The School of Hospitality Business Alumni Association

2018 Annual Gathering of Leaders Award Ceremony & Reception

Monday, May 21, 2018
6 p.m. to 8:30 p.m.

Holiday Inn Mart Plaza – River North
Wolf Point Ballroom (15th floor)
350 West Mart Center Drive
Chicago, Illinois
Program

Welcome Remarks .............................................. Mike Rice (BA ’91)
Chairman of the Board, The School’s Alumni Association
Business Development Director, Hotel Contracting Services, Inc.

Recognition of the Emerging Alumni Leaders of the Year .............................................. Chuck Day (BA ’91)
Chairman Emeritus, The School’s Alumni Association
Regional Director of Revenue Management Services, InterContinental Hotels Group

Martha Zehnder Kaczynski (BA ’03)
Treasurer, The School’s Alumni Association
Vice President, Bavarian Inn Lodge

Brian DeMeester, CHHE (BA ’98)
Executive Housekeeper
Amway Grand Plaza Hotel

Alison Wallace (BA ’97)
Director of Sales
Hiltons of Chicago

Recognition of the Honorary Alumnus of the Year .............................................. James F. Anhut (MBA ’85)
Vice President-Elect, The School’s Alumni Association
Partner, The Passionality Group

Jerome F. “Jerry” Cataldo
President & Chief Executive Officer
Hostmark Hospitality Group

Recognition of the Alumna of the Year .............................................. James Kauffman (BA ’75)
President, The School’s Alumni Association
Retired, Marriott International

Carol L. Campbell (BA ’98)
Managing Director of Customer Experience
Insight & Analytics, Delta Airlines

Congratulatory Remarks .............................................. Dr. Jeffrey A. Beck
Interim Associate Director, The School of Hospitality Business

Closing Remarks .............................................. Dr. Carl Borchgrevink
Interim Director, The School of Hospitality Business
2018 Emerging Alumnus Leader of the Year

Brian DeMeester, CHHE (BA ’98)
Executive Housekeeper
Amway Grand Plaza Hotel

Working in restaurants through middle and high school sparked Brian DeMeester’s interest in hospitality. The comradery with his colleagues and the personal connections he made with guests instilled a passion to choose a career in restaurant management. To achieve his goal, Brian enrolled in The School of Hospitality Business at Michigan State University and received a Bachelor of Arts in 1998. As a student leader, he volunteered to serve as the director of marketing for The School’s CAREER EXPO and Destination Auction teams. He was exposed to many avenues in the hospitality industry through his involvement with Les Gourmets, Club Managers Association of America, and the student Hospitality Sales Organization. He fondly remembers Dr. Schmidgall’s accounting class and appreciates the lessons as they taught him to think about the financial impact of decisions in his professional and personal life.

In his current role as the Executive Housekeeper at the 682-room Amway Grand Plaza Hotel, Brian is responsible for keeping the Grand Rapids’ iconic hotel’s reputation known for its immaculate appearance and outstanding service. He has helped many associates by instilling empathy and consistency in his team; his interest in their professional growth is the hallmark of his personal management philosophy. In addition to the development of the Amway housekeeping team, he is involved in creating a student internship program and a companywide externship program for students to grow their experience in the hospitality industry. Previously Brian was the Director of Housekeeping at The H Hotel, where he worked with his team to achieve their national rating to a Four Diamond hotel and as one of Michigan’s top five hotels and resorts to visit.

Brian wants to be remembered as someone who, “Worked hard to ensure associates’ work lives are better than they expected and instilled empathy and consistency in each team member and to take a personal vested interest in their professional growth.” His greatest accomplishment in the industry is to watch his associates gain the confidence and to advance in their careers. Brian’s reply when asked to complete this phrase, “Spartans Will...Accomplish!”

Brian is a member of The School’s Alumni Association Appointed Board of Directors and has been awarded the Alumnus of the Month in June 2014. He is a Spartan Sponsor mentor for undergraduate hospitality business students and has represented The School on a panel for students of the Broad College of Business with undeclared majors. Brian volunteers annually at local agencies and schools to help others gain skills to participate in this wonderful career we call hospitality.

Brian and his wife, Peggy, reside in Holland, Michigan with their two children, Olivia and Lucas.

Please join us in congratulating Brian DeMeester (BA ’98) as The School of Hospitality Business Alumni Association’s 2018 Emerging Alumnus Leader of the Year.
Alison Wallace (BA ’97)
Director of Sales
Hiltons of Chicago

The unique challenges of the hospitality industry were the allure for Alison Wallace (BA ’97). Working at an exclusive country club in high school, Alison knew she wanted to be in the hospitality industry. As a student in The School of Hospitality Business, Alison worked on the pre-opening business plan for the Wild Goose Inn Bed and Breakfast in East Lansing, which was recently ranked as one of the best inns by Travel and Leisure magazine.

After graduation, Alison joined Hilton in an operations role, and was soon promoted to the sales department after one year. Currently, she is the Director of Sales for Hiltons of Chicago and oversees three Hilton properties: The Palmer House, The Drake, and Hilton Chicago. She strives to encourage and develop her sales team. Alison wants to be remembered as a great mentor to her colleagues. She leads her team to generate over $150 million in sales annually. These accomplishments have earned her the distinguished Hilton’s Circle of Excellence award on three different occasions.

Alison continues to stay involved with her alma mater by hosting two students each year from Michigan State to earn their level two internship in Sales and Marketing. She enjoys coming back to campus annually for CAREER EXPO and to guest lecture in the classroom.

Outside of her philanthropy efforts with MSU and The School, Alison has spent several years volunteering at her son’s school. She teaches young students about careers in hotels and specifically highlights the multitude of career paths available in the hospitality industry. She believes introducing the hospitality industry to young adults is important, "because many people do not consider our industry as an option for a career, and our industry is one of the largest in the world."

One can see from her efforts that Alison has always gone above and beyond what is required. Her sales team has the reputation for being one of the elite in the city of Chicago; it is clear that she and her team will not settle for second best. Alison’s response when asked to complete this phrase, “Spartans Will…Always Find a Way to Succeed!”

Alison and her husband, Andrew, reside in Chicago with their son, Robert. Please join us in congratulating Alison Wallace (BA ’97), on being named The School’s Alumni Association 2018 Emerging Alumna Leader of the Year.
2018 Honorary Alumnus of the Year

Jerry F. Cataldo
President & Chief Executive Officer
Hostmark Hospitality Group

As a student, Jerome F. “Jerry” Cataldo never planned to enter the hospitality industry. Working in a variety of hotels throughout his high school and collegiate years, Jerry learned the ins and outs of the business from the ground up through his own hospitality training program. Those experiences served as the foundation for the variety of positions Jerry has held within Hostmark Hospitality Group, the management company that his father (C.A. “Bud” Cataldo) founded. Today, he is glad to have had those experiences and opportunities early on, as he draws upon them to help guide his leadership of Hostmark. Jerome received a Bachelor of Science degree in Business Administration at Marquette University and a Masters of Business Administration in Finance at DePaul University.

Currently, Jerry serves as the Chief Executive Officer in addition to his current role as Hostmark’s President. His responsibilities include the growth and guidance of Hostmark’s portfolio through acquisitions and management opportunities, and expanding strategic business partnerships. In addition, Jerry has played a vital role in establishing Hostmark’s international reputation for managing hotels and resorts throughout the United States and abroad.

Jerry’s favorite part of his job is fostering Hostmark’s passion for the Art of Service – establishing a culture among team members that focuses on positively impacting guests, even when working in a select service hotel. Hostmark is on their 53rd year of continual success, with the third generation of the Cataldo family having joined the company in 2010. “It’s one of the things I’m most proud of - the longevity and integrity of our company, and our Artists’ commitment to service,” he shares. Hostmark has expanded its portfolio with new additions of strategic projects such as the Hampton/Homewood Suites in Chicago’s West Loop, the boutique Perry Hotel Key West, and the Higgins Hotel, a Curio Collection Hotel in New Orleans at the National WWII Museum opening in summer of 2019. Hostmark has also been expanding its long history of hotel operations in university and college campus locations.

Jerry currently serves as the Treasurer and member of the Board of Directors for the Illinois Hotel & Lodging Association and as Vice Chairman of DePaul University’s School of Hospitality Leadership and formerly served on the Kendall College Les Roches School of Hospitality Management Advisory Board. He formerly served on the Board of Directors of the Chicago Convention and Tourism Bureau. He has been recognized as an industry leader, speaking at hospitality conference and events as well as a recurring lecturer at hospitality programs including Florida International University and Roosevelt University.

Jerry and his wife, Lori, have four children: Allyson, Eli, Natalie, and Anthony. Please join us in congratulating Jerome F. Cataldo on being named The School of Hospitality Business Alumni Association 2018 Honorary Alumnus of the Year.
2018 Alumna of the Year

Carol L. Campbell (BA '98)
Managing Director of Customer Experience Insight & Analytics, Delta Airlines

As a young female leader in a heavily male-dominated industry, Carol Campbell has built a reputation as someone with great courage and a willingness to take risks. After graduation in 1998, Carol joined The Walt Disney Company and spent 20 years leading the global planning and development for Disney hotels worldwide. Her key accomplishments include development and approval of a multi-billion dollar repositioning strategy for more than 50 hotels around the globe. She also guided the concept development for new products, including the recently announced Star Wars Hotel. During her years with Disney, she held positions in operations, consumer research, global shared services, and new business initiatives.

Most recently, Carol joined Delta Air Lines as the Managing Director of Consumer Experience Insight & Analytics. With a passion to deliver customer service excellence, Carol helps steer Delta’s future service investments. She provides leadership across the company to drive continuous evolution of the consumer experience and development of Delta’s data management platform.

Carol has invested her time helping to develop The School’s first-class curriculum for its students. She has taught exclusive content in many hospitality business classes and spearheaded the development of new internships with Disney to create unique opportunities for students. Beyond the hospitality industry, Carol wants to be remembered as a mom who cheers loudly at her son’s soccer games, dances in the living room with her toddler, and enjoys every moment of parenthood with her husband, Joe.

Maya Angelou’s quote is an underscore from the memories of Carol’s MSU professors, “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” It was the graciousness and support of her professors and their advocacy and willingness to treat her like an individual and not just another student on their class roster that helped her recover from an unfortunate accident her senior year.

Carol and her husband, Joe, reside in Atlanta, Georgia with their two children, Jack (12) and Grant (4). Please join us in congratulating Carol Campbell (BA ’98) as The School of Hospitality Business Alumni Association 2018 Alumna of the Year.
A special thank you to our event sponsors. Your thoughtfulness and generosity is appreciated!

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- James F. Anhut (MBA ’85)
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**Bronze**
- Chuck Day (BA ’91)
- Annette Lowe
- Michael (Kit) Pappas (BA ’82)
- James F. Rainey
- Blair Wills (BA ’02)

**Other**
- Marc L. Cassier (BA ’89)
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- Kenneth D. Hill (BA ’56)
- Lou Weckstein (BA ’58)

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- John M. O’Donnell (BA ’69)
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- Zoe P. Slagle (BA ’59, MA ’64)
  Owner, Zoe P. Slagle Consulting
2018 Spartan Champion Award

Dan W. Darrow (MBA ’61)
President, Palm Hospitality Company
a subsidiary of The Walt Disney Company

Dan Darrow is president of Palm Hospitality, a subsidiary of The Walt Disney Company. He has been responsible for hotel asset management and contract administration. His career with the Disney organization began in 1970, and from then until 1979 he has held numerous positions including general manager of the Walt Disney World Hotel Division; manager of convention sales; and manager of sales and marketing for the Lake Buena Vista Village & Conference Center. From 1979 to 1984, Dan was director of sales, responsible for the Walt Disney World Hotel Central Reservations System, Corporate and Convention Sales, Banquets and Special Events. In 1984, he served as executive director of hotel relations, the liaison for all marketing, promotional, and operational activities with seven hotels in The Walt Disney World Village Hotel Plaza. He was named president of Palm Hospitality in 1994.

Dan earned his Bachelor’s degree in business administration from the University of New Mexico in 1953 and spent the next four years in the U.S. Air Force, attaining the rank of captain. He then continued his education at Michigan State University earning a Master’s of Business Administration degree in 1961, with an emphasis in hotel administration. Dan subsequently became an active alumnus serving on The School’s Alumni Association Executive Board of Directors as vice president from 1993 to 1995; president from 1995 to 1997; and chairman of the board in 1997. Dan is a member of the Presidents Club and the Beaumont Tower Society. In 1998, Dan received the Outstanding Alumni Award from the Eli Broad College of Business and in 1999 Dan was recognized as The School’s Alumni Association’s Alumnus of the Year.

Dan exemplifies commitment to his Florida community by serving as president of the Florida Hotel & Motel Association in 1991; serving two terms as vice president, tourism on the board of directors of the Orlando Chamber of Commerce; served as chairman of the Orange County Civic Center’s promotional advisory board; and was a founding member of the board for the Orlando/Orange County Convention & Visitors Bureau. In 1974, then Governor Reubin Askew, presented Dan with the Tourism Leadership Award, and the Florida Hotel & Motel Association in 1993 named him Hotelier of the Year.

Dan is a dear friend to many of us, “To know Dan is to have met a true servant leader; he exemplifies leadership from the heart, and in addition to being a smart businessman – he is a role model for us all with regard to leading and mentoring others,” states Carol Campbell (BA ’98).

Dan and his wife, Lone, reside in Celebration, Florida. Please join us in congratulating Dan W. Darrow (MBA ’61) as The School of Hospitality Business Alumni Association’s 2018 Spartan Champion Award.