GOING FOR GOLD AT HOME AND ABROAD
MEGA-EVENTS IN HOSPITALITY

Our summer semester was an eventful time within the School of Hospitality. During Maymester, 16 students traveled to London to preview the venues of the Summer Olympic Games and study the 1996 Centennial Olympics in Atlanta. Get an inside look at their exciting trip featured on page 4. Many thanks to Deborah Robbe for developing and leading such a unique trip for those with a career interest in event management. Special thanks as well to our industry experts for providing students with an insider-look at the Olympics in Atlanta and London.

We also sent 19 students to London to intern with The Coca-Cola Company for the 2012 Summer Olympic Games. This internship provided our students the rare opportunity to receive hands-on learning beyond the classroom at the world’s largest event. You can read more about this internship experience on page 8.

This year, the School of Hospitality awarded more than $10,000 in scholarships to deserving students studying hotel management, tourism, culinary management, hotel real estate, and finance. We are grateful for those who continue to support our program and our students through scholarships and monetary donations.

Looking ahead in spring 2013, the Cecil B. Day School of Hospitality Administration will be celebrating 40 years of educating and developing the next generation of hospitality executives. Plans are being made for several events throughout the year, and we invite you to take part in this coming year of celebrations.

I am pleased to announce that we will be adding a master’s in global hospitality management to our program beginning fall 2013. This one-year degree program will be the only master’s program in hospitality available in Georgia. It is designed for those hospitality professionals, managers or career changers looking to expand their knowledge of the global impact of the hospitality industry. Interested candidates should visit our website for more information or to apply.

If you are not involved with the School of Hospitality and would like to be, please let us know. We always welcome interest and involvement in our program as we prepare future leaders for the exciting and dynamic hospitality industry. For those of you who are involved, we extend a very big thank you for your support and continued participation.

Hospitably Yours,

Debby Cannon, Ph.D., CHE
Director, Cecil B. Day School of Hospitality Administration

The Cecil B. Day School of Hospitality Administration is committed to academic excellence in the development of students for leadership roles in the hospitality industry. We prepare students for such positions by pursuing ethical, innovative and value-enhancing strategies in a culturally diverse and technologically advanced world. We serve our local, regional, national and international constituencies through research, teaching and outreach activities. The school achieves its mission by offering a relevant, up-to-date curriculum in a teaching and learning environment that emphasizes continuous improvement.

CONTACT US:
The Cecil B. Day School of Hospitality Administration
35 Broad Street, Suite 220
Atlanta, Georgia 30303
404-413-7615
hospitality@gsu.edu
FEATURES

Atlanta Hospitality Alliance Scholarship
Ashanteh Bain
This scholarship was established by the Atlanta Hospitality Alliance. Founded in 2009, AHA provides a forum for networking and professional development to Atlanta-area hotel owners, developers, operators, franchisors and professional service providers. This scholarship is presented to a hospitality major based on career interest in hotel development or management, academic achievement, school and community involvement and work experience.

Hunter Realty Scholarship in Hotel Development
Sandra E. Griffin
This scholarship was established by Hunter Realty, a leading hotel broker since 1978. In addition to recognizing academic performance and work experience, preference is given to students with career plans in hotel development and double-majors in hospitality and real estate or finance.

Cecil B. Day Scholarship in Hospitality Achievement
Soo Yeon Kim
This scholarship was established in memory of the founder of Days Inn and the namesake of the School of Hospitality. It is awarded to hospitality majors based on academic achievement, school and community involvement and work experience.

Hunter Realty Scholarship in Hotel Development
Sandra E. Griffin
This scholarship was established by Hunter Realty, a leading hotel broker since 1978. In addition to recognizing academic performance and work experience, preference is given to students with career plans in hotel development and double-majors in hospitality and real estate or finance.

John Jordan Scholarship in Club Management
Destany Caldwell (picture) and Fiona Heilman
This scholarship was established in honor of John Jordan, a national leader in the private club industry. Jordan was the general manager and CEO of the Cherokee Town and Country Club for over 46 years. During his career, he was elected president of the Club Managers Association of America. This scholarship is presented to a hospitality major based on career interest in club management, academic achievement, school and community involvement and work experience.

Robert R. King Memorial Scholarship in Hospitality & Tourism
Kyle Hight (picture) and Esther Yi
This scholarship is in memory of Robert R. King, a leader in Georgia’s hospitality industry as president of the Georgia Hospitality and Travel Association. It is presented to a hospitality major based on academic achievement, school and community involvement and work experience.

Hospitality Financial & Technology Professionals Scholarship
Jamie Kolodziej
This scholarship was established by the Hospitality Financial and Technology Professionals group. Since 1952, HFTP has been dedicated to providing members with networking opportunities, certification programs, events and resources for professional growth. This scholarship is presented to a hospitality major based on career interest in the financial and/or technical specializations, academic achievement, school and community involvement and work experience.

The Atlanta Concierge Society Kevin Roach Memorial Scholarship
Sharon Dawson
This scholarship, funded by the professional association for hotel concierges in Atlanta, is in memory of Kevin Roach, a longtime hotel employee who was dedicated to quality guest service. The Concierge Society of Atlanta presents this scholarship to a hospitality major with work experience in the hotel industry in a concierge or guest service capacity.

Spurgeon Richardson Scholarship in Hospitality Leadership
Emily Evans
This scholarship is in honor of Spurgeon Richardson, a leader in Atlanta’s hospitality community for decades. Richardson served as president and CEO of the Atlanta Convention & Visitors Bureau for 17 years. In this role, he positioned tourism as one of the city’s top economic drivers and helped Atlanta develop into a world-class city. This scholarship is presented to a hospitality major based on academic achievement, school and community involvement and work experience.

EACH YEAR THE SCHOOL OF HOSPITALITY AWARDS A NUMBER OF STUDENT SCHOLARSHIPS. SCHOLARSHIP APPLICATIONS ARE AVAILABLE FOR COMPLETION IN MID-JANUARY. CRITERIA FOR HOSPITALITY SCHOLARSHIPS VARY WITH THE FUNDING SOURCE BUT GENERALLY INCLUDE SCHOLASTIC PERFORMANCE, WORK EXPERIENCE, EXTRA CURRICULAR ACTIVITIES, CAREER GOALS AND FINANCIAL NEED. THE Cecil B. Day School of Hospitality Administration is proud to recognize the following 2012 Scholarship recipients:
OLYMPIC HOSPITALITY:
STUDENTS STUDY EVENT MANAGEMENT FIRST-HAND DURING MAYMESTER
by Joshua Grotheer

The warmth, friendship and hospitality of Atlanta and its people were key to the city’s success in bringing the games to Atlanta. The city had the infrastructure and many of the facilities necessary to host athletic competitions, as well as a world-class airport, more than 60,000 hotel rooms, experience in handling large masses of people (thanks to the city’s convention industry) and an extensive rapid rail and bus transportation system.

Staging a successful international event of Olympic magnitude requires detailed planning and managing of operations, transportation, volunteer staff, logistics, food and beverage, housing, crisis management, crowd control and security. The 1996 Centennial Games boasted 10,500 athletes from all 197 recognized countries — a first in Olympic history — 53,540 volunteers, 5 million spectators and a worldwide audience of more than 5.5 billion television viewers.

Those 17 days that summer became a chance to showcase the graceful, personal quality of the South.

After all medals had been awarded, Atlanta was left with a $209 million, 80,000-seat baseball facility, formerly the Olympic stadium, that is now Turner Field, home of the Atlanta Braves. Thanks to the 1996 Olympics, Hartsfield-Jackson International Airport gained an international air terminal, atrium and more than $250 million in overall improvements. Georgia State University has also benefited since the Olympic flame was extinguished.

The Olympic Village housing complex — an $85 million, 2,000-bed dormitory — became the first student dormitory, plunging campus life into the university. Turner Field provides much needed parking for a number of commuter students throughout the year. The construction of the 21-acre Centennial Olympic Park and the urban renewal of the surrounding area have created a vibrant environment in which GSU students can live and learn.

Sixteen years later, students had a once-in-a-lifetime Maymester, flying to London for a behind-the-scenes look at that city’s preparations for the 2012 Summer Olympics and bookending the experience with a look back at the 1996 centennial games held in Atlanta.

Designed for students with a career interest in event management, the program provided an up-close view of what is involved in planning, executing and evaluating a mega-event. “The London Olympics were an ideal setting for our students to learn the ins and outs of events and venue management,” said Deborah Robbe, instructor for this study abroad program. “Having hosted the games in 1908 and again in 1948, London’s previous experience as a host city proved beneficial to these future event managers.”

Robbe lined up a roster of hospitality experts for the on-campus portion of this course, including Mark Zimmerman, general manager of the Georgia World Congress Center, who shared how Atlanta came together for the 1996 Centennial Olympics and the legacy of the games. “Hosting the 1996 Summer Olympics on our campus was an honor,” said Zimmerman. “It was a lot of hard work but the outcome was amazing. Truly a once in a lifetime experience.”

Another speaker to address the class was Margaree Boon, global hospitality communications manager with Coca-Cola. Boon and her team manage and operate the Coca-Cola hospitality center and all guest relations on behalf of the beverage giant during the Olympic Games. Coca-Cola is a worldwide partner of the London Olympic Games and the longest continuous corporate sponsor of the modern Olympic Games.

While in London, students toured several new Olympic facilities as well as storied venues like Wimbledon and Lord’s Cricket Grounds. The group met with representatives from Tower Hamlets, which is the planning unit responsible for event management, security and marketing within the local borough. Tower Hamlets was also the host borough for the U.S.A. track and field team, and the community will benefit from the new track field built as a training center for our team of athletes.

After two weeks under the tutelage of seasoned hospitality leaders in Atlanta and London, the students returned to campus to finish out the class with discussion and analysis of what makes a successful Olympic Games by comparing and contrasting the differences of the two mega-events.

“Atlanta definitively is a more recognized city because of the 1996 Summer Olympics,” said senior hospitality and marketing major Heather Denny. “Georgia State has attracted a multitude of diverse students and faculty because of our international recognition.”

ike Wien is a professional speaker who talks with audiences about staying passionate and motivated to move from ordinary to extraordinary in their personal and professional lives.

Wien knows a thing or two about doing extraordinary things. As an Ironman world champion, Wien uses his athletic experiences to motivate audiences and students to chase their dreams.

An adjunct professor of hospitality marketing within the Cecil B. Day School of Hospitality Administration, Mike Wien is a consultant offering part-time chief marketing officer services to entrepreneurial businesses. By applying 35 years of marketing and sales experience, Wien specializes in helping entrepreneurs create marketing, business strategies and personalized plans to uncover often overlooked ways to grow revenue.

Wien began his career in brand management at Frito-Lay, where he was responsible for introducing the company’s biggest success, Tostitos. He moved on to PepsiCo, the parent company, as director of brand management for the Pepsi Bottling Group. Next, he applied his consumer products experience to Omni Hotels as their global vice president of marketing and sales. This led to the position of group senior vice president with CitiBank, where he was responsible for marketing and new product development in Illinois. Cole Taylor Bank, a privately held commercial bank, hired Wien to head up marketing and handle investor relations for their initial public offering. He then joined Deloitte as part of their national marketing team; eight years later, he left corporate life to fulfill his dream of starting his own consulting firm.

Wien, a triathlete, has an M.B.A. in marketing from Northwestern University and a B.S. in business from Colorado State University. He is active within his community, serving on four nonprofit boards, including the Atlanta Track Club.

Wien has competed in 21 marathons including Boston, New York, Chicago and the original marathon in Greece from Marathon to Athens. He has completed three Ironman triathlons, including the World Championship in Kona, Hawaii, where he finished fifth in the world in his age group. He took fourth in his age group at the Ironman 70.3 World Championships in Clearwater, Fla., and fifth in the Long Course World Triathlon Championships in L’Orient, France, where he was the only American in the top 10.

Wien’s hospitality marketing course brings the real world into the classroom through various industry projects, including Burger King, Denny’s and Popeyes Louisiana Kitchen, all relating to discovering new ways to reach a specific target market and what marketing avenues are most effective. Through these real-world applications, Wien better prepares our students to make an impact on the hospitality industry long after graduation.

“Mike provides our students with an inspiring example of the importance of setting goals and gives real-life suggestions for how to effectively pursue their own personal goals in school, business and life,” says Debby Cannon, director of the School of Hospitality. “His high energy, interactive style and compelling storytelling keep students engaged throughout the learning process.”
THE DREAM TEAM
HOSPITALITY STUDENTS INTERN WITH COCA-COLA DURING OLYMPICS IN LONDON

by Joshua Grotheer

WHEN THE INTERNATIONAL BEVERAGE GIANT COCA-COLA BEGAN SEEKING STUDENT INTERNS FOR THE LONDON 2012 OLYMPIC GAMES, IT TURNED TO THE CECIL B. DAY SCHOOL OF HOSPITALITY ADMINISTRATION AT GEORGIA STATE UNIVERSITY.
Beginning in mid-July, selected students had the honor of working with Coca-Cola in London leading up to and during the summer Olympic Games. Students served as activators with the venue operations division of Coca-Cola, a worldwide partner of the London Olympic Games and the longest continuous corporate sponsor of the modern Olympic Games.

“It’s fantastic to have students from Atlanta join us for the largest event on Earth,” said Daryl Jelinek, general manager for Coca-Cola’s London 2012 Olympic and Paralympic Games team. “Coca-Cola and London 2012 provide a learning environment like no other.”

The team of 19 hospitality students represented Georgia State University — the only U.S. university involved with Coca-Cola — joining people from Russia and Brazil, the next two host countries for the winter and summer games, respectively, as well as other Coca-Cola employees from Great Britain and beyond.

“We strive to offer experiences outside the classroom for our students to apply their learning in real-world settings,” said School of Hospitality Director Debby Cannon. “This internship program with Coca-Cola in London is yet another hands-on opportunity provided by the school. Allowing students the chance to roll up their sleeves and experience event management during the summer Olympic Games is a once-in-a-lifetime opportunity this team of Panthers will never forget.”

Internship candidates were selected through an application and interview process. Students were chosen based on academic standing, extracurricular activities, student organization involvement and volunteer experience.

“We are grateful to the Coca-Cola Company for this opportunity,” said Robinson College of Business Dean H. Fenwick Huss, “and we are honored to have students from the Cecil B. Day School of Hospitality Administration represent the J. Mack Robinson College of Business in London during this gathering of nations.”

The Coca-Cola Company is the world’s leading manufacturer, marketer and distributor of non-alcoholic beverages and has been a supporter of the Olympic movement since the 1928 Olympic Games in Amsterdam. As an organization, The Coca-Cola Company shares the Olympic values, which embody the discovery of one’s abilities, the spirit of competition, the pursuit of excellence, a sense of fair play and the building of a better and more peaceful world.

“It takes many persons to make London 2012 happen, and we are pleased to have hospitality students from GSU as part of our team,” said Malcolm Plows, 2012 Olympic venue operations director for Coca-Cola Enterprises. “We need a talented, passionate, diverse workforce, and these 19 students helped us to realize that goal.”

“I WANT TO WEAR MY ACCREDITATION BADGE AROUND MY NECK AS IF IT WERE MY GOLD MEDAL AND IN THE MORNING WHILE I’M EATING MY WHEATIES, I WANT TO REMEMBER JUST HOW EPIC WORKING THE LONDON 2012 SUMMER OLYMPIC GAMES HAS BEEN.”

Jasmine Compton-Smith, class of 2013

“BY PARTICIPATING IN THIS STUDY ABROAD EXPERIENCE, I HAVE A RENEWED EXCITEMENT ABOUT MY FUTURE IN EVENT MANAGEMENT.”

Judy Lai, class of 2013

“This has been an amazing experience! I have met people that I will remember for the rest of my life and through all the different challenges that came with this internship, I wouldn’t change it for the world!”

Adeola Sokunbi, class of 2012

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AVIATION MANAGEMENT COURSES HELP STUDENTS SOAR

The Cecil B. Day School of Hospitality Administration is one of the few hospitality programs in the nation offering courses in airport, airline and aviation management. Students majoring in hospitality can focus their electives for a concentration in aviation management, and non-majors have the option of obtaining a certificate in hospitality operations with a specialization in aviation management.

The certificate in hospitality administration was established in 2001, and aviation management courses were merged into the hospitality elective curriculum in 2006. Aviation courses had been in the Andrew Young School of Policy Studies under public administration, but the curriculum was restructured to offer courses that are business-based and service-oriented through the Robinson College of Business. Current courses include airline management, airport management and aviation management.

Courses offer students an overview of operations management, planning and design of airports; aviation history; laws and regulations impacting airlines and airports; security issues; technology including yield management principles applied to airlines fares and career opportunities within the industry.

As the world’s busiest airport — serving about 250,000 passengers every day — the Hartsfield-Jackson Atlanta International Airport offers service to 156 U.S. destinations and more than 80 international cities. With more than 58,000 employees, Hartsfield-Jackson is one of the largest employers in the metro area.

Warren Jones (pictured left), aviation development manager at Hartsfield-Jackson, serves as an instructor for several aviation and airport management courses. According to Jones, “employees working for Hartsfield-Jackson or the various airlines have degrees in aviation, marketing, accounting, computers, public relations, hospitality, economics and others.”

Jones is joined by Fred Elsberry who spent more than 38 years in customer service and managerial roles with Delta Air Lines. Elsberry teaches the airline management course within the Cecil B. Day School of Hospitality Administration.

Obtaining a hospitality certificate in aviation management allows students the opportunity to work in a diverse, international setting responsible for generating $32.6 billion direct regional economic impact. As Hartsfield-Jackson continues to grow, expand and increase their international destinations, Jones says that the aviation industry is also expected to grow 3 to 4 percent annually.
The Jack Robinson College of Business will introduce a Master’s in Global Hospitality Management this fall. The one-year program, which will be the only master’s-level hospitality program offered in Georgia, was created by Robinson’s Cecil B. Day School of Hospitality Administration.

Designed for established hospitality professionals seeking to expand their knowledge or gain formal training in the discipline, the fast-track master’s program will prepare upper-level industry managers for the projected growth of hospitality and tourism around the world. “We developed the master’s in global hospitality management based on industry demands,” says Debby Cannon, director of the School of Hospitality. “Months of dialogue with industry leaders and executives helped us realize the need for a program with global emphasis on our industry. We reached out to top industry executives asking for input and ideas.”

An emphasis on the global workplace was a consistent theme that emerged in talking with hospitality leaders. Jim Anhut, chief development officer with InterContinental Hotel Group, says, “Our industry is becoming more global, more complicated and much more sophisticated in our approach to competition and political issues. Education is the key, and I am a huge advocate of creating programs that will advance the knowledge base of our future leaders.”

Students will proceed through the coursework as a cohort — a structure that encourages peer learning and collaboration. The rigorous, 10-course curriculum will include a comprehensive view of the industry but will be centered on top-management perspectives of current issues and future-oriented topics. State-of-the-art technology will allow students to connect with hospitality leaders worldwide: “Being able to talk with industry executives around the globe and hear of their particular challenges and strategies will provide our students with valuable learning experiences,” Cannon adds.

With this new degree program, Cannon is pleased to announce the appointment of Dr. Soon-Ho Kim as graduate program director for the School of Hospitality. “Dr. Kim brings an impressive teaching and research background to the master’s program in global hospitality management,” Cannon says. Kim earned his doctorate from the University of Florida and is a well-respected colleague and accomplished research collaborator who has been on the hospitality faculty at GSU since fall 2009. Kim specializes in destination loyalty, sustainable tourism and the impact of tourism on the industry. “This fast-track master’s will allow us to compete with other top hospitality programs across the nation on the graduate level by utilizing a multidisciplinary curriculum to promote a dynamic learning environment and incorporate real world issues into the classroom,” Kim says.

“As faculty members, we will bring expert knowledge to provide students with the necessary tools to be successful in a global industry.”

Candidates for Robinson’s Master’s in Global Hospitality Management must hold a four-year undergraduate degree from an accredited college or university. An optional specialization in sustainable hospitality management can be earned by completing an industry-based research project focused on an environmental issue impacting hospitality. For more information or to apply, please visit robinson.gsu.edu/globalhospitality.

If you would like to share your own news, achievements, accomplishments and photos or update your contact information, send an e-mail to hospitalityalumni@gsu.edu to be published in our next issue.
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- Matt McKinney, General Manager, The Ritz-Carlton, Cleveland
- Koeneman, a 20-year Hilton veteran, is responsible for managing the 1,242-room hotel with 119,000-plus square feet of function space and restaurants including Nikolai's Roof and Trader Vic's.
- Brad Keeneman, General Manager, Hilton Atlanta
- Linehan's career spans over 20 years in the hospitality industry, having previously served in various senior-level positions with The NorthPoint Group, InterContinental Hotel Group and Starwood Hotels and Resorts Worldwide.
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- Scott Stuckey General Manager Omni Hotel at CNN Center
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- Juris Tizmanakos Executive Director CEO DekKalb Convention Visitors Bureau
- Andy Wallston General Manager Freeman Decorating
- Gina Weaver Founder CEO CandGtick
- Michael Wheeler General Manager CEO Cherokee Town Country Club
- Kenneth N. Winkler President Partner Berman Fink & Van Horn PC
- Mark Woodward President PTK Hospitality Research
- Mark Zimmerman General Manager Georgia World Congress Center

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