HOSPITALITY news

FROM THE CECIL B. DAY SCHOOL OF HOSPITALITY ADMINISTRATION

Anniversary Edition 2013

A CELEBRATION of OUR PAST and a TOAST to OUR FUTURE

FROM THE CECIL B. DAY SCHOOL OF HOSPITALITY ADMINISTRATION

Georgia State University
J. MACK ROBINSON COLLEGE OF BUSINESS
A MESSAGE FROM THE PRESIDENT

TO CONTINUED EXCELLENCE

As Georgia State University celebrates its centennial in 2013, I am delighted to mark the 40th anniversary of the Cecil B. Day School of Hospitality Administration. Much like our university’s humble beginning as an evening business school, the School of Hospitality was born from the hotel-restaurant administration department.

Today, it is the oldest, largest and only dual-accredited program in Georgia. Boasting a diverse student body with varied interests in the industry, the school is routinely ranked among the top 20 hospitality programs in the country and is supported by a strong industry board of more than 65 hospitality executives.

Guided by our strategic plan, Georgia State University is embarking on its second century focused on quality research and education, innovation inside and outside the classroom and laboratory. Now more than ever, more people are working hard to increase the value of a Georgia State degree, whether it be in hospitality or one of the many other outstanding programs offered here.

Congratulations on 40 terrific years of continued growth and advancement, and I look forward to marking future milestones of the Cecil B. Day School of Hospitality Administration in the years to come.

Sincerely,

Mark P. Becker
President
Georgia State University

A MESSAGE FROM THE DEAN

TO FORTY EXCITING YEARS

In 1996 the decision was made to incorporate the Cecil B. Day School of Hospitality Administration into the College of Business Administration — an ideal home because many of the skills required to succeed within the hospitality industry are the same skills required for success in business. Hospitality is the second largest employer in Georgia and is considered one of our key growth industries — it’s obviously considered big business.

Georgia State University and the Robinson College are celebrating their centennial during 2013. But we’re not the only ones with reason to celebrate. The Cecil B. Day School of Hospitality Administration is turning 40 years old. Throughout its proud 40-year history, the school has served to provide a practical, cutting-edge and global education for more than 2,000 students and alumni. The keen focus on hospitality as a business has helped the school turn out students with the right skills and perspective to thrive in the hospitality industry.

The School of Hospitality also boasts a strong international presence through study abroad and exchange programs in Europe and Asia. In addition, the school is offering a new one-year master of global hospitality management degree, with an inaugural cohort beginning this fall.

On behalf of the entire Robinson College of Business, I’d like to offer my sincere congratulations to the Cecil B. Day School of Hospitality Administration, which has excelled in every area — from academic rigor to business relevance — and has been a continued source of pride for the Robinson College. We fully expect the next 40 years to be equally exciting and compelling.

Congratulations on this important milestone.

H. Fenwick Huss
Dean
J. Mack Robinson College of Business
Georgia State University
A YEAR TO CELEBRATE

What an exciting year for us as Panthers! The Cecil B. Day School of Hospitality Administration is celebrating 40 years of educating the next generation of hospitality executives and Georgia State University is proudly turning 100.

As we begin this year of celebrations, we want to honor the man for whom the School of Hospitality is named. Cecil B. Day, the founder of Days Inns, left behind a legacy of excellence and generosity. A portrait of this icon of hospitality can be found on page 10.

With our 40th anniversary, let us also take a look back at our vast history. The last four decades have been characterized by growth in numerous areas, including enrollment, facilities and curricular advances in preparing industry leaders. Since our first class sessions in 1973, our program has had a constant connection to the surrounding hospitality industry. With many of the major venues opening in the late 1960s and early 1970s, the hospitality program was developed out of the need for trained professionals ready to enter the workforce. A timeline of the last 40 years can be found in the coming pages.

Forty years later, the School of Hospitality is positioned for an exciting future. Georgia State University is a vibrant part of downtown Atlanta that continues to grow in status and impact throughout the nation as well as worldwide. The success of the School of Hospitality is linked to many integral factors over the years: outstanding faculty and staff, energetic and talented students and alumni, university support and industry involvement.

It is an honor and privilege to serve as director of the Cecil B. Day School of Hospitality Administration since 2002, and I look forward to the continued celebrations we have planned. It is my hope that you will attend one of our many events as we celebrate our history and toast to our future.

Best wishes,

Debby Cannon, Ph.D.
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.
Cecil B. Day Scholarship in Hospitality Achievement — established in memory of the founder of Days Inn Hotels and the namesake of the School of Hospitality. It is presented to hospitality majors based on academic achievement, school and community involvement and work experience.

Jaemin Hwang Tierra Tucker Christina Choi LaDarius Pugh Amber Warner Sara Howard Erica Wilson

Concierge Society of Atlanta Kevin Roach Memorial 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 hospitality majors with work experience in the hotel industry in a concierge or guest service capacity.

Windsor Neal Samantha Charles

Margaret Lupo Scholarship in Restaurant Management — in memory of Margaret Lupo, founder owner and operator of the highly regarded Mary Mac’s Tea Room. Lupo was a leading restaurant entrepreneur known for her southern hospitality. This scholarship is awarded to a hospitality student with restaurant management career goal.

Jianfeng Li

Spurgeon Richardson Scholarship in Hospitality Leadership — in honor of Spurgeon Richardson, a leader in Atlanta’s hospitality community for decades. Richardson was 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.

Jamie Shiver

Hospitality Financial & Technology Professionals Scholarship — established by the international professional association Hospitality Financial and Technology Professionals. 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.

Xinxin Zhang

Atlanta Hospitality Alliance Scholarship — established by the Atlanta Hospitality Alliance (AHA). 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 awarded to hospitality majors based on academic achievement, school and community involvement, and work experience.

Vivian Lee Shakira Harris Doug Weaver

Hunter Realty Scholarship in Hotel Development — 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.

Austin Hawkins Joe Stephenson

Robert R. King Memorial Scholarship in Hospitality and Tourism — in memory of Robert King, a leader in Georgia’s hospitality industry as president of the Georgia Hospitality and Travel Association. It is presented to hospitality majors based on academic achievement, school and community involvement, and work experience.

Alyssa Bonzek Heather Denny

John Jordan Scholarship in Hospitality Club Management — 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 more than 46 years. During his career, he was elected president of the Club Managers Association of America. This scholarship is presented to a hospitality major with a career interest in club management.

Corey Braxton

International Foodservice Manufacturers Association Foundation Scholarships — are awarded on the basis of merit to students who work in the foodservice industry and have career interests in this sector.

Mai Harris Matthew Huffman Esther Yi

American Hotel & Lodging Association Educational Foundation Cecil B. Day Memorial Scholarship — awarded by the American Hotel & Lodging Association Educational Foundation to affiliated universities such as Georgia State University. In 1981 a scholarship fund was established in memory of Cecil B. Day from the Cecil B. Day Investment Company. To date, 702 scholarships have been awarded to students across the nation.

Julian Fontenot John Garrett

American Hotel & Lodging Association Education Foundation Rama Scholarship for the American Dream — established by JHM Hotels, Inc. established the Rama Scholarship for the American Dream with a $1,000,001 endowment. The five Rama brothers, principals in the company, emigrated from India to pursue their American Dream. The fund, established on the 25th anniversary of the brothers’ first hotel purchase, encourages others to create their own American Dream.

Stacey Fleming Kadeeja Peterson
BUSINESS MANAGEMENT INSTITUTE AND GEORGIA STATE: A COLLABORATIVE JOURNEY

The BMI programs have grown in size and location. Today, BMI I and the review courses are held within the Hospitality Learning Center within the Georgia World Congress Center.

T he Cecil B. Day School of Hospitality Administration’s longest partnership has been with the Club Managers Association of America (CMAA), which represents more than 7,000 managers at 3,000 private clubs around the world.

In the early 1980s, CMAA’s leaders saw the need for a formal academic program for club industry professionals taking into consideration that managers in all phases of their careers need instruction, education or inspiration, the concept of the “lifetime professional development program” was born. The vision was realized as a multi-campus development program “was born right here at Georgia State,” says Perdue, who also is the academic advisor for CMAA.

“I worked with several leading club professionals and educators to develop a course that set the highest standards in the club industry. Having a well-respected professional development course based in a university setting has brought credibility to the club management profession.” Today, CMAA’s BMI program is an in-demand and flourishing series of weekend-long courses that has produced more than 12,750 graduates. It is one of the most respected educational initiatives in the hospitality industry. Each program is an intensive learning experience employing the latest teaching methodology, real-life examples and pertinent information in a structured academic environment. Benefiting from the expertise of professors, industry experts and experienced club managers, students delve into the myriad topics that make club management such a fascinating profession.

There are five levels of BMI, including programs at California Polytechnic University (BMI II), Michigan State University (BMI III), Cornell University (BMI IV) and the University of Nevada Las Vegas (BMI V), along with various elective courses. Georgia State hosts two BMI I programs and two certification review courses each year. Completion of certain BMI programs is a prerequisite for the Certified Club Manager examination.

CMAA and the Georgia Chapter of CMAA are also sponsors of the school’s Hospitality Learning Center, a dedicated classroom within the Georgia World Congress Center. Graduates of the Cecil B. Day School of Hospitality Administration rank among some of the country’s top certified club managers.

Moving Forward Since 1989

The Hunter Hotel Conference

One of the nation’s top three hotel investment conferences, The Hunter Hotel Conference celebrated its 25th annual gathering March 20-22 at the Atlanta Marriott Marquis.

Founded in 1989 by Bob Hunter, chief executive officer of Hunter Realty Associates, Inc. and the Cecil B. Day School of Hospitality Administration, the Hunter Hotel Conference has brought together influential leaders in the lodging industry to discuss the real estate and financing issues facing hotel owners and operators.

“Many years ago, I concocted the School of Hospitality about the idea of partnering with an upcoming hotel investment conference,” says Hunter.

“There was a need for an event to bring major stakeholders together in hotel development in the mid-scale market. The School of Hospitality at Georgia State University has been a valuable supporter of the growth and expansion of the Hunter Hotel Conference through student and faculty involvement.”

“The partnership between Hunter Realty and the School of Hospitality is one of our most valuable industry relationships,” says Debby Cannon, director of the School of Hospitality.

“Students and faculty have had the opportunity to network with the top industry leaders in hotel development and learn from the many stellar keynote speakers.”

Now in its 25th year, the Hunter Hotel Conference, a national owners’ investment event, has attracted hotel owners from across the country. This continued expansion caused its staffing needs to increase.

“We recently hired a hospitality graduate from Georgia State who volunteered as a student and now has an important role in the planning and execution of our conference,” Hunter says.

“To me, this signifies not only the caliber of graduates and the strong academic foundation provided through the School of Hospitality, but also the fact that we have a direct pipeline between the school’s talent and career opportunities.”

Hunter’s involvement in Georgia State’s hospitality program does not stop there. He has served on the industry board since 2001 and has played an important role in building industry support and helping to establish the program’s reputation within the hospitality industry.

“Bob’s support of our program is so exceptional that he established the Hunter Realty Scholarship in 2005 to provide financial help to students who have career goals in hotel development, hotel real estate or finance,” says Cannon.

“Countless students have benefitted because of his belief in our mission and our program.”
The history of Georgia State began in 1913 when it was founded as the Georgia Institute of Technology’s Evening School of Commerce. Holding classes in rented space in downtown Atlanta, the school moved its location several times to surroundings that could accommodate the increasing enrollment. Wayne S. Kell, distinguished member of the Georgia Tech staff, directed the school during this early period, having been appointed by the institution’s president and trustees to “take charge of the evening classes in the new science of business.”

The institution continued to grow under the direction of two subsequent directors affiliated with Georgia Tech. John M. Watters, a dean at Georgia Tech, was director of the school from 1918 until 1925, when Fred B. Wenn, a professor in the school, succeeded him. In 1928, Dr. George M. Sparks became director of the institution at a time when Georgia and the nation moved into a severe economic depression. He later served as the first president. Sparks Hall, a major building on the campus housing administrative offices and classrooms today, recognizes his contribution to the institution.

The economic circumstances of the state and the nation in the 1930s brought Georgia State’s first period of independence. When the reorganization of state government created a Board of Regents to govern the University System of Georgia, the Regents decided the school should be an independent college in the new system, calling it the University System of Georgia Evening School.

Independent throughout the Depression and World War II, the school was incorporated by the Board of Regents into the program of the University of Georgia in 1947. At that time the institution became the Atlanta Division of the University of Georgia. By 1955 the Board of Regents came to realize the Atlanta Division was acquiring a destiny and an identity of its own. The Regents separated Georgia State from the University of Georgia and because its specialty was to be business, it was named the Georgia State College of Business Administration. By 1961, as the functions of the institution had enlarged its mission, the Board of Regents changed the name to Georgia State College.

This new name was needed to reflect the expansion of the academic program of the institution, which began shortly after 1957 when Noah Langdale Jr. became the second president upon the retirement of Dr. Sparks. Under Langdale’s leadership, the bachelor of arts and bachelor of science degrees were offered in addition to the undergraduate business degree, and the master of business administration degree began the advanced degree program. These additions were joined by other master’s degrees and doctoral programs, the first doctorate being conferred upon a student in 1965.

In recognition of the academic advances made by the institution and the services it offered to students and to the community, the Board of Regents in 1969 changed the school’s name once more to Georgia State University.

On July 1, 1987, Langdale assumed special responsibilities of the chancellor and Dr. William M. Suttles was appointed acting president. Later, the Board of Regents recognized Suttles’ important contributions to Georgia State for more than 40 years by naming him Georgia State’s third president. On July 1, 1989, Dr. John Michael Palms became the university’s fourth president. At the departure of Dr. Palms, Dr. Sherman Day was appointed acting president on March 15, 1991. A year later, Dr. Carl V. Patton was appointed the fifth president of Georgia State, on July 1, 1992. Patton defined Georgia State’s mission as a research institution. In January 2009 Dr. Mark P. Becker assumed the presidency of the university upon Patton’s retirement. Dr. Becker brought an international vision and football to Georgia State, ushering in a new era of campus life, school spirit and Panther pride.

Georgia State is built on a broad concept of a modern urban institution based on a foundation of gifted faculty and basic programs dedicated to bringing the rewards of learning to the community at large through formal and informal programs.

The diversity of its population and the prospect of Atlanta as a major communication and transportation hub, an international city and a financial center have given the university a new place in higher education. The university has experienced extraordinary growth in numbers of students, physical facilities and quality of education as it seeks to meet the challenges of providing a broad range of educational opportunities in the largest and most diverse population center in the state.
Cecil Burke Day, founder of Days Inn, embodied the American dream. Committed to providing the traveling public with quality rooms and courteous service, his Atlanta-based lodging company grew from a single motel into a system of more than 300 hotels in the United States and Canada.

Born December 10, 1934, to the Rev. Ron and Kathleen Day, Cecil was raised in Savannah, Ga., with a strict set of values and ethics. It was these same beliefs his mother and father instilled in him that led to the core business values upon which he built his simple motel concept. Day recognized that affordable lodging accommodations were in short supply in America. To fill the void, he developed motels with clean, comfortable, moderately priced rooms.

Day started his business in 1970 with one motel on Tybee Island, Ga., and within eight years, more than 300 Days Inns dotted the North American landscape. Day possessed natural business acumen. That, coupled with a fantastic imagination and extraordinary perseverance, was a prime ingredient in his march toward success.

One final ingredient in Day’s success story was his core beliefs and values. To him this meant treating everyone — from the most modest employee to the shrewdest customer — with dignity, respect and fairness. He was respected in the community because he gave of his time and wealth to worthy organizations.

By the time of Day’s death at age 44, he had amassed a multimillion-dollar fortune he generously shared with many charitable institutions, schools, nonprofits and churches. Day’s legacy lives on through his generosity and philanthropy.

The Cecil B. Day School of Hospitality Administration is named in honor of the late founder of the Days Inn chain. Day is remembered as an astute businessman who developed Days Inn to national prominence. His legacy of excellence is the foundation upon which the program bases its philosophy for preparing future generations of hospitality executives.

FROM DEEN DAY SANDERS
AB, 1961; DISTINGUISHED ALUMNI AWARD RECIPIENT, 1984

“The creation of the Cecil B. Day School of Hospitality and having it named for Cecil has been a source of pride for our family.

Georgia State University played an important part in our lives before the naming of the Cecil B. Day School of Hospitality. Robert Sparks, the son of Dr. George Sparks, a past president of Georgia State, introduced me to Cecil Day in 1952. We married very young and both graduated from college after our children were born.

Cecil Day graduated from Georgia Tech in 1958 and kept the four children at night for me to finish at Georgia State in 1961. It was important to us to have a degree and we knew that tenacity is a word that should be in the vocabulary of anyone who expects to succeed in life. A ‘Keep On Keeping On’ attitude was a watchword for the Day family and Day honor, ‘Be a person of your word.’”
From private club managers to food and beverage directors, revenue and financial analysts to hotel managers, the 40 distinguished alumni listed have stood out among the 1,600 graduates of the Cecil B. Day School of Hospitality Administration. Current faculty, past program directors and industry board members contributed to the development of this list, acknowledging those who continue to support the hospitality program at Georgia State University in many ways. These 40 alumni know the value of a Georgia State degree and give of their time, efforts and gifts to ensure that the next generation of hospitality leaders receives the same quality education as they did, graduating prepared to meet the challenges and opportunities of this industry. It is our hope that this list of outstanding alumni will inspire fellow alumni of all ages to give back, as these 40 already have.

ALTON M. CALHOUN, CCIM,’ 83 (1)
Calhoun, managing director with Jones Lang LaSalle, co-leads the Select Service Division of Jones Lang LaSalle’s Hotels & Hospitality Group. Based in Atlanta, Calhoun specializes in arranging portfolio transactions of hotels or hotel notes and the disposition of small to medium-sized lodging companies. Since 1990 he has been responsible for the disposition of more than 750 hotels. Calhoun holds a Bachelor of Science degree from Georgia State where he graduated magna cum laude. He also holds the prestigious CCIM designation and is a frequent presenter at hotel industry conferences.

ROBYN GILLESPIE, PMP, ’96 (4)
Gillespie brings more than 25 years of experience to her role as program director at Czarnowski. She earned a B.S. in hospitality administration, which laid the groundwork and provided a natural segue to leading integrated event marketing programs. Gillespie has worked in every facet of the exhibit and event world including operations, field services, finance, account management, client services and strategic development.

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DAVID SHEPPARD, CCM, ’85 (3)
Sheppard began his club management career at Willow Springs Country Club in Roswell, Ga. He then worked as the clubhouse manager of the Commerce Club from 1986 to 1990. In June 1990 he had an opportunity to work at the Piedmont Driving Club as the club manager for two years, hosting high end weddings and events for more than 100 guests. In June 1992, he accepted the club manager position at the Atlanta Athletic Club, where he was active in the planning and execution of the AT&T Professional Tennis Challenge for eight years and the 2001 PGA Championship and 2002 U.S. Junior Boys Amateur Championship. Sheppard accepted the general manager position at Ansley Golf Club in 2003. David has planned and executed the 2005 U.S. Women’s Amateur Championship at Ansley’s Settindown Course in Roswell, Ga. He is an active member of the School of Hospitality’s Industry Board and a frequent guest lecturer.

LESLIE PCHOLA, ’87 (6)
Pchola is the area vice president, southeast, for Hilton Worldwide covering owned and managed assets in Georgia, Alabama, Louisiana, western Florida and South Carolina. Pchola, a 19-year veteran of Hilton Worldwide, most recently held the position of general manager of Austin’s largest premier convention hotel, Hilton Austin, featuring 800 guestrooms and 70,000 square feet of meeting space. Prior to her move to Austin in February 2009 she was the hotel manager of the downtown historical property Hilton Chicago, where she oversaw the management and day-to-day operations of all departments within a 154-room luxury convention hotel. She began her career in 1988 at Hilton International Toronto as part of Hilton’s Professional Development Program. Throughout her tenure with Hilton, she has
held positions in corporate offices both in Atlanta as operations analyst for the eastern region, and in Beverly Hills, as manager of operations analyst for the corporate finance department. Pchola has held property executive positions with Atlanta Hilton as resident manager and Hilton Cleveland East as general manager.

CHARLES MARVIL, ’98
Marvil has an extensive background in independent and corporately owned restaurants. He is the director of operations for the Bhojanic Restaurant Group, which includes two full-service restaurants and a catering operation featuring award-winning traditional, home-style Indian cuisine. His career includes general management positions with some of Atlanta’s finest restaurants including Woodfire Grill, Prime and the Atlanta Grill at the Ritz-Carlton, Atlanta.

DALE P. GUSTAFSON, CMP, ’90 (7)
Gustafson is the director of sales and marketing for the Embassy Suites Atlanta-Galleria and is a 25-year veteran of the hotel industry. He has served as sales manager for Renaissance Hotel, InterContinental Hotels, Radisson, Starwood, Marriott, Omni and Hilton. Gustafson received the 1989 Hotel Student of the Year award and earned his Certified Meeting Professional designation in 1994.

EVE DEAN, ’93 (9)
Dean is area director of performance improvement for The Ritz-Carlton Hotel Company, where she is responsible for leading the quality processes and programs at 11 properties in the Northeast region. In 2012, The Ritz-Carlton, Charlotte, hotel, which also falls under Eve’s purview, led the company in guest engagement, the organization’s key metric.

KEVIN GAFFNEY, ’94 (11)
Gaffney is a tradeshow expert with a focus on sales, marketing and strategic planning. He works for Nielsen Expositions, a division of the Nielsen Company where he is group show director for the Medical and Medtrade Spring tradeshows. Gaffney serves on the Industry Board of the Cecil B. Day School of Hospitality Administration and is a supporter of the Georgia State student chapter of IAEE, the International Association of Exhibitions and Events.

ROBIN KREITNER, ’94 (12)
Kreitner is senior catering sales manager at The Ritz-Carlton Lodge, Reynolds Plantation. Prior to this position she was with The Ritz-Carlton, Atlanta as a senior sales catering manager where she handled the corporate and social market. From 1999-2005 she founded and managed a successful wedding and event planning company called Wedding Essentials. Some of Robin’s accomplishments are being an active member of the National Association of Catering Executives, Leader of the Quarter nominee 2008 and 2009 at The Ritz-Carlton, Atlanta Gold Standard Award nominee in 2010 for The Ritz-Carlton Hotel Company, and 2010 winner of the Outstanding Manager Award sponsored by the Georgia Hotel and Lodging Association.

LYNNE CARR, CMP, ’93 (10)
Carr is a conference manager with the Georgia Society of CPAs, the premier professional association for CPAs in Georgia. She works closely with member task forces to plan the GSCPA’s annual practice-related conferences, including the Southeastern Accounting Show, one of the largest CPA events in the Southeast. Carr is a member of MPI, and earned her CMP designation in 2008 and was awarded meeting planning student of the year in 1992.

MAX D. TORRENCE, ’93
Torrence is district manager for Jason’s Deli covering the Georgia and South Carolina markets. He is the son of a career Army officer, spending most of his early school years in interesting places around the globe. While attending Georgia State, Torrence was involved in student life as a member of the student senate and Sigma Nu fraternity. Torrence joined Jason’s Deli in 2002, opened several stores and then became general manager of the Georgia training unit in 2004. While a general manager, he was recognized as General Manager of the Year 2007 and was cited for “Outstanding Customer Service of the Year 2007.”

BRYAN WILSON, ’94 (14)
Restaurateur Wilson earned his B.B.A. in accounting in 1990 and then returned to Georgia State to complete his B.S. in hospitality administration in 1994. Wilson worked for the Capital City Club and the Buckhead Life Restaurant Group before opening Harvest Restaurant, Dish Restaurant and most recently Shorty’s, an American pizza with locations in Toco Hills and Lawrenceville Highway.

STEVEN LONIS-SHUMATE, PH.D., ’94 (13)
Upon graduation from the Georgia State Hospitality Management Program in 1994, Lonis-Shumate enrolled in the master of hotel, restaurant, and tourism administration program at the University of South Carolina where he earned his degree in 11 months and served as a graduate research and teaching assistant. After earning his master’s degree, he went on to pursue his doctoral degree before accepting a position at Tuskegee University as assistant professor and program coordinator of Hospitality Management in the Andrew F. Brimmer College of Business and Information Science.

KATHY BROOKS RHODES, ’95
Rhodes, owner and president of The Association Group Inc., is a 30-year veteran of the hospitality industry with a B.S. degree in hospitality administration from Georgia State. Her experience includes six years at the Atlanta Convention & Visitors Bureau, and 11 years at the Hinnan Dental Society, which included four years as associate executive director and seven years as exhibits coordinator.

ROBERT L. LANNEAU, ’86 (15)
Lanneau worked for The Ritz-Carlton Company and Cherokee Town & Country Club before becoming general manager of the Piedmont Driving Club in 1997. After obtaining a degree from The Culinary Institute of America in 1988, Lanneau continued his studies at Georgia State and embarked on a career in the hospitality industry, earning a degree in hospitality administration. Lanneau worked for The Ritz-Carlton Company and Cherokee Town and Country Club before becoming general manager of the Piedmont Driving Club in 1997. Lanneau serves on the School of Hospitality’s Industry Board and is a frequent guest speaker.

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Rhodes, owner and president of The Association Group Inc., is a 30-year veteran of the hospitality industry with a B.S. degree in hospitality administration from Georgia State. Her experience includes six years at the Atlanta Convention & Visitors Bureau, and 11 years at the Hinnan Dental Society, which included four years as associate executive director and seven years as exhibits coordinator.

ROBERT L. LANNEAU, ’86 (15)
Lanneau worked for The Ritz-Carlton Company and Cherokee Town & Country Club before becoming general manager of the Piedmont Driving Club in 1997. After obtaining a degree from The Culinary Institute of America in 1988, Lanneau continued his studies at Georgia State and embarked on a career in the hospitality industry, earning a degree in hospitality administration. Lanneau worked for The Ritz-Carlton Company and Cherokee Town and Country Club before becoming general manager of the Piedmont Driving Club in 1997. Lanneau serves on the School of Hospitality’s Industry Board and is a frequent guest speaker.
Today he works in software training design and development for domestic and international properties.

**KYLE SHIELDS, ’97 (18)**

Shields is the premium sales director for the Georgia Tech Athletic Association. Into its eighth year at Georgia Tech, he is responsible for the sales, retention and management of all premium seats for football and men’s basketball. This includes 70 football suites, 2,100 football club seats and 500 seats in the basketball club for a combined revenue of more than $3 million in sales to the athletic association. Shields is also in charge of 15-20 game-day staff.

**WILEY J. HAAB, CCM, ’97**

Haab began his club management career at the Atlanta Athletic Club in 1983. While working and paying for school, Haab was Georgia State student chapter president of CMAA before graduating in 1997. Upon graduation, he was offered a position as assistant manager under the leadership of Mead Grady today he serves the members and guests as general manager of the Peachtree Golf Club after obtaining his CCM distinction in 2008. Haab is the 2012 recipient of the Hospitality Alumnus of the Year Award.

**NIELS C. RICHARDSON, ’97 (19)**

Richardson wanted to study the restaurant industry from the inside out, putting his teachings to work in the business world while taking his business world experiences to the class room. Seven years ago, Richardson joined the team at Atlanta Feature & Sales, one of the leading foodservice equipment dealers in the nation. He has become one of the go-to layout design specialists in the city state and country, having assisted in designing some of the most recognized and awarded restaurants in the country.

**KEITH BROOKS, ’98 (20)**

Brooks is general manager of the Hampton Inn Stone Mountain managed by Atlanta-based Hotel Equities. He directs a staff of 25 associates at the 112-room property and is responsible for overseeing all the financial and management operations of the hotel including hiring the employees, meeting budget goals and representing the company in the community. With nearly 20 years of experience in the hospitality industry, he spent his first 13 years with Marriott properties before joining the Hotel Equities team in 2005.

**EVAN L. KAINE, ’00**

Kaine is a principal at Kaine Law, LLC and concentrates his practice on personal injury matters, including motor vehicle accidents, dog bite attacks, slip and fall incidents, and wrongful death. Kaine is a part-time instructor teaching hospitality law at Georgia State and was selected as the 2011 Hospitality Alumnus of the Year award recipient.

**LANELLE HENDERSON, ’01**

Henderson is a marketing expert with more than 15 years of experience helping small businesses, nonprofits and associations apply the power of relationship marketing to grow their organization. She has educated more than 10,000 small businesses in Georgia and Alabama on behalf of Constant Contact since joining the team in 2011 as its regional development director. Henderson teaches clients on the use of email marketing and social media marketing.

**JAMES R. TAYLOR, ’01 (22)**

As national account director, client services, for The Freeman Company Taylor works with internal and external clients such as Expensify and Pacific Life to manage the creation, production and analysis of world-class events. He is responsible for the integration of event management, communications, strategic direction, project management and creative input/overight for corporate clients across all market segments.

**DAVID R. RUDDELL, CCM, ’90 (21)**

Ruddell has worked as the general manager of the Idle Hour Country Club in Macon, Ga., since 2009. Prior positions include assistant manager and clubhouse manager of the Dunwoody Country Club and assistant manager of the Marietta Country Club. While attending Georgia State, Ruddell served as student chapter president of CMAA and director of the Georgia Chapter of CMAA after graduation.

**AUTUMN SIMERSON, ’04 (23)**

Simerson began her career in hospitality while studying at Georgia State. In 2010, Simerson and her dog, Archie, moved to Jackson, Miss., to join Drury Hotels as general manager of the Drury Inn & Suites. In 2012, she was selected to Drury’s regional manager in training program before becoming manager of the 178-room Drury Inn & Suites in St. Louis in spring 2013. She continues to use the resources of the Georgia State School of Hospitality and was involved in the re-chartering of the Hospitality Alumni Club.

**ROSS BRUCE, ’97 (27)**

As revenue manager for Starwood Hotels of Atlanta, Bruce manages a team of 14 reservation coordinators and revenue analysts. He is involved with revenue optimization projects that affect all of Starwood’s most recently Bruce has been involved with the development, improvement and implementation of Starwood’s Rational and Dynamic Pricing System. With this implementation Starwood is changing its property management systems, revenue management systems and the overall personalization of experiences at Starwood Hotels.

**ALLAN KIEFFER, ’00 (28)**

Kieffer’s nontraditional career has given him a “jack of all trades” background with the mentality that no project is too hard or too unconventional. He started as a line cook at 17 and worked in various restaurants until his early 20s. Upon graduation from Georgia State, he started with Papa’s Restaurants as the beverage manager of the extremely high-
volume Pappadeaux Seafood Kitchen in Norcross, Ga. Today, Kieffer is with Atlanta-based Fifth Group Restaurants as beverage manager at South City Kitchen in Vinings. He remains an active member of the Georgia State community as a member of the Panther Athletic Club and a football season ticket holder.

TREVOR BOYLAN, ’10
Boylan is sales manager for the InterContinental Buckhead Atlanta Hotel where he is responsible for the corporate pharmaceutical and medical market. He sells convention space and corporate rates to various companies around the United States and internationally. Prior to joining InterContinental, Boylan was sales manager for the Hyatt Regency Atlanta and sales coordinator/front desk agent for the W Atlanta Buckhead. He serves as co-president of the Georgia State Hospitality Alumni Club.

JACOB LEBLANC, ’10
LeBlanc began his career as an event concierge for the JW Marriott Buckhead where he oversaw a team of banquet staff, kitchen personnel and audio-visual technicians to ensure that the various event and convention spaces were to Marriott standards. He served as the direct contact to each internal or external customer for about 650 meetings per year and was able to drive the JW Marriott’s events department to the No. 1 position in the brand. In 2007, he took the title as employee of the year and was promoted to event manager.

Upon graduation, LeBlanc left the Marriott chain in search of a new opportunity and joined the Melia Hotel Atlanta as front-office concierge then front-office manager. After one year, LeBlanc was awarded the manager of the year award for 2011 and was promoted to guest experience manager. He is now a member of the executive leadership team.

RACHEL MATHEWS, ’10 (29)
Matthews serves as the marketing and communications coordinator for the Georgia Restaurant Association, the only nonprofit trade association representing Georgia’s $16 billion restaurant industry. She focuses on internal and external communications, industry research and development and planning events such as the annual GRACE Awards Gala and Taste of Georgia Legislative Reception. Matthews earned a bachelor of business administration in hospitality administration from Georgia State and serves as co-president of the Georgia State Hospitality Alumni Club.

ELI ZANDMAN, ’10 (30)
Zandman is the vision behind ToNeTo Atlanta, a blog that’s dedicated to bringing the latest and greatest (and sometimes not so great) news from the retail, restaurant and real estate worlds. Zandman also serves as concierge for The Ritz-Carlton Buckhead Hotel. His vast knowledge of all things hospitality make him the ideal concierge, wherever he is.

MOIZ BOOTWALLA, ’11 (31)
Bootwalla is the banquet manager of Capital City Club in Atlanta. His varied career includes recruiting, training program management, counseling, business management and customer service. Bootwalla has developed an exceptional background in people management based on superb interpersonal communications and the ability to harness the best quality out of his team. He manages the internship program at Capital City Club serving the student and hospitality community. He is an active member of the Georgia Chapter of CMAA and is pursuing his CCM certification through the BMI program.

FEATURES

The Cecil B. Day School of Hospitality Administration is celebrating its 40th anniversary with a yearlong distinguished lecture series. The series is designed to provide students with access to industry leaders and executives from various segments within the hospitality industry. Guest lecturers are sharing their views on successful management styles, possible career paths and future industry trends. “We want to expose our students to leaders within the world of hospitality,” said School of Hospitality Director Debby Cannon, “and what better way than through a lecture series featuring nationally and internationally renowned experts?”

To learn more about the School of Hospitality’s Distinguished Lecture Series, please visit robinson.gsu.edu/hospitality.

Kat Cole, MBA ’10, president of Cinnabon, Inc., spoke to students on March 7 at the Rialto Center for the Arts as part of the Distinguished Lecture Series.

Professional Certifications

CCIM Certified Commercial Investment Member

CCM Certified Club Manager

CMP Certified Meeting Planner

PMP Project Management Professional

Sweet Experience!

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The hotel department is renamed the Cecil B. Day School of Hospitality Administration after Deen Day Smith, wife of the late Days Inns founder, donated $900,000 to her alma mater.

May 11, 1988

President William M. Suttles is acting president of the university for two years.

1988

The first Business Management Institute (BMI) program is offered through CMAA. Designed for managers seeking national certification, BMI continues to be one of the most respected educational initiatives in the hospitality industry.

1985

Patti Shock is named director by Dean Lynn. Shock served as faculty member since 1978, and strengthened industry support and the program’s reputation through outreach and industry involvement in and out of the classroom.

1984

Dean Naomi Lynn is named dean of the College of Public & Urban Affairs.

1983

College of General Studies is renamed the College of Public & Urban Affairs.

1980

First bachelor of science degree in hotel, restaurant and travel administration is awarded.

1987

President Noah Langdale Jr. steps down after 31 years as president. Under his leadership, Georgia State College grew to become Georgia State University and the student population went from 5,000 with only one degree program to more than 20,000 students and more than 200 programs.

1989

Georgia State’s student chapter of the CMAA is named the nation’s outstanding chapter.

1992

Carl V. Patton becomes president of Georgia State. With his expertise as an academic leader and urban planner, Patton helps Georgia State become a vital part of the downtown Atlanta community.

1990

The hospitality program is accredited by the Accreditation Commission on Programs in Hospitality Administration. Georgia State’s School of Hospitality is one of the earliest in the country to earn this accreditation.

1989

The Cecil B. Day School of Hospitality Administration co-founds the Hunter Hotel Conference with Bob Hunter, owner of Hunter Realty.

1988

The World of Coca-Cola opens its doors at Underground Atlanta, becoming one of downtown Atlanta’s most popular attractions.

1988

The first Hospitality students are enrolled in a two-year career program within the College of General Studies in the Urban Life Center. The program is initially named the Hotel-Motel Administration Department. Enrolled students earned an associate of science degree in hotel-motel management.

1973

Dr. William E. Kent III serves as chair of the Hotel-Motel Administration Department.

1976

The 73-story Westin Peachtree Plaza hotel opens, joining the emerging hospitality landscape of downtown Atlanta. With more than 1,000 rooms, this hotel is the second-tallest hotel in the Western Hemisphere.

1988

Dr. Dave Pavesic is named director of the hospitality program. Under his leadership, the curriculum was strengthened, the faculty expanded and the program began offering concentrations in hotels, restaurants/food service and private club management.

1988

The National Association of Exposition Managers and the International Association of Fairs and Expositions pledged $140,000 for exposition and fair management course development. The hospitality program at Georgia State became the first program in the country to offer courses in fairs and exposition management.

1985

Degree changes to associate of science in hotel, restaurant and travel administration are awarded.

1983

An associate of aviation degree is added to the course program.

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FORTY MILESTONES

1996

The Cecil B. Day School of Hospitality Administration moves from the College of Public & Urban Affairs into the College of Business Administration.

2001

The certificate in hospitality administration program is approved. Designed for non-majors and post-baccalaureate students, the certificate program now offers specializations in hospitality operations, culinary management, event management, tradeshow and meetings management, and aviation management.

1997

Degree becomes a bachelor of business administration in hospitality administration under the College of Business Administration.

2002

The Cecil B. Day School of Hospitality Administration is ranked among the top 25 hospitality programs in the United States by the Journal of Hospitality and Tourism Education. The School ranked No. 13 overall and No. 12 among public institutions.

2002

The first study abroad program in hospitality is offered during May. Students traveled to France, Germany and Switzerland.

2004

Dr. Debra F. Cannon is appointed director of the Cecil B. Day School of Hospitality Administration by Dr. Sidney E. Harris, dean of the J. Mack Robinson College of Business.

2009

The Cecil B. Day School of Hospitality Administration ranks among the top 20 hospitality programs in the nation. It is the only hospitality program in Georgia to make the list and one of only three in the South.

2012

Dr. Mark P. Becker becomes Georgia State’s seventh president.

2013

University celebrates centennial anniversary.

2012

Nineteen hospitality students participate in the 2012 Summer Olympic Games in London working with The Coca-Cola Co. in the venues operations division during the games.

2008

The Culinary Learning Center, a dedicated food lab within the Bennett A. Brown Building, opens. This capital facility project allows the food production lab to be held on Georgia State’s campus. Through donations, industry support and university approval, the Culinary Learning Center provides a hands-on learning opportunity for hospitality and nutrition students.

2004

H. Fenwick Huss is named dean of the J. Mack Robinson College of Business after serving as associate dean of the college for six years. He was previously director of the college’s School of Accountancy. Huss has been a prime mover in developing the college’s curriculum, hiring top faculty and helping raise the profile and rankings of the college’s programs.

2005

The School of Hospitality’s event management class wins the 15th annual Allie Award for “Best Menu on a Shoestring Budget” and “Best Event on a Shoestring Budget.”

2006

First international exchange agreement signed with the Université de Savoie in Chambéry, France.

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A GROUP OF STUDENTS AND RECENT ALUMNI OF THE CECIL B. DAY SCHOOL OF HOSPITALITY ADMINISTRATION HAVE MORE THAN JUST AN ALMA MATER IN COMMON — EACH OF THEM HAS A FATHER WHO IS A MAJOR PLAYER IN THE HOSPITALITY SCENE. HAVING WATCHED THEIR DADS FORGE AHEAD IN THE INDUSTRY, THEY KNEW WHAT THEY WERE GETTING INTO WHEN THEY CHOSE THEIR MAJOR. FOR THESE STUDENTS, HOSPITALITY IS MORE THAN JUST A SOUTHERN IDEAL: IT’S A FAMILY BUSINESS.

Gathered at the popular Ted’s Montana Grill in downtown Atlanta are hospitality students and alumni (left to right) Katherine McKerrow, Chris Hardman, Brett Shanley, Stacy Sprouse, Katie Zimmerman and Bryan Sprouse. (Not pictured: Ryan Lindgren)
The Great Thing about Tourism is You’re Selling You Can Do That, to Influence People to Have a Happy Life.

Three generations of Hardmans — Bill Jr., Chris and Bill Sr. — at a convention in downtown Atlanta.

“I’ve always kind of listened in to what my dad was doing at work, so I knew what the hospitality industry was like. It’s more of a lifestyle for me,” Brett Shanley says. “I grew up with it, so it’s what I’ve always been drawn to.” Ideally, Brett Shanley will be able to land a job at Coca-Cola once he graduates. He feels the School of Hospitality has set him up to succeed by fostering connections with companies like beverage wholesaler United Distributors, where he’s held summer jobs, and requiring all students to complete internships. The field experience not only looks good on his resume, he says, but it has also helped him pinpoint what kind of work he wants to be doing.

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For Stacy Sprouse (’10), her early field experience came in the form of helping out on conventions and tradeshows that were part of her parents’ work in the printing industry as she was growing up. “I had always done the conventions and had always thought it was fun, but it never occurred to me to make a career out of it,” Sprouse says. Her father, Jim Sprouse, became the executive director of the Georgia Hotel and Lodging Association about seven years ago, which opened her eyes to a different side of the hospitality industry. She had started her studies at Georgia State as a regular business major, but about halfway through switched to hospitality as her primary course of study. Since graduating she’s worked in hotels in New York and has learned a lot as she’s rotated through various jobs. “I’ve worked in hotels for four or five years now and I have yet to find a position that I dislike,” Stacy Sprouse says. “I’ve had experiences with just about everything except engineering, and I’ve enjoyed it all.” Similarly, her brother Bryan Sprouse (’11) says that seeing how much his sister enjoyed her hospitality coursework piqued his interest in the field at the time when he was deciding on his major. Both of the Sprouse children now work in hotels: she as a property sales coordinator at the Residence Inn Atlanta Buckhead, and he as a lobby concierge at the Hilton Atlanta Downtown. “It is really fun being in the same industry as my father and sister,” Bryan Sprouse says. “We never run out of things to talk about and stories to share.”
“THE INSTRUCTORS REALLY CARE ABOUT THE STUDENTS, AND THEY’VE BEEN IN THE BUSINESS. THEY’RE TEACHING STUDENTS WHAT’S IMPORTANT FROM THE BUSINESS.” — MARK ZIMMERMAN

THE LINDGREN S

“I CAN’T THINK OF ANY OTHER CITY WHERE YOU HAVE A STRONG HOSPITALITY SCHOOL AND THAT MANY LEADING BRANDS AVAILABLE AS A RESOURCE FOR YOUR STUDENTS. THERE ARE GREAT HOSPITALITY SCHOOLS, BUT THEY DON’T HAVE THE LABORATORY OF ALL THESE HOTELS AND THE HOSPITALITY COMMUNITY THAT YOU HAVE IN ATLANTA.” — TIM LINDGREN

THE ZIMMERMANS

“FROM A PARENT STANDPOINT, IT’S FUN TO SEE WHEN YOUR STUDENT TURNS ON TO BEING THERE FOR A PURPOSE INSTEAD OF JUST BEING THERE BECAUSE EVERYBODY GOES TO COLLEGE, SO TO SPEAK. IT’S FUN TO SEE WHEN THEY GO ‘WOW, THIS IS SOMETHING…” — GEORGE MCKERROW JR.

THE MCKERROWS

“I THINK IT’S GREAT THAT THERE ARE SOME PEOPLE WHO ARE MEANT TO WORK IN THE HOTEL INDUSTRY — IT’S NOT ME,” SHE SAYS. “I WOULDN’T KNOW THAT UNLESS I WAS TAKING HOSPITALITY CLASSES AT GEORGIA STATE. YOU GET A WIDE RANGE OF PERSPECTIVE OF THE INDUSTRY AS A WHOLE AND IT KIND OF HELPS YOU FIGURE OUT YOUR PLACE IN IT.”

All of these young men and women have come to the industry on their own terms, by nature and nurture. Raised by industry icons and trained by the Cecil B. Day School of Hospitality Administration, this next generation of hospitality leaders is positioned to carry on their family tradition of excellence in a field that is full of possibility.

Although Chris Hardman knows for sure his career will be in hospitality, following his father and grandfather, as his nears the end of his college career he is still working to determine exactly what he wants to be doing.

“I’m actually excited to wake up in the morning and to go class, figure out what opportunity I’ll be given next,” he says. “It’s the greatest industry to be in. Hospitality is everything. It’s what really runs this world.”

“I love that the hospitality field has so many options and as often as an area of specialization is passed down from one generation to the next or from sibling to sibling, you’ll find someone who wants to remain in the industry but strike out on his or her own. Ryan Lindgren (’11) is one of the latter. His father, Tim Lindgren, spent 37 years of his career with Hyatt Hotels Corp., working his way up from odd-jobbing housekeeper to senior vice president of operations. Ryan Lindgren recently took a job with Ernst & Young in Miami as part of that company’s real estate and hospitality transaction advisory services group, underwriting and structuring deals for hotel, retail and industrial projects. He says he talks to his father almost every day about what’s going on in the industry.

As the son of a Hyatt executive, Ryan Lindgren had spent many summers working various jobs in the hotels — sales, front desk, even engineering — but it wasn’t until he got to Georgia State and enrolled in a hospitality finance class taught by David Pavesic that he learned about this other world behind the scenes.

“I only knew the operations side of the business. That’s all I was exposed to because that’s what my dad was in, and in the back of my head that’s what I thought I was going to go into,” Lindgren says. “Then I got a taste of the real estate and finance side of it and have pursued that ever since.”

Growing up, Katie Zimmerman (’11) learned early about many different aspects of the convention and tradeshow business from watching her father, Mark Zimmerman, now general manager of the Georgia World Congress Center. She enrolled at Georgia State because she knew the hospitality industry had a lot to offer in terms of challenging, people-oriented jobs.

During her time at Georgia State she explored a range of areas within hospitality, aside from what she already knew from her own experience, through classes and internships on food and beverage management, hospitality law and hotel management. Now working as a legal assistant at a midtown Atlanta law firm, she’s tapping into her hospitality background as she manages projects and interacts with clients. Ultimately, she sees herself pursuing a career as a special events planner.

“I love that the hospitality field has so many options for career choices,” she says. “My dad has taught me that hard work and determination will always be the key to continued success.”

The ZIMMERMANS

Mark Zimmerman and daughter Katie

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“I love that the hospitality field has so many options Just as often as an area of specialization is passed down from one generation to the next or from sibling to sibling, you’ll find someone who wants to remain in the industry but strike out on his or her own. Ryan Lindgren (’11) is one of the latter. His father, Tim Lindgren, spent 37 years of his career with Hyatt Hotels Corp., working his way up from odd-jobbing housekeeper to senior vice president of operations. Ryan Lindgren recently took a job with Ernst & Young in Miami as part of that company’s real estate and hospitality transaction advisory services group, underwriting and structuring deals for hotel, retail and industrial projects. He says he talks to his father almost every day about what’s going on in the industry.

As the son of a Hyatt executive, Ryan Lindgren had spent many summers working various jobs in the hotels — sales, front desk, even engineering — but it wasn’t until he got to Georgia State and enrolled in a hospitality finance class taught by David Pavesic that he learned about this other world behind the scenes.

“I only knew the operations side of the business. That’s all I was exposed to because that’s what my dad was in, and in the back of my head that’s what I thought I was going to go into,” Lindgren says. “Then I got a taste of the real estate and finance side of it and have pursued that ever since.”

Growing up, Katie Zimmerman (’11) learned early about many different aspects of the convention and tradeshow business from watching her father, Mark Zimmerman, now general manager of the Georgia World Congress Center. She enrolled at Georgia State because she knew the hospitality industry had a lot to offer in terms of challenging, people-oriented jobs.

During her time at Georgia State she explored a range of areas within hospitality, aside from what she already knew from her own experience, through classes and internships on food and beverage management, hospitality law and hotel management. Now working as a legal assistant at a midtown Atlanta law firm, she’s tapping into her hospitality background as she manages projects and interacts with clients. Ultimately, she sees herself pursuing a career as a special events planner.

“I love that the hospitality field has so many options for career choices,” she says. “My dad has taught me that hard work and determination will always be the key to continued success.”

“This next generation of hospitality leaders is positioned to carry on their family tradition of excellence in a field that is full of possibility.”

“I think it’s really good that there are some people who are meant to work in the hotel industry — it’s not me,” she says. “I wouldn’t know that unless I was taking hospitality classes at Georgia State. You get a very wide spectrum of the industry as a whole and it kind of helps you figure out your place in it.”

All of these young men and women have come to the industry on their own terms, by nature and nurture. Raised by industry icons and trained by the Cecil B. Day School of Hospitality Administration, this next generation of hospitality leaders is positioned to carry on their family tradition of excellence in a field that is full of possibility.

Although Chris Hardman knows for sure his career will be in hospitality, following his father and grandfather, as he nears the end of his college career he is still working to determine exactly what he wants to be doing.

“I’m actually excited to wake up in the morning and to go class, figure out what opportunity I’ll be given next,” he says. “It’s the greatest industry to be in. Hospitality is everything. It’s what really runs this world.”

“I love that the hospitality field has so many options...
A CONVERSATION WITH
DEBBY CANNON

Director Debby Cannon began her hospitality career in human resources with Hyatt Hotels and worked for The Ritz-Carlton for almost a decade before joining the School of Hospitality faculty full time in 1991. Now in her 12th year as director, Cannon also teaches Hospitality Human Resources Management and Strategic Hospitality Management.

BY KATHLEEN POE ROSS

Debby stopped by The Glenn, one of the boutique hotels in downtown Atlanta’s vibrant Luckie Marietta District, to discuss Georgia State, the industry and the future of hospitality.
What is your favorite part of your job as director of the School of Hospitality?

What I enjoy most is being able to get involved in every facet of the school. Curriculum design, student recruitment, industry connections, alumni relations — I have the 35,000-foot view. I can look at the program as a whole, but I’m also able to drill down and have a hands-on role with almost every aspect of it.

One of the biggest advantages we have is our phenomenal group of faculty and staff, as well as students and alumni. We have about 65 industry leaders on our Industry Advisory Board. To be able to work with all of those groups is a real highlight of what I do.

Who are some industry leaders or mentors you look up to?

We’ve had so many leaders and icons that are involved in our industry board that it’s hard to name one or two, or even 10 or 15. Spurgeon Richardson, who was head of the Atlanta Convention and Visitors Bureau for many years and is now retired — I learned so much from him. I had such admiration for what he had done with his board and how he had the industry’s support, so he was a mentor in many ways.

Obviously our namesake Cecil B. Day stood for many things that are important to the industry. He was a man of integrity; he was innovative, he was extremely creative in some of his marketing and operational practices. If you talk to people who worked directly with him, they always mention that he had very high ethical standards, and he wouldn’t compromise on them.

What sets Georgia State’s School of Hospitality apart from other hospitality programs?

One of the key things is that we’re in an urban university right in the middle of a vibrant city in which hospitality is one of the leading employers and one of the leading economic stimulants. We’re four blocks away from the fourth-largest convention center in the nation — where we have a dedicated classroom — and surrounded by nearly every brand of hotel, some of the city’s best dining facilities, wonderful private clubs and attractions. We have an industry community here in Atlanta that works so well together. They compete, yet they sit at the same table and they’ll work together for the good of the city in a collegial way. It doesn’t work that way in every city.

The second is, quite honestly, that we’re housed in a college of business. It’s turned out to be an incredible asset. We hear from our industry board that they like that our students take corporate finance and accounting classes in addition to their hospitality-specific courses.

What is the dynamic between the school’s faculty, students and the industry?

Industry leaders are an integral part of our program, through guest lectures, hosting visits to their businesses, and hiring our students and graduates. Our Industry Board is composed of more than 65 industry executives, and we regularly seek their involvement in our program. We have a phenomenal group of faculty and staff who have all worked in some segment of the hospitality industry in a management-level capacity. That is one of the many reasons, in my opinion, that our ties to the industry are so strong. The faculty, staff and I sincerely respect those who work in our profession, because we know firsthand the challenges and opportunities that exist for any hospitality business.

The other important factor in the equation of working well with the industry is the caliber of our students and alumni. Industry recruiters consistently compliment our students and graduates on having good business minds along with a strong foundation of specialized knowledge in their fields. Our students have great work values as well as interpersonal skills. Our students are not afraid of working hard to get optimal results, and recruiters continually praise the combination of these abilities and talents.

How is the School of Hospitality increasing its global presence?

We have a vibrant Maynerst study abroad program in Europe as well as semester exchange agreements with schools in Chambéry, France, and Macao, China. We are about to sign one with The Hong Kong Polytechnic University, and we are extremely excited about this because the dean of their program is an alumnus of our undergraduate program, so we’re bringing it full circle, in a way. Between these programs and special international projects like our London Olympics program, we have the opportunity of sending our students into some of the best learning experiences on the globe.

We’ve started to recruit internationally because we think that’s a healthy thing, to bring students in and get multinational perspectives in the classroom. It certainly supports the university’s strategic plan, and it’s what our industry does. I always tell students, if you’re not working abroad, inevitably you’re going to work for a company that’s trying to grow business abroad or bringing the international segment here.

What do the next 10 to 15 years hold for the School of Hospitality?

I think that over the next decade we’re going to see a huge uptick in the need for more and more people in our industry, so I think we’re going to grow in the number of students enrolled. I’m optimistic that we’re going to see some new facilities for the School of Hospitality. We have survived a very challenging time — I think we actually came out of it as better leaders, better managers, better operators — and I think Atlanta is positioning itself for tremendous growth in the hospitality industry. Our partnerships keep growing and expanding, and I see those as expanding even more.

In terms of curriculum, we try to stay a few steps ahead. We want our students to be able go right in and be what the industry needs today, but we also try to look ahead and see what the industry is going to need in the next few years. Hospitality is very much becoming a metrics-oriented industry, and we’ve already instituted a certification on the undergraduate level for hospitality industry analytics.

We have to combine these quantitative skills with the soft skills, the quality-driven service skills. So much of what we do is becoming automated. Where do you go for those interpersonal experiences? What about cultural sensitivity as we see more and more international travelers? The fast-track master’s program we’re starting in the fall is in global hospitality management, so it’s a fit now, and it’s a fit for the future.

What do you want the industry and the Georgia State community know about the School of Hospitality?

We do not want to be the university’s best-kept secret! We have a hospitality program that is highly ranked, dually accredited and large. Sometimes people don’t realize that we have more than 700 students enrolled, including majors, minors and certificate students.

People often think of hospitality as what they see right in front of them — someone taking their order or checking them into a hotel — but our role here is to train the people who are going to be supervising and managing entire operations, which are often multimillion-dollar businesses. That’s where our focus is and that’s where opportunities are. The biggest thing throughout our industry is service. We’re a service industry; we’re not an industry of servitude.

As director of the School of Hospitality, Cannon wears many hats. Her favorite is “professor,” when she teaches human resources and strategic management courses to hospitality students each semester.

Having interaction with students helps shape her leadership roles outside the classroom.

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HOSPITALITY

ALUMNI LIST

The Cecil B. Day School of Hospitality Administration has more than 1,600 graduates working in operations ranging from large-scale convention and visitor bureaus, hotels, restaurants to small and independently owned hospitality businesses.

The Hospitality Alumni Club offers our graduates social engagement, networking events and professional development, helping them stay abreast of industry development and trends as well as career opportunities. Membership through Georgia State University's Alumni Association is open not only to hospitality graduates but to anyone with a connection to the industry or interest in the field. We welcome you to join us.

We always welcome interest and involvement in our program as we prepare future leaders for the exciting and dynamic world of hospitality. To reconnect with other alumni, send an email to hospitalityalumni@gsu.edu with your contact information.

HOSPITALITY ALUMNI LIST

CLASS OF 1974
Bruce, Edward R.
Henderson, Ed R.
Marquardt, Arnold A.
Possey, Peggy

CLASS OF 1975
Allen, Bertha
Berntorff, Gene
Cook, Alphonse
Hendry, Henry D.
Travis, Jr., William M.
Wilson, Andrew B.

CLASS OF 1976
Ellis, G. Michael
Knighton, J. Donald C.
Lundy, Dallas L.
Stewart, Bruce W.
Turf, Jonathan R.
Watson, J. Sherly W.
Wolff, Michael A.

CLASS OF 1977
Cabell IV, Richard H.
Ellen, Kenneth L.
Jacobs, Marian
Metlin, Anne K.
Nightingale, Paul W.
芮reira, Ralph H.
Tygrens, Susanna C.

CLASS OF 1978
Carmichael, Kathryn S.
Ellis, Edward W.
Ferguson Jr., Greene L.
Harris, Harry J.
Hering, Barbara D.
Knighton, J. William R.
Madison, Martin D.
McIntyre, Lynn M.
Penn, Tony
Rashed, Brenda W.
Saunders, Walter
Shelley, Nancy H.
Singh, Sunil R.
Thompson, Brian A.

CLASS OF 1979
Ellis, Lewis W.
Foster, Imajean P.
Hardy, Ronald L.
Hill, Howard C.
Tracey, G.
Kelly, Larry
Layton, Barbara A.
Lue, Eric V.
Murphy, Ellen C.
Mussett, Jonette
Stewart, Frank R.
Walker, John W.
Whittington, Leslie A.

CLASS OF 1980
Beers, Timothy W.
Boney, Vanessa R.
Chesley, David
Duffy, Duane L.
Healy, Mary E.
Kaplan, Michael C.
Levitt, Howard
Lucan, Eugene L.
Ratlos, Laura F.
Robinson, Jennifer F.
Walters, Debra Majzak

CLASS OF 1981
Blatchford, James W.
Cutter, Julie A.
Kaufman, Joseph T.
Kahus, Julie A.
Lee, Matthew J.
Miller, Pamela L.
Painter, Deborah L.
Parker, Johnnie L.
Post, Alexis A.
Reagan, Rosemary
Schaeplitz, Mary B.
Teale, Susan J.
Witt, Darden W.
Worley, Malakey S.

CLASS OF 1982
Broady, Maria A.
Brownell, Barbara S.
Elkett, Yvette E.
Hargis, Anna M.
Hughes, Arthur L.
Jelita, Karin R.
Klondiski, Wanda L.
Leopardi, Nancy T.
Maler, Betsy
Pund, Donald G.
Raven, Leon L.
Segal, Barbara K.
Vorial, Victor T.

CLASS OF 1983
Kondrat, Tanja, D.
Bakirkis, Maria A.
Bocian, Albert R.
Buncher, Mary C.
Burnside, James
Catho, Elton M.
Cato Jr., Arthur L.
Carter, Kirby N.
Cane, Lauraw
Galland, James M.
Hess, Robert A.
Light, William P.
Miller, William C.
Moore, John A.
Moore, Sandy R.
Neal, Vanessa
Nezak, Natalie
Proctor, James
Wilson, William L.

CLASS OF 1984
Abrahams, Alan R.
Bailey, Ronald P.
Butler, William G.
Buckingharn, Patricia A.
Bolding, J. Caleb L.
Bryan, Charles W.
Captain, Gordon C.
Chen, Yung-Cheng
Cole, Jeanine B.
Dawson, David S.
Doyle, Nicole L.
Yearwood, Daniel E.

CLASS OF 1985
Barber, Don L.
Barry, Ballard, Diana
Battle, Sheryl C.
Bjorgo, Leona
Bigert, Karen P.
Bowen, Christine G.
Boselle, Sven
Brookshire, Danni L.
Capron, Hughie A.
Ching, Marian H.
Cibenne, Sharon J.
Colford, Hettie
Coles, Lisa J.
Comer, Melanie M.
Cooke, Lauren L.
Dempsey, Robert J.
Dormady, Fiona J.
Crawford, Thomas E.
Crumley, Dawn
Dyk, Ruth H.
Edwards, Jean D.
Finerty, Barbara
Fry, Florence H.
Glazier, Mary P.
Gibbons, Robin
Gruar, Susan G.
Goss, Phyllis B.
Gottlinger, Alene R.
Hanes, Kathleen F.
Harrington, Mary A.
Harvey, Geyler E.
Hershey, Terry T.
Hinman, Donald C.
Hinton, Rebecca S.
Hughes, Diana B.
Jones, Nancy E.
John, Jaya K.
Killing, Japan
Kluger, Babette
Kuczyk, Evelyn M.
Lapin, Virginia C.
Pridgen, Jeanne B.
Quach-Neve, Greta L.
Raa, Alice
Reinsch, William
Richards, John P.
Richardson, Jennifer M.
Schneider, Alice M.
Sheppard, David A.

SKINNER, John A.
Snelver, Leslie A.
Thomas, Richard E.
Tannahill, Kathi L.
Thompson, Laura L.
van Tassel, Mark V.
Wallace, Judith K.
Wallace, Julie K.
Walton, Daniel M.
Youngblood, Richard G.

CLASS OF 1986
Adamek, Peter M.
Akens, Patricia L.
Barnes, Marie E.
Beats, David N.
Baptiste, Cheryl Ann B.
Bowering, Glenda W.
Bell, Andrew M.
Bergard, Elizabeth K.
Black, Mary C.
Blair, Lawrence S.
Bland, Nancy C.
Bozeman, Elizabeth A.
Byerly, Mary E.
Cage, Delores A.
Campbell, Douglas E.
Caporusso, Susanne A.
Kar, S. Ralph
Kelleher, Mike A.
Kempton III, Charles E.
Kalember, Sharon
Kaufman, Hughie A.
Krug, Martha N.
Lamb, Mary E.
LeBrecht, Steven W.
Lehman, Don R.
Liu, Numa Y.
Liu, Lourdes
Liu, Leslie B.
Lovett, Howard
Macdonald, Tyrrell
Magid, Michael L.
Mandarano, Joseph
Marquardt, Arnold A.
Massie, Ronald A.
McMahan, Don
McNulty, Debra C.
Morrow, Kay
Moxley, Deborah A.
Movahedi, Ali
Nancy, Rachael A.
Nasr,pseudo,
Pastura, Virginia C.
Pilkington, Don R.
Pritchard, Mark A.

CLASS OF 1987
Ahmad, Atif
Amin, Mahmood S.
Barmakian, Asghar B.
Baptiste, Cheryl Ann B.
Bowering, Glenda W.
Bell, Andrew M.
Bergard, Elizabeth K.
Black, Mary C.
Blair, Lawrence S.
Bland, Nancy C.
Bozeman, Elizabeth A.
Byerly, Mary E.
Cage, Delores A.
Campbell, Douglas E.
Caporusso, Susanne A.
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Movahedi, Ali
Nancy, Rachael A.
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Pilkington, Don R.
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CLASS OF 1988
Adamek, Peter M.
Akens, Patricia L.
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Albers, Tina L.
Alexander, Eleanor H.
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Southwest Center for Hotel, Restaurant and Institutional Education, Elected as Secretary/Treasurer for 2013-2014

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Excellence in TeachingDelgate, Korean American Hospitality & Tourism Education Association, 2013

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Lifetime Achievement Award, The BOARDROOM Magazine, 2012

Deborah Robbie, MS
Christian Faculty Leadership Award, GSU Christian Athletes Association, 2012

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Phil Novas, President & Owner, Proof of the Pudding
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Chaney Park, Regional Manager, Korean Air
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Mike Patel, President, Diplomat Companies
Chuck Powell, Vice President of Operations, AAA, Auto Club South

Erica Qualls, General Manager, Atlanta Marriott Marquis
DJ Ram, JHM Enterprises Inc.
Spurgeon Richardson, President & CEO, Emeritus, Atlanta Convention & Visitors Bureau
Carey Rountree, Vice President of Sales & Marketing, Georgia Aquarium
Sue Sanders, Vice President of Strategic Planning & PR, Hospitality Ventures
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W James Sharpe III, Executive Vice President of Business Development, Firestorm
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Mark Woodward, President, PRF Hospitality Research
Mark Zimmerman, General Manager, Georgia World Congress Center

*Graduate of the School of Hospitality
In only its third year of existence, the Georgia State University Marching Band was selected to participate in the parade for the second inauguration of President Barack Obama on Jan. 21. One of Georgia State’s hospitality students, Samantha Brisbay, seen above, performed with the color guard.