



## Historic Milestones

*The School of Hospitality Business has a rich history. The timeline below pulls out proud highlights. For a more complete historic picture, we invite you to order a personal copy of [The Legacy of the Leader — Celebrating 75 Years of Leadership](#).*

For a complete listing of Alumni Association Wall of Fame members, beginning with the Charter Class of inductees in 1995, please visit: <http://www.bus.msu.edu/shb/alumni/walloffame.cfm>

### *Brief History At-a-Glance*

- 1927 The Education Committee of the Michigan Hotel Association meets to discuss development of a college-level hotel management school. Members include H. William Klare, Charles Stevenson, Fred Pantlind, Walter Hodges, Mr. and Mrs. Fred Doherty, M. H. Hollister, W. L. McManus, Ruth Myhan, T. G. Agaard, John Willy, and Paul Buckley. Hotel Training Course is approved by Michigan State College.
- 1928 The first curriculum for the course is approved at Michigan State College. Bernard Remi Proulx, first Professor of Hotel Administration, is appointed Assistant Dean of Liberal Arts and Director of Hotel Training Course. Professor Proulx founds the Hotel Association, a student activities club which became the forerunner of today's Hospitality Association.
- 1929 First classes in the course are held. There are 18 students majoring in Hotel Training Course.
- 1939 Enrollment reaches 125.
- 1944 The course's name is changed to Hotel Administration Program (School of Business and Public Service).
- 1947 The Kellogg Foundation grants \$1.4 million for construction of the Kellogg Center for Continuing Education. The program is divided into three major areas of concentration: Hotel Management, Restaurant Management, and Institutional Management.
- 1950 The program is renamed The Division of Hotel, Restaurant and General Institutional Management (School of Business and Public Service). Leslie W. Scott (BA '35) is appointed Division Director.

- 1951 Kellogg Center for Continuing Education is opened. The first General Manager is Weldon S. "Bill" Garrison (BA '46). The Division's offices are moved to the Kellogg Center.
- Enrollment increases to approximately 300.  
*Les Gourmets* is founded as a student organization.
- 1955 Donald Greenaway (BA '34) is appointed Division Director.
- 1956 The Division's name is changed to the School of Hotel, Restaurant and Institutional Management (School of Business and Public Service). The first *Les Gourmets* dinner-dance is held in the Kellogg Center Ballroom.
- 1958 Joseph Thompson is appointed Director of the School.
- 1961 The Eppley Foundation grants the University \$1.5 million to build the Eugene C. Eppley Center for Graduate Studies in Hotel, Restaurant and Institutional Management.
- 1962 Eppley Center is opened. The School's offices are moved to the fourth floor of Eppley Center. The School becomes the first program in the country to offer a Master of Business Administration (MBA) degree in Hotel, Restaurant and Institutional Management.
- 1963 Henry O. Barbour is appointed Director of the School.
- 1965 Enrollment reaches 550.
- 1968 Robert L. Blomstrom is appointed Director of the School.
- 1976 Enrollment reaches 986 students, including 45 MBA degree candidates and 137 Travel and Tourism Management majors.
- 1980 Donald I. Smith is appointed Director of the School.
- 1981 CAREER EXPO is founded.
- 1983 John Henderson is appointed Acting Director of the School. Enrollment reaches 1,050.
- 1984 Michael L. Kasavana is appointed Acting Director of the School.
- 1988 Ronald F. Cichy (BA '72, MBA '77, Ph.D. '81) is appointed Director of the School. School Faculty refocuses and the MSU-HRIM Alumni Association unanimously endorses the MSU-HRIM mission: to be the leader in hospitality business education through teaching, research, and service. The Visiting Leaders Series is founded.

- 1989 *The School of HRIM Food Production and Management Education Facility opens in the Kellogg Center. Ray Schmidgall is named the Hilton Hotels Professor of Hospitality Financial Management, the first endowed position in the School. The Visiting Distinguished Chefs Series is founded.*
- 1990 *The Hilton Lecture Series is founded.*
- 1991 *The First Annual MSU-HRIM Patriarchs Breakfast is held in the Kellogg Center. The MSU-HRIM Alumni Association refocuses its mission: to provide active leadership in support of the mission of the School through membership participation, image enhancement, financial commitment, and promotion of synergies among students, faculty, alumni, and friends. The School's Internship office is renamed the Student and Industry Resource Center.*
- 1992 *Chef Robert Nelson is named The Dr. Lewis J. and Mrs. Ruth E. Minor *Chef de Cuisine*, the second endowed position in the School. The First Annual Hospitality Association/MSU-HRIM Alumni Association Auction is held in the Kellogg Center.*
- 1993 *The School completes the \$5 million leadership campaign, raising \$5.1 million in five years. School offices are relocated to the newly renovated second floor of Eppley Center. The MSU-HRIM Alumni Association launches the Spartan Sponsors Mentor Program.*
- 1995 *The MSU-HRIM Alumni Association launches its Wall of Fame and inducts its Charter Class. The School of HRIM's name is changed to *The School of Hospitality Business*.*
- 1996 *The Michael L. Minor Master of Science in Foodservice Management is launched as a complement to *The School's* MBA in hospitality business. *The School's* Alumni Association honors six alumni in the Wall of Fame Class of Founders. The Alumni Association officially dedicates the physical Wall of Fame at Kellogg Center on campus. The Hospitality Association offers its first Vegas Night. *The School's* Alumni Association Board is transformed into the Executive Board of Directors and a new Appointed Board of Directors is created to expand *The School's* network of advocates.*
- 1997 *The \$1 million Student and Industry Resource Center endowment is completed.*
- The School's* Alumni Association honors four alumni in the Wall of Fame Class of Internationals.
- 1998 *The School's* Alumni Association celebrates its 50th Anniversary and inducts six alumni into the Wall of Fame Class of Builders.

- 1999 *The School's* Alumni Association honors five alumni in the Wall of Fame Class of Innovators. Michael L. Kasavana is named the National Automatic Merchandising Association Endowed Professor in Hospitality Business, the third endowed position in *The School*. Robert H. Burns (BA '58) returns to his alma mater as the first Visiting Industry Professor. The student Club Managers Association of America chapter wins CMAA Chapter of the Year.
- 2000 *The School's* Alumni Association honors two in its Wall of Fame Class of Originators. Hugh A. Andrews (BA '71, MBA '72) returns to his alma mater as the second Visiting Industry Professor. The National Automatic Merchandising Association and *The School* launch the NAMA Executive Development Program.
- 2001 *The School's* Alumni Association honors five in the Wall of Fame Class of Contributors. *The School* develops a new curriculum and new admission criteria for junior students and these are approved. *The School* becomes independent within The Eli Broad College of Business. The Spartan Hospitality Educators Summit Hilton Lecture Series XII takes place on campus to launch *The School's* 75th Anniversary celebrations. *Les Gourmets* celebrates its 50th Anniversary with The Golden Celebration: An Evening Reflecting Fifty Years of Excellence.
- 2002 *The School* celebrates the 75th Anniversary of its founding in 1927. *The School's* Alumni Association publishes the 75th Anniversary history book, *The Legacy of the Leader*. *The School's* Alumni Association's Celebration of Leadership honors 30 associations, corporations, and organizations that have been significant in *The School's* 75 years. Over 300 alumni, faculty, and students gather in Chicago to honor over 150 Distinguished 75th Anniversary Year Alumni at *The School's* Annual Gathering of Leaders. Industry Partner of the Year is launched at CAREER EXPO XXIV, honoring Kellogg Hotel & Conference Center.
- 2003 *The School's* Annual Gathering of Leaders inaugurates its recognition of the Emerging Alumnus Leader of the Year, honoring Aaron Ide (BA '98). *The School's* Alumni Association inducts five to the Wall of Fame Class of Pioneers. The Celebration of Leadership honors alumnus Lou Weckstein (BA '58) as Industry Leader of the Year. CAREER EXPO XXV celebrates 25 years, honoring Starwood Hotels and Resorts Worldwide as Industry Partner of the Year. The Master's Degree in Hospitality Business and the Graduate Specialization in Hospitality Business are launched.

- 2004 Chef Allan Sherwin, MS, CEC, CCE, FMP (BA '64) is selected as *The School's* Dr. Lewis J. and Mrs. Ruth E. Minor *Chef de Cuisine*. *The School's* values, vision, and mission are revised and completed. Its mission is refocused: The mission of *The School of Hospitality Business* is to continually enhance *The School's* leadership position in hospitality business education through teaching, research, and service. *The School's* Alumni Association inducts three to the Wall of Fame Class of Givers. The Celebration of Leadership honors alumnus Fred J. Kleisner (BA '66) as Industry Leader of the Year. CAREER EXPO XXVI honors Red Lobster as Industry Partner of the Year.
- 2005 Dr. Lou Anna K. Simon is named the first female President of Michigan State University. The day after her inauguration, President Simon attends *The School's* Alumni Association/Hospitality Association 14th Annual Auction. MSU celebrates its Sesquicentennial and Founder's Day. CAREER EXPO XXVII honors The Waldorf=Astoria Hotel as Industry Partner of the Year. *The School's* Alumni Association inducts five to the Wall of Fame Class of Alumni Leaders. The Celebration of Leadership honors alumnus Thomas W. LaTour (BA '66) as Industry Leader of the Year. *The School's* faculty is ranked number one in *the Journal of Hospitality & Tourism Research*—number one in “mean productivity” from 1992 – 2001, and in having the “the most intensely” contributing authors amongst the Top 20 universities. *The School's* faculty develops and launches a Hospitality Business Real Estate and Development Specialization for undergraduates. The students' Hospitality Association float wins parade award for the 4th year in a row: 2002 – Best Spartan Spirit, 2003 – Best Float, 2004 and 2005 – Best Spartan Spirit.
- 2006 *The School* launches a new web site. *The School's* enrollment is 725 undergraduate and graduate students. CAREER EXPO XXVIII honors RARE Hospitality, Inc. as Industry Partner of the Year. *The School's* Alumni Association inducts six to the Wall of Fame Class of Owners. The Celebration of Leadership honors Alumnus Bill Weidner (BA '67, MBA '68) as Industry Leader of the Year.
- 2007 *The School* celebrates its 80<sup>th</sup> Anniversary Year – 8 decades of leadership – as *The First*, *The Original*, and still *The Leader*. CAREER EXPO XXIX honors White Lodging Services, Inc. as Industry Partner of the Year and welcomes a record 79 companies and over 200 recruiters. Celebration of Leadership inducts six members to the Alumni Association Wall of Fame Class of Developers and honors Greg Sidwell, president of G & J Marketing Company, as Industry Leader of the Year.
- 2008 *The School's* Alumni Association inaugurates its Lifetime Academic Achievement Award, honoring Dr. Terry Umbreit (BA '63), the director and Taco Bell Distinguished Professor in the School of Hospitality Business Management at Washington State University (WSU). Along with executives at The Venetian Macao, faculty members prepare and deliver The Venetian Macao Leadership Development Course. *The School* begins plans for a revitalized Culinary Business Learning Lab, originally opened in 1989 in the Kellogg Hotel and Conference Center. The J. Willard & Alice S. Marriott Foundation provides a

grant of \$1.3 million for the project. *The School* hires its first dedicated development staff person as assistant director of development.

*The School* serves as Academic Partner to the first annual Midwest Lodging Investors Summit in Chicago. CAREER EXPO XXX takes place on Election Day and honors ECOLAB, Inc. as its Industry Partner of the Year. Celebration of Leadership honors Bruce White, founder, chairman, and CEO of White Lodging Services, Inc. as Industry Leader of the Year, and welcomes five new members of the Alumni Association Wall of Fame Class of Visionaries.

2009 Undergraduate enrollment now totals 824; graduate enrollment totals 35. Two alumni are honored with the Lifetime Academic Achievement Award: Dr. Michael Olsen (BA '67, MBA '73), emeritus professor of Strategic Management in the Hospitality Industry at Virginia Polytechnic Institute and State University; and Professor John Drysdale (BA '63), professor emeritus at Johnson County Community College. CAREER EXPO XXXI honors Las Vegas Sands Corporation and its subsidiaries, The Venetian and The Palazzo, as its Industry Partners of the Year. *The School* formalizes a link with University of Macau with a "general Agreement for Academic Cooperation." Hilton Lecture Series marks its 20<sup>th</sup> year. Celebration of Leadership honors Patrick M. Nesbitt, Sr., chairman and CEO of Windsor Capital Group, Inc., as Industry Leader of the Year, and inducts five new members to the Alumni Association Wall of Fame Class of Exemplars.