’t let anyone, including yourself, knock them down!
• Set five-year SMARTER goals. Tell them to someone who will hold you accountable.

Finally, Billy said that from his perspective and in his experience, “Remember that God is ALWAYS there for you. That has been my personal experience.”

Ms. Authella Collins Hawks, The School’s director of the Student and Industry Resource Center (SIRC), is the Celebration coordinator who, with her team of student volunteers, produced a memorable and forward-looking event for the graduates and their families. She indicated that of the seniors who responded to her survey, 90% already had jobs, and the average salary was $40,000. Several other graduates were enrolling in graduate school. She introduced the two who were voted Outstanding Seniors by their peers: Jeff Keller (BA ’15) and Taylor Pahl (BA ’15), CEO and COO, respectively, of The School’s Hospitality Association (HA). Jeff gave closing reflections.

Graduate brunches were funded by HA, and each graduate received parting gifts from HA: a Spartan Alumni license plate holder and a personalized computer cover with The School’s logo. A video tribute concluded the happy event.

At the Commencement ceremony later in the afternoon, The School’s Megan Maas (BA ’15), a member of the Honors College and president of The School’s Real Estate Investment Management Club, was recognized as one of only 36 Spring graduates at MSU who received the Board of Trustees’ Awards for having the highest scholastic average at the close of their last semester at MSU—a 4.0 GPA.

Opportunity knocks!

Graduating student leaders in The School start their careers in the industry in impressive ways. Below is just a sample...

• Megan Maas, president of the Real Estate Investment Club (REIC), director of Industry Registration for CAREER EXPO, SIRC staff member, and Board of Trustees honoree for a 4.0 GPA; financial analyst for Wells Fargo in its Hospitality Finance Group in Los Angeles.
• Lisa Malinowski, president of the Professional Convention Managers Association (PCMA): Management Development Program with The Waldorf Astoria in New York City.
• Joaquin de la Cerda Harlow, president of the Spartan Enology Society: manager with Lettuce Entertain You Enterprise’s Café Ba-Ba-Reeba in Chicago.
• Taylor Pahl, Hospitality Association COO: management training program with the Ritz Carlton in Denver.
• Gabrielle Johnson, president of the Club Managers of America Association (CMAA): assistant to director of youth at the Atlanta Athletic Club, coordinating youth events, summer camps, and family nights throughout the club.
• Jeff Keller, Hospitality Association president and SIRC staff member: Management Training Program with Vail Resorts.
• Madeline Pappas, CEO of CAREER EXPO, undergraduate research fellow, and SIRC staff member: Management Training Program with Four Seasons in Hawaii.
• Carolyn Schaffer, Hospitality Association director of Marketing, director of Industry Registration for CAREER EXPO, and SIRC staff member: Management Training Program with Four Seasons in Chicago with Ritz Carlton.
• Allison Kubek, president of the Spartan Hospitality Foodservice Society (SHFS) and undergraduate research fellow and teaching assistant: assistant general manager for Macy’s Food Division at Macy’s on State Street in Downtown Chicago.

Congratulations to these young leaders with such bright futures—and to all of The School’s 2015 graduates. Go out and change the world!
Alumni, faculty, and family gathered to honor Alumna Sara Parks (MBA ’70) with the Alumni Association’s Lifetime Academic Achievement Award on Thursday, July 30, during the 2015 International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Conference in Orlando, FL. Among those present were several former graduate students of Dr. Parks and ICHRIE Conference Keynote Speaker Dave George (BA ’79), President of Olive Garden. Dave will be inducted into The School’s Alumni Association Hall of Fame this fall.

Dr. Parks has had an impressive career. After graduating from the University of Nebraska with a degree in foods and nutrition and completing a dietetic internship at Henry Ford Hospital in Detroit, she took a position with St. Mary’s Hospital in Grand Rapids, eventually directing its entire nutrition department. She also commuted to MSU and earned an MBA in what is now The School of Hospitality Business.

While at MSU, she met Dr. Thomas Powers, who recruited her to join him at Penn State in 1971 after he became the director of the Hotel Administration program. With her combined business and dietetics background, Dr. Parks began a lifetime career in education, and earned her PhD at Penn State in Higher Education Administration. During those years, she was a pioneer in extending the reach of the school’s academic programs to help currently working food service professionals earn degrees through distance education or independent learning.

She became the associate dean of the College of Health and Human Development in 1987. From 2001-2004, Dr. Parks served as the director of the School of Hotel, Restaurant, and Recreational Management, and retired emerita in 2004 from what is now known as the School of Hospitality Management.

A nutritionist and long-time member of the American Dietetic Association (president in 1993-1994), Dr. Parks received that organization’s highest honor, the Marjorie Hulsizer Copher Award, in 1996. She has received numerous other academic awards, including the Amoco Award for Outstanding Undergraduate Education; the Shirley Hendrick Award for Outstanding Academic Leadership from Penn State’s University Outreach Division in 2001; Educator of the Year award from the PSU College of Education in 2002; and the Stevenson Fletcher Award from ICHRIE in 2004.

Dr. Parks was gracious in accepting her award, thanking the Alumni Association, as well as her partner and husband of over 40 years, Henry W. Parks, Jr. She referred to the powerful influence on her research and teaching of Dr. William Lazer, professor emeritus of Marketing in MSU’s Broad College of Business and “adopted” professor in The School. And she noted that while she was director at Penn State, she learned all she could from hospitality industry partners. “We cannot do good education or academic planning without our alumni and industry partners,” she said.

School Director Michael McCall said, “Dr. Parks is most deserving of this award. She is a pioneer in the field and she truly has made lifetime contributions. We are pleased to have been able to honor such an outstanding teacher and scholar and to call her one of our own.”

2015 ICHRIE CONFERENCE— Additional accomplishments from The School of Hospitality Business:

• Dr. Jeff Beck was awarded ICHRIE’s prestigious Stevenson W. Fletcher Achievement Award. Dr. A.J. Singh and Dr. Mark Johnson (Department of Finance at MSU) earned Best Paper Presentation honors for their work with Yifan Zhou, with KPMG China, on “Internet Gaming Regulation: Valuation Concerns for the Industry.” (See page 49.)

• Drs. MiRan Kim (MS ’05) and Ray Schmidgall gave a stand-up presentation on “Financial Executives’ Perception of Key Managerial Accounting Skills to Lodging and Club Managers.”

• Dr. MiRan Kim also gave a poster presentation on “The Effects of Leader-member Exchange and Team-member Exchange on Employee Role Clarity and Job Satisfaction. Co-researchers were Laee Choi, from the University of Arizona, and Drs. Bonnie Knutson and Carl Borchgrevink, from The School.

• Dr. Lu Zhang gave a stand-up presentation with co-author Wan Yang from CalPoly on “CSR: The Effect of NFS and Fluency on Consumers’ Attitude.”

• Dr. Carl Borchgrevink was part of two poster sessions. He was primary author and presenter of “Predicting Novice Consumer Wine Preference Based on Recent Food & Beverage Consumption Patterns and Consumer Food & Beverage Preferences: A Test of the Vinotype Premise,” with Chef Allan Sherwin (BA ’64) from The School.

And he was co-author for Dr. MiRan Kim’s presentation on “The Effects of Leader-member Exchange and Team-member Exchange on Employee Role Clarity and Job Satisfaction,” listed above.

• Drs. JaeMin Cha (MS ’98) and SeungHyun (James) Kim gave a poster presentation on “Customers’ Perceptions in Value and Food Safety on Customer Satisfaction and Loyalty in Restaurant Environments: Moderating Roles of Gender and Restaurant Types.” Their co-author was Dr. Jeff Elsworth, from The School.

• Dr. James Kim was co-researcher with Jung-Ho Suh and Dan McCole for a session on the “Effects of Social Media versus Traditional Media in Destination Branding.”

Dr. Sara Parks (MBA ’70) Receives Alumni Association Lifetime Academic Achievement Award from The School
Dr. Jeff Beck Receives the Stevenson W. Fletcher Award at ICHRIE

Dr. Jeff Beck received the Stevenson W. Fletcher Achievement Award on Friday, July 31, at the International Council of Hotel, Restaurant, and Institutional Educators (ICHRIE) Summer Conference Gala Dinner in Orlando, FL.

According to ICHRIE, this great honor “recognizes an individual educator or trainer for outstanding achievement in contributing innovative ideas, methods, or programs that have advanced teaching, learning, or practice in the field of hospitality and tourism education.” The award recipient also must “demonstrate exceptional professional ability and/or commitment through service to ICHRIE and/or to the hospitality industry and education.” Formerly called the “ICHRIE Achievement Award,” it is now named in honor of Stevenson W. Fletcher, former department chair of Hotel, Restaurant and Travel Administration at the University of Massachusetts-Amherst. He died in 1995 at the age of 58.

Dr. Beck has over 20 years of experience in the lodging industry. His industry experience includes 10 years with Marriott Hotels, Resorts, and Suites in various management positions. He received his doctorate from Purdue University where he also taught Meeting and Convention Management, Guest Service Management, and Lodging Management. At Oklahoma State University he was the Charles Lanphere Professor of Hotel Administration and was recognized twice as Outstanding Undergraduate Advisor.

Dr. Beck joined The School in 2002, where he has taught Intro and Advanced Marketing; Hospitality Sales, Meeting and Event Planning; Revenue Management; Intro to Lodging; and Intro to Meeting and Event Planning. He is advisor to The School’s award-winning chapter of the Professional Convention Management Association (PCMA), serves as faculty coach for the MS in Business Analytics student team project, and was named co-director of the Broad College Integrative Fellows program. Dr. Beck served as a member of the search committee for the Dean of the Broad College, Dr. Sanjay Gupta.

The author of several research articles, Dr. Beck is currently chair of the Scientific Paper Review Committee of ICHRIE. He earned his Bachelor’s degree in marketing from the Kelley School of Business at Indiana University, and his Master’s degree from Purdue University.

Past notable recipients of the Stevenson W. Fletcher Award include School Alumni Sara Parks (BA ’70) and Robert A. Brymer (MBA ’72). In addition, School faculty member Dr. Ray Schmidgall and retired professor Dr. Frank Borsenik have received the prestigious award.

PROMOTIONS AND TENURE

Student-focused professors honored

Dr. JaeMin Cha (MS ’98) and Dr. SeungHyun (James) Kim were promoted to associate professors in the summer of 2014, and were among 51 others across campus honored at a recognition ceremony and dinner on Monday, October 13, 2014, at Kellogg Center.

Promotion to the rank of associate professor with tenure involves “a rigorous review of your scholarly activities and professional accomplishments by peers and colleagues both in and outside the University,” according to Provost and Executive Vice President June Youatt. The dinner and ceremony included Provost Youatt and President Lou Anna K. Simon. Attending with Drs. Cha and Kim were Acting Dean of the Broad College of Business Sanjay Gupta and Acting Director of The School Bonnie Knutson.

“Both of these professors exemplify the excellence in teaching and research we strive for in The School,” said Dr. Knutson. “They relate to our students very effectively and their dedication to our School is above and beyond the call of duty. Their presence on our faculty makes us all better.”

Drs. Cha and Kim are not only both members of The School’s faculty, but they are also married to each other and have two young daughters.

Dr. Cha teaches HB 265 – Food Management: Safety and Nutrition and HB 405 – Advanced Management of Food/Beverage Systems. Her research currently focuses on the service climate in foodservice operations, sustainability, food safety, and emotional intelligence. Her research has been published in both academic and industry journals, including the Journal of Hospitality and Tourism Research, International Journal of Hospitality Management, and Cornell Hospitality Quarterly. Dr. Cha is faculty advisor to Eta Sigma Delta, the hospitality management honor society at MSU which has earned two “Chapter of Distinction” awards. She earned a Broad College summer research grant in 2014.

Dr. Kim teaches HB 375 – Hospitality Marketing, HB 473 - Hospitality Industry Research, and HB 885 – Hospitality Business Research. He specializes in hospitality marketing, research methods, and service leadership. Dr. Kim regularly collaborates with other MSU and School faculty on research projects and executive development programs, and his work has been published in top-tier refereed journals such as Cornell Hospitality Quarterly, International Journal of Hospitality Management, and the Journal of Hospitality and Tourism Research. Dr. Kim was the chair of the paper review committee for the 2014 and 2015 KAHTEA Conferences, and he earned a Broad College summer research grant in 2014 and 2015.

Drs. Cha and Kim each supervised three Undergraduate Research Fellows in the Broad College of Business in the 2013-2014 and 2013-2014 academic years. Both have served on The School’s very active Scholarship Committee, and both regularly present their research at academic conferences such as the International Council on Hotel, Restaurant, and Institutional Education.

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Faculty Leadership

Professionally attuned and expanding boundaries

Deep Knowledge a Boon to The School

As general manager of MSU’s University Club for 40 years, Richard (Dick) Bruner, who retired in June 2014, went to work on the western edge of campus at the beautiful, 1500-member private club known for its exquisite menus and dining facilities, its golf and tennis opportunities, its leisurely summer pool and patio, and its boutique fitness center. He led the University Club through growth, change, and renovation since 1974, and, since 1981, he also taught the private club management courses. A leader in the Club Managers Association of America (CMAA), Dick also joined other School faculty members three times each year teaching CMAA’s Business Management Institute (BMI III) program of courses for club chief operating officers and general managers on campus for over 25 years.

He served as general manager of The American Club at Shanghai in Shanghai, China, in 1995, and was opening general manager of the Capital Club in Beijing, China, in 1994. Dick continued to teach BMI executives in China for several years, teaching the courses in Mandarin!

Yes, Dick retired as the University Club general manager and CEO. But he still heads to work—this time on the eastern edge of campus in Eppley Center. He is the second professor of practice in The School, continuing to teach club management to undergraduates and human resources to graduate students, and to advise The School’s very active CMAA student club.

Congratulations on your retirement, Professor Bruner, and welcome to The School and your new position.

Drs. Ron Cichy (BA ’72, MBA ’77), SeungHyun (James) Kim, JaeMin Cha (MS ’98) and Miran Kim (MS ’05) co-authored “Productive Private Club Volunteer Leaders Work in Collaboration with GMs/COOs – Part I,” which appeared in BoardRoom, January/February Vol. IX, Issue 256. Part II appeared in the March/April issue of BoardRoom. Part III appeared in May/June.

Also appearing in the January/February issue of BoardRoom was “King Kontent,” authored by Dr. Bonnie Knutson.

BoardRoom is the official publication for the association of private club directors.


Dr. Miran Kim received a $20,000 summer 2015 research grant from the Broad College of Business in March 2015 with her research on brand personality in Hospitality Business.

Dr. SeungHyun (James) Kim received a $12,000 summer 2015 research grant from the Broad College for his research on the effects of location and market competition on hotel performance.

An article by Mark Johnson, professor of practice in finance; A.J. Singh, professor in The School of Hospitality Business; and Yifan Zhou (MS Finance ’14) was honored as the best paper in the finance track at the 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) conference. “Internet Gaming: Valuation Concerns for the Industry” will also appear as a lead article in the Journal of Hospitality Financial Management in 2015.

Dr. Jeff Beck published, with Drs. James Kim, JaeMin Cha, and Bonnie Knutson, “The Proactive Revenue Manager” in the International Journal of Contemporary Hospitality Management. He also authored an article with Drs. Ray Schmidgall and James Kim titled “Ethical Climate in Private Clubs,” which will appear in the International Journal of Hospitality Administration.

An article on the “Moral Intensity of Ethical Situations Involving Lodging Marketing Managers,” written by Drs. Beck, Schmidgall, James Kim, and Michael Ricco of Grand Valley State University has been submitted to the Journal of Human Resources in Hospitality Tourism. And Dr. Beck is conducting additional research on Price Dispersion across distribution channels with graduate students Yaijing Li and Damon Tian of Florida International University.

Dr. Carl Borchgrevink is submitting a grant application to the NIH (NIAAA) and the Culinology text, for which he co-authored a chapter, is in production. He also says, “I flipped my HB 307 – Hospitality Human Resources classroom this year and have truly enjoyed how students have responded: increased attendance, increased participation, and higher average grade.

Instructor Barry Latoszewski, who teaches HB 349 – Facility Maintenance & Systems, received a meaningful note from student Zoe Beloncis (BA ’16) in which she says, “I have benefitted greatly from your course and the enthusiastic way in which it was taught. I’ve also appreciated the often humorous personal anecdotes that accompany the material. I love that I am able to understand my dad’s work (as a construction superintendent) in a whole new way, as well. Keep up the good work!”
From the front lines of learning in 2014-2015...

“It feels as though our students get smarter and smarter. It was a real pleasure to work with the REIM Specialization students this year. Their efforts on the NOMAD project at NATHIC and at ALIS were extraordinary. They easily absorbed complex information in the various Specialization short courses, and again they impressed everyone at HAMA. I am proud to work with such talented young men and women.”

Dr. A.J. Singh

“During my research assignment, it was a privilege to collaborate with Drs. MiRan Kim (MS ’05) and Lu Zhang in mentoring PhD student JungHee Yu (MS ’08). JungHee is pursuing her PhD in the Department of Community Sustainability in the College of Natural Science. We worked together on two social media technology research projects: 1) “Private club GM’s/COO’s perceptions in adopting social media: applying the technology acceptance model,” and 2) “Social media and social activities in private clubs—the expectations of club members.” Both projects will be submitted to refereed journals as well as to practical applied club management journals.”

“Working with emerging scholars is a highlight in any professor’s life, and this has certainly been true for me.”

Dr. Ron Cichy (BA ’72, MBA ’77)

“I took two graduate students, Olivia Greening and Somang Min, to the Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference in Las Vegas in April. Both of them are first-year graduate students, and this was their first experience presenting in front of an academic audience. Their stand-up presentation was titled “profiling adopters versus non-adopters of mobile applications in the hospitality industry: a study of Starbucks mobile application users,” co-authored with Olivia Greening, Somang Min, and JaeMin Cha. Both of these graduate students did an outstanding job representing our School and presenting their research.”

“Also, I have closely worked with Allison Kubek for the last four years—for two years as a Broad Scholar helping with our hand-washing research and other research projects; and two times as an undergraduate research fellow and undergraduate student aide for HB 265 and HB 405. She has been a pleasure to work with. She graduated on May 9, 2015, and began her career in Chicago with the foodservice division of Macy’s.”

Dr. JaeMin Cha (MS ’98)

“I have served as a faculty mentor for two brothers in our School: SungBum Kim (MS ’10) and WooHyuk Kim (MS ’15). SungBum was recently appointed as assistant professor in the College of Business at In-Ha University in Korea. WooHyuk will soon start his PhD in the hospitality program at Kansas State University. During WooHyuk’s graduate program, I have enjoyed collaborating on several research projects with him. He presented co-authored papers at both international and national academic conferences (e.g., the Asia Pacific Tourism Association Conference in Vietnam; Graduate Conference in Florida; and the Korea America Hospitality & Tourism Educators Association Conference in Las Vegas). I am looking forward to his new adventure in a different academic world!”

Dr. Seunghyun (James) Kim

Gratifying notes to Dr. Beck from a current student and a recent graduate:

“I just wanted to thank you again for impacting my college career in a very positive way. You really are the reason why I developed a passion for sales and marketing. I hope to bring the same energy and passion to Expedia that you bring to your classes.”

Adam Palomba (BA ’15)

(Adam worked with Dr. Beck on an undergraduate research project titled, “The Interaction between the Sales Function and Revenue Management.”)

“I wanted to reach out to you because I have made the decision to pursue a career in sales. I will always love the restaurant industry and foodservice operations, but to me, everything about sales is appealing. If it had not been for your class, I do not think I would have discovered a passion for sales in the first place. I have never been more engaged in a classroom than I was in your class; it was because of the course you developed and how we went about learning the principles of sales. I had never been a part of a class that was so hands-on. It was incredibly rewarding to go into that final sales presentation.”

Joe Uhl (BA ’14)
Exploring Globalization

For its 25th anniversary, the Hilton Lecture Series in The School of Hospitality Business at MSU on September 18 and 19, 2014, revisited a topic explored at its inauguration: globalization in the hospitality industry.

Each year, the same topic is addressed by an industry expert and by an academic expert, and this year’s industry representative was Alumnus Fred Kleisner (BA ’66), independent director of publicly held companies including Kindred Healthcare and Apollo Residential Mortgage, as well as Caesars Entertainment. The academic representative was Dr. Chekitan S. Dev, associate professor of strategic marketing and brand management in the School of Hotel Administration at Cornell University.

“It would be hard to overstate Mr. Kleisner’s influence on our industry,” said Hilton Hotels Professor of Hospitality Financial Management Ray Schmidgall, who hosts the lecture series each year. Indeed, Fred has successfully led in every sector of the industry for 40 years. His experience is unparalleled, ranging from one of the original Holiday Inns, to individual world class hotels and resorts, to worldwide branded hospitality companies.

A sampling of Mr. Kleisner’s responsibilities over the years includes serving as CEO of Morgans Hotel Group and chairman, CEO, and director of Hard Rock Holdings, LLC, and of Wyndham International. He has been president and COO, The Americas, for Starwood Hotels & Resorts Worldwide, Inc., and president and CEO of Westin Hotels & Resorts. For Interstate Hotels & Resorts, he served as group president, operations; and for Sheraton he was senior vice president of operations, North America Division, East. And for over 16 years, he served as a general manager and vice president and managing director with Hilton Hotels Corporation.

Mr. Kleisner is the recipient of numerous awards and honors. An active and generous alumnus of The School, he was inducted in The School’s Alumni Association Hall of Fame Class of Builders in 1998 and was its Industry Leader of the Year in 2004. He serves on The School’s Real Estate Investment Management Advisory Council. His most important MSU connection, however, has to be meeting his wife of 48 years, Johnna, on campus while they attended college. Together they have four children and seven grandchildren and live on Bainbridge Island, WA.

Speaking on Thursday, September 18, to faculty members and graduate and undergraduate students, Mr. Kleisner urged students to “take a risk and accept the possibility of failure.” At the age of 26, he took over as general manager of the Albuquerque Hilton, a property that “hadn’t made a dime in 14 years,” but which he helped make profitable in three months. He was quickly moved to a Hilton in Houston with over 1,000 rooms.

Mr. Kleisner reminded the audience that good service is knowing your customers and learning their culture. In fact, he said, “globalization is about cultural pluralism.” Quoting Thomas Friedman, he said that “glocal” is thinking globally but acting locally. “To think globally,” Mr. Kleisner said, “respect others and their culture, and put aside arrogance.”

Standardization can be an economic success, according to Mr. Kleisner, but an “emotional failure.” Make sure each hotel has a story to tell, an ethos, a feeling that matches place and location,” he said. Finally, he noted that “it is a mistake to think that as countries modernize, they Westernize.”

“Globalization is about cultural pluralism... it is a mistake to think that as countries modernize, they Westernize.”

Fred Kleisner (BA ’66)

A former corporate executive with Oberoi Hotels & Resorts, he has served corporate, government, education, advisory, and private equity clients in over 35 countries as a consultant, seminar leader, and expert witness. These include Accor, Atlantis Paradise Island Bahamas, Breeden Capital Partners, Chandris Greece, Crystal Cruise Lines, Disney, Expedia, ExpGourmand Chile, eHow Technologies China, Four Seasons Mumbai, French Culinary Institute, Grupo Posadas Mexico, Hilton, Holiday Inn, Horwath Austria, and many more.


Addressing faculty members and graduate students on Friday, Dr. Dev reported on global hospitality branding research. Using business experience, case studies, and empirical research, he explored the definition of a brand’s “competitive set,” and asked whether this changed over time. He discussed the relationship between investments in brand standards and performance and how to monitor brand performance. He investigated whether brand satisfaction drives brand performance, and whether brand extensions and brand loyalty are related. He looked at which has a higher payoff: customer orientation or competition orientation. And he also discussed his research on whether brands that “do good” also do well.

“Both of our speakers illuminated an important topic,” said Dr. Schmidgall. “Fred is an important alumnus who has helped define our industry for many years. We appreciate his willingness to return to campus to share his wisdom. Dr. Dev also provides inspiration and knowledge to those of us who strive to make research findings beneficial in a practical way to the industry.”

Hilton Lecture Series began in 1991, and each year since then a different topic has been explored. Over 40 companies and 17 universities have been represented from around the globe. A historical listing of the topics discussed at the Hilton Lecture Series over 25 years is at http://hospitalitybusiness.broad.msu.edu/faculty/hiltonlectureseries/.

Hilton Lecture Series XXVI, scheduled for October 8-9, 2015, will focus on “The Sale of the Historic Waldorf Astoria.”
Beginning a New Era...

A conversation with new Alumni Association President Chuck Day (BA ’91) and Vice President Mike Rice (BA ’91)

You both have been involved in The School’s Alumni Association for many years. What motivated you to get involved? What continues to motivate your dedication?

**Mike:** I got involved because I felt that I would enjoy being a mentor to current students in The School. And being in the Alumni Association allows me to network with some of the brightest and most successful people in our industry.

**Chuck:** My initial involvement was spurred by the simplest thing: I was asked. Dr. Ron Cichy gave me a personal invitation to get involved, so how could I refuse? Of course it was a blessing that he did, because my involvement remains a highlight for me each year. Staying connected with my fellow alumni, The School’s faculty, and our students is really what keeps me coming back year after year.

As officers of the Alumni Association, what do you see as the Association’s top priorities in the coming months and years?

**Chuck:** The mission of the Association is to provide active leadership in support of the mission of The School of Hospitality Business. In my view, a key way to approach that is to increase the reach of our alumni connections. We have thousands of alumni all around the world, and we are simply not connected with enough of them. There are some great things in the works to help with this, but I want our alumni to know we need them!

**Mike:** Supporting our new director. The School is much bigger and dynamic than it was when I was a student. Being open to change and still bring passion to support are key for our Association.

Talk about Alumni Association efforts that 1) assist alumni, providing networking and contacts, and 2) assist The School, providing funding and essential student contact with alumni.

**Mike:** We plan to use our new website as a contemporary tool to engage currently disconnected alumni with The School’s many events and networking opportunities. This gives the students more mentors, more donations, and more internships. At the same time, the Alumni Association gains networking opportunities, access to the best students, and a “farm team” for future Association leadership.

**Chuck:** Over the past many years, The School’s Alumni Association became the envy of many colleges on campus—and of other hospitality schools and colleges nationwide. The Association is known for the generosity of its members, in terms of time and money. What is the secret to that successful relationship between the alumni and The School?

**Chuck:** Graduates of The School are known for our “roll up our sleeves, get things done” attitude. I believe that same spirit is part of what is behind our accomplishments to date. When you couple that with a charismatic leader who provided a vision of what could be, it is no surprise to me that we have done some truly remarkable things. What underpins all of that, though, is the love and passion each of us has for our alma mater. We love The School and we love being Spartans. Spartans Will.

What initiative(s) will engage younger alumni?

**Mike:** We are currently working directly with the University’s Alumni Association to create a membership campaign that steers away from a traditional dues and benefits model and instead focuses on engagement and advancement.

Discuss what alumni can do to help students link with alumni, and alumni link with faculty.

**Chuck:** In short, alumni just need to get involved. Get in touch by making contact with the Alumni Association directly and find out some of what we are doing! Visit our homepage, click the “Get Involved” button, and let us know how to reach you. We will take it from there and will definitely be in touch because we need you!

**Mike:** Continue and strengthen the Alumni-Faculty Roundtable event in the fall. Grow it into a full-scale Town Hall Meeting format. Strengthen Spartan Sponsors with more student-initiated participation.

Complete this thought: “My dream for our Alumni Association is. . .”

**Chuck:** ...to become the internationally-recognized leader of alumni associations in the way we provide support and opportunities for students and the advancement of our School.

**Mike:** ...to grow the Association so that massive event successes are automatic and alumni are “fighting” each other for leadership roles.

Get involved! Visit the Alumni Association’s new website: www.theschoolalumni.com

Your SPARTAN CALL TO ACTION

Please make sure you have an updated profile on LinkedIn and join our School’s page (search The School of Hospitality Business at MSU on LinkedIn). This is the ideal way for you to receive the very best in professional networking opportunities throughout your career.
The School’s Alumni Association Leadership

New leaders were elected at the May meeting of the Executive and Appointed Board prior to Annual Gathering of Leaders in Chicago during the National Restaurant Show.

With deep gratitude for the dedication of outgoing President Bruce Lange (BA ’78), who served for two years; and outgoing Secretary/Treasurer Ron Cichy (BA ’72, MBA ’77), who served for 26, we welcome the following alumni to new leadership positions:

- **President:** Chuck Day (BA ’91)
  Regional Director
  Revenue Management Services, Americas, InterContinental Hotels Group
- **Vice President:** Mike Rice (BA ’91)
  General Manager
  Quality Suites Hotel - Lansing
- **Secretary:** Richard Farrar (BA ’73)
  Principal
  Farrar Consulting
- **Treasurer:** Martha Zehnder Keller (BA ’00)
  Vice President of Sales & Marketing
  Bavarian Inn Lodge

Alumna Alex Clark (BA ’10) Expands Bon Bon Bon

Alumna Alexandra Clark has a thing for chocolate. Ever since she was a little girl, she wanted to make chocolates. She was an outstanding student leader in The School, volunteering at the MSU Student Food Bank and at nearly all of The School’s major events, even serving as Les Gourmets CEO her senior year. She performed research at MSU with Partnership in Food Industry Developments – Fruits and Vegetables (PFID-F&V) and went on to attend Massey University in Palmerston North, New Zealand, to study value chains in cocoa and chocolate, focusing on fair trade and entrepreneurship through a graduate program in Agri-commerce.

She has returned to MSU as a guest chef for Les Gourmets and this year conducted training for the students on the art of bon bon making! Just a few days later, Alex opened the first retail store of her company, Bon Bon Bon, in the Chrysler House in Downtown Detroit. Bon Bon Bon opened a new shop in Ann Arbor in July 2015 at 307 South Fifth Street. Congratulations, Alex!

New York Times features Alumnus Hugh Andrews’ (BA ’71, MBA ’72) Hotel—Condado Vanderbilt

Only weeks after student members of the Real Estate Investment Club (REIC) returned from a special learning trip to Puerto Rico over spring break, (see page 23), the New York Times featured Puerto Rico on the front page of its Sunday Travel section (April 5).

Alumnus Jack Schripsema (BA ’73) Brings Business to Lansing

Alumnus Jack Schripsema was featured prominently in an article in the Lansing State Journal titled, “Transforming Lansing,” on Sunday, April 12. Referring to tourism in Lansing, Jack, the president of the Greater Lansing Convention & Visitor’s Bureau (GLCVB), said his organization divides the tourism economy into three segments: conventions and groups, sporting events and fans, and leisure visitors. And in all three segments, the GLCVB is helping to bring new business to Lansing. He says several organizations are bringing their conventions to Lansing for the first time this year. And the 2016 year’s Governor’s Conference on Tourism will be in Lansing.

The article also quotes Jack discussing the sports opportunities in town and the ways his organization recognizes the benefits of having the MHSAA basketball semifinals and finals (for both boys and girls) held at Breslin Center on campus. The GLCVB is commissioning a study this year to gauge the effect of those championships on the economy and local businesses.

Great job, Jack and the team at the Greater Lansing Convention & Visitors Bureau! (See photo on page 36.)
Happy Birthday, Biggby!
A feature article in the Lansing State Journal on Friday, March 20, celebrated the 20th birthday of the Biggby coffee chain, founded by Bob Fish (BA ‘88) and Mary Roszel (BA ‘88). The East Lansing-based company, originally named Beaner’s, started “as a single local coffee experiment,” and has “morphed, two decades later, into a full-blown operation with 182 stores in nine states and another 60 in development,” the article said. And it said that Bob, the company’s CEO, “expects the chain to hit $100 million in sales this fall.”

There are plenty of us living near campus who can attest to the popularity of the Biggby coffee, with students and faculty alike as loyal and happy customers. Biggby stores are known for their “five principles”: be happy, have fun, make friends, love people, and drink great coffee. The LSJ article said that these principles are standard across the company, including the menu.

Patricia Huddleston, an MSU advertising and public relations professor who studies the restaurant industry, was quoted on the things that Biggby has done right: “really friendly baristas and being sort of kooky and offbeat.” Also, she said, “I’ve seen a real consistency, not only in the product quality, but also the quality of service.” Additionally, Biggby does “quality coffee, local branding, word of mouth, choosing high-traffic locations, and competitive pricing” very well.

Mary Roszel, co-founder and retired president of Biggby, was inducted in The School’s Alumni Association Hall of Fame Class of Pacesetters in 2012.

Let’s meet for coffee at Biggby!

Alumnus Bruce Haskell (BA ’76) Retires
Bruce Haskell (BA ’76) retired last year after 38 years of service at MSU in Residential and Hospitality Services (RHS).

From 1976-2014, Bruce led in a wide range of positions, including Owen Graduate Hall food manager; manager of several resident halls, including McDonel, Wonders, and Holmes; coordinator of Food Services; associate director of University Housing; and associate director of Culinary for RHS.

As a student in the School of Hotel, Restaurant and Institutional Management, Bruce worked as a student employee in Brody, so his service to MSU goes back 42 years!

Congratulations, Bruce!

Logan Webster (BA ’08) Honored
Logan Webster (BA ’08), sales manager for Manchester Grand Hyatt in San Diego, was named a 2015 Collaborate magazine “40 under 40” honoree. He was profiled online at collaboratemeetings.com and in the February/March 2015 issue of Collaborate and was recognized at Collaborate Marketplace in Orlando.

Collaboratemeetings.com said of Logan, 29:

“Logan Webster’s goal is to learn one percent more each day than he already knows. You don’t hear that from someone at his age often. A member of MPI who has received numerous accolades such as outstanding production awards, recognition as sales team of the year, and Hyatt Master within Hyatt Hotels, Webster achieved these accomplishments much faster than most, and at a younger age than most. He consistently posts remarkable sales numbers and demonstrates strong leadership skills. His ability to genuinely connect with colleagues and potential clients has served him well in this relationships business. ‘Logan will go far no matter where he lands because of his positive attitude,’ says one of his nominators. ‘He’s a dedicated professional who’s personally invested in his clients’ success.’”

Congratulations, Logan.

Spartans from The School joined Mickey Mouse and the newly named chairman of Walt Disney Parks and Resorts Bob Chapek, 1984 MSU Broad College of Business alumnus, for an evening of Disney magic and “empowering the extraordinary.” Bob Chapek and Garry Randall, who is a 1988 MSU College of Social Science alumnus and senior vice president of human resources for Disney Consumer Products and Disney Interactive, both hosted over 200 Spartans at Disney Studios in Burbank.

Winning Distinctions for Eric Nelson (BA ’06)
The English Inn Restaurant & Pub, owned and operated by School Alumnus Eric Nelson (BA ’06) in Eaton Rapids, MI, has had a banner year. It is already listed in the State Register of Historic Sites, and since 2010 it has been named by DiRoNA as one of the Distinguished Restaurants of North America. In 2014, it won two more distinctions: one of the Nation’s 100 Most Romantic Restaurants (by OpenTable), and Wine Spectator’s Award of Excellence. Congratulations to Eric and the staff at The English Inn!

continued
Rubén Estrada (BA ’00) Gives Back

Rubén Estrada was featured in the spring 2015 publication of the Fundación de Becas para Hotelería y Turismo (Scholarship Foundation for Hotel and Tourism Studies). He is a new member of the organization’s fundraising committee.

The article explains that Rubén is “giving back.” Since 2002 Rubén has been personal assistant to School Alumnus Hugh Andrews (BA ’70, MBA ’71), founder and CEO of International Hospitality Enterprises Inc. (IHE) and has worked closely with Hugh on most major hotel development projects since then. The two met during Rubén’s senior year in The School while Hugh gave a week-long seminar on International Hotel Development. Hugh invited Rubén to join the opening team of the Courtyard, Isla Verde. In 2003, Rubén received a scholarship from the Foundation to study for a Master’s degree in finance at Universidad Interamericana. With his background and education, Rubén is able to participate fully in the financial planning of IHE’s development projects, including the Condado Duo.

Rubén says that working with Hugh has enabled him to view hotel projects from every angle. On the operations side, the question is, “What are the needs of the prospective guests?” On the development side, “How to be aware of a developer’s budget, but still give the guests the experience that has been envisioned?”

Dedicated and generous alumni of The School, Rubén and Hugh regularly host groups of students for educational spring break trips in Puerto Rico (see page 23). Hugh was inducted into The School’s Alumni Association Hall of Fame Class of Builders in 1998, and Rubén was named Emerging Alumnus Leader in 1998.

Sarah Welch (BA ’09) Named Executive Chef

According to articles in the Detroit Free Press and Eater Detroit in May, 2015, Alumna Sarah Welch (BA ’09), former sous chef at Republic Restaurant in Detroit, was promoted to executive chef.

Republic’s general manager wrote in an email to Eater:

“We were looking for someone who, while carrying on in the same theme [as the previous chef] could incorporate their own menu ideas. Chef Sarah was an excellent choice. She is creative in her menus and the guests have continued to enjoy the dining experience here. Chef Sarah has a business degree as well as a culinary degree. She is able to combine the two areas necessary for sustainable success.

We were pleased to look in our own house for our new chef. Sarah has been with us since before we opened. She was a sous chef during that time. Sarah has a great understanding of ‘farm to table’ utilization of product, local growers, and tavern cuisine. The kitchen team is excited to be working with her as we move forward. Her skill in working with her crew was a major factor in our selection.”

Last March, the restaurant was rated by Eater the “#1 Hottest Restaurant in Detroit Right Now.” The adjoining Parks & Rec Diner opened in late summer.

Congratulations to Sarah!

NEW MSU ALUMNI ASSOCIATION STRUCTURE WELCOMES ALL SPARTANS!

According to the MSU Alumni Association (distinct from The School’s Alumni Association), as of July 1, 2016, membership in the MSU Alumni Association (MSUAA) will no longer be dues-based, signaling a new model that welcomes each and every Spartan.

The MSUAA has announced that as part of this transition, “the university is also acknowledging alumni and friends who contribute at least $100 annually between July 1 and June 30. In appreciation of this investment, MSU will consider all of these donors as “Spartan Loyal” and they will receive enhanced services.

Stay connected with The School—update your contact information!

Join the “Alumni Community” today. Update your contact information and re-connect with The School’s alumni:

www.broad.msu.edu/alumni/alumni-community/

Also, connect with us on LinkedIn and Facebook.
Where are they now?

- Rachelle Beazley (BA ’11) is manager of Big Rock Chophouse in Birmingham, MI. rachelle.beazley@gmail.com
- Meghan Clark (BA ’13) is audit associate for KPMG in Dallas, TX. meghan.clark27@gmail.com
- Jake Dondzila (BA ’12) is director of Housekeeping at The Ritz-Carlton, Boston Common in Boston, MA. jacob.dondzila@ritzcarlton.com
- Amanda Downs (BA ’15) is travel host/manager for Maritz Travel, based in St. Louis, MO. Her first work assignment took her to Maui!
- Paul Finstad (BA ’13) is acquisitions analyst at Watermark Capital Partners. in Chicago, IL.
- Megan Geist, CWP (BA ’14), is event services coordinator at JW Marriott and Ritz Carlton Hotel in Los Angeles, CA.
- Janelle L. Hawes (BA ’00) is manager of university recruiting for Robert Bosch LLC in Farmington Hills, MI. jlhawes4@gmail.com
- Kristine Hills (BA ’80) is food & beverage director at Hawks View Golf Club in Lake Geneva, WI. kris@hawksviewgolfclub.com
- Paul Finstad (BA ’13) is acquisitions analyst at Watermark Capital Partners. in Chicago, IL.
- Frank King (BA ’13) is currently in his first rotation with the Vail Resorts’ Management Associate Program, serving as assistant executive housekeeping manager with Vail Resorts in Colorado. kingfran@msu.edu
- Bill Kish (BA ’72) is CEO of Joyin.in., in Lafayette, CA. bill@heyjoyin.in
- Curtis Lease (BA ’91) is the director of business development for ARAMARK Business Dining.
- Michelle Leduc (BA ’12) is the bar and dining room manager at Prestwick Village Golf Club in Highland, MI.
- Corey Litwin (BA ’96) is founder and managing partner for Litwin Media in Boulder, CO. corey.litwin@litwinmedia.com
- Dolores M. Losey (BA ’79) is director of McLaren Flint in Flint, MI. Dolores.Losey@mclaren.org
- Daniel Ma (BA ’91) is financial controller – Systems & Analysis for Mandarin Oriental Hotel Group in Hong Kong. danielm@mohg.com
- Luke Magnini (BA ’12) is tasting room supervisor and certified sommelier at E&J Gallo Winery in Napa, CA.
- Luke Mathot (BA ’03) is director of food and beverage for Rosewood Mansion on Turtle Creek in Dallas, TX.
- Ryan Meliker (MBA ’05) is managing director of Equity Research/REITs and Lodging for Canaccord Genuity, Inc.
- Dena Metzler (BA ’03) is special agent for South Carolina Law Enforcement Division in Charleston, SC. denametzler@gmail.com
- Michael Moriarty (BA ’11) is an associate at Eastdil Secured in San Francisco, CA.
- Kelsy Norman (BA ’08) is assistant general manager for Winegardner & Hammons in Cincinnati, OH. norman.kelsey@gmail.com
- Rachael Reiman (BA ’09) is senior banquet manager at Trump National Doral, part of The Trump Hotel Collection in Miami, FL. rreiman@trumphotels.com
- Rebcia Rose (BA ’13) is manager at Sweetie-Licious in DeWitt, MI.
- Kevin Swanquist (BA ’08) is an executive recruiter with Harper Associates. kevin@harperjobs.com
- Jo Tic (BA ’11) is business development manager at Chilli Marketing, Ltd. in the Greater New York City area.
- Heather Torrente (BA ’00) is chef instructor/externship coordinator for Dorsey School’s Culinary Academy in Roseville, MI. htorrente@dorsey.edu
- Lauren Washburn (BA ’12) is convention manager at Grand Hotel on Mackinac Island, MI. lew2008@comcast.net
- Robert Zehnder (BA ’96) is chef/culinary arts instructor for Tuscola Technology Center in Caro, MI. cxbob54@hotmail.com
Interested in attending an event at The School?
Mark your calendar and plan to visit!

Please email Lena Loeffler at loeffler@broad.msu.edu, or phone (517) 353-9211.

For a full listing of events, visit our website:
hospitalitybusiness.broad.msu.edu

**HOMECOMING WEEKEND**
**OCTOBER 1-3, 2015**

**Thursday, October 1, 2015**
- Alumni-Student Golf Outing
- Alumni-Faculty Roundtable Discussion
- Spartan Sponsors Mentor Program

**Friday, October 2, 2015**
- Alumni Association Executive & Appointed Boards of Directors Meeting
- Homecoming Parade
- Homecoming After-Parade Reception

**Saturday, October 3, 2015**
- Homecoming Pre-Game Reception
- MSU Football Game (vs. Purdue)

**Thursday and Friday, October 8 and 9, 2015**
- Hilton Lecture Series XXVI

**Thursday, October 22, 2015**
- Hospitality Industry Disruptive Innovation Forum: Action-Reaction

**Tuesday and Wednesday, November 3 and 4, 2015**
- CAREER EXPO XXXVII
- Presentation of the 2015 Industry Partner of the Year

**Saturday, November 7, 2015**
- Celebration of Leadership Award Ceremony & Reception

**Monday through Friday, November 9 to November 13, 2015**
- CMAA BMI III

**Saturday, December 19, 2015**
- December Graduation Commencement Ceremony
- Newest Alumni Reception

**Saturday, February 20, 2016**
- Destination Auction (25th anniversary year!)

**Thursday and Friday, March 31 and April 1, 2016**
- Real Estate Investment Management Advisory Council Meeting

**Saturday, April 2, 2016**
- 65th Anniversary Les Gourmets

**Monday through Friday, April 11 to April 15, 2016**
- CMAA BMI III

**Friday, April 22, 2016**
- Graduate Student Forum

**Saturday, May 7, 2016**
- Newest Alumni Brunch
- May Graduation Commencement Ceremony

**Monday, May 23, 2016** *(during the National Restaurant Association Show)*
- Alumni Association Executive & Appointed Boards of Directors Meeting
- Alumni Network Gathering
- Annual Gathering of Leaders Award Ceremony & Reception