As we begin the fall semester, I want to share some of the excitement surrounding the Dedman School of Hospitality.

With the addition of Nathan Line, the quality of our highly regarded faculty has been enhanced. Nathan joins us from the University of Tennessee, where he completed his doctorate in retail, hospitality, and tourism management with a minor in marketing. He is now teaching lodging management.

We also have put together a great new team in our administrative offices. In this issue, you'll learn about Ashley Martineau, alumni relations coordinator, and Bob Branciforte, communications coordinator. These individuals are helping us to increase the stature of our program by getting out the word about all we are doing.

Our students are continuing to field multiple job offers upon graduation and this continues to be a huge factor in the nearly tripling of our enrollment. We have grown to almost 600 majors from 220 in the last five years. The Dedman School is very well known and continues to be associated with excellence in every way.

We all benefit from sharing industry expertise and from our ongoing interconnection. I invite each of you to get involved with our students by speaking in our classes, attending our alumni events, and participating in our career fair and internship opportunities.

We are planning to offer organized annual excursions to interesting destinations for our alumni and friends. The first will be to the Kentucky Bourbon Trail and the surrounding area in May 2014. The trip will include limousines with tour guides, meals and tastings, and much more. As soon as details are finalized, we will send out information. Let us know if you are interested by contacting our office at (850) 644-4787.

If you are on Facebook, please join our page (Dedman School of Hospitality at Florida State University). Many of our alumni and friends are on LinkedIn (FSU Dedman School of Hospitality Alumni). Both are great ways to stay connected.

Sincerely,

Jane

Jane Boyd Ohlin (’79)
Director
Dedman School of Hospitality
Join us in Tallahassee for the Society of Hosts Weekend

On Thursday, Oct. 24, we celebrate our first Society of Hosts Complimentary Luncheon as part of the school’s “Society of Hosts Weekend.” All Dedman School alumni and friends are invited to join us in honoring our 2013 Alumnus of the Year, Ty Helms ('79) [read more below].

The luncheon is scheduled for 12:15 to 1:30 p.m. in Futch Ballroom East of the University Center Club (third floor, Building B, FSU University Center). RSVP for the event by contacting Ashley Martineau, our alumni relations coordinator, by email at amartineau@business.fsu.edu or by telephone at (850) 645-1005.

On Saturday, Oct. 26, join Dedman School alumni and friends for tailgating before the Florida State Seminoles take on the North Carolina State Wolfpack. Meet us 2½ hours before kickoff time (TBA) at Jim Steiner and Jim Riscigno's RV in the RV lot behind the Checkers, adjacent to Doak Campbell Stadium.

This will be a big weekend at the university, with Oct. 26 designated as “Bobby Bowden Day,” marking the legendary coach’s return to FSU. If you’re planning to attend the football game, get your tickets early. To learn more about the weekend’s events, visit www.seminoles.com. We look forward to celebrating with you in Tallahassee!

ABOUT THE SOCIETY OF HOSTS

The Society of Hosts of the Dedman School of Hospitality at Florida State University is an organization of alumni and students. Since 1962, the society has been assisting the school in supporting students, graduates and faculty. It works to maintain lifelong connections among our students, graduates and friends and to support the school’s fundraising efforts to ensure its legacy of excellence within the hospitality industry.

Ty Helms is Society of Hosts 2013 Alumnus of the Year

Ty Helms (Hotel and Restaurant Administration, '79) has been selected as the Dedman School of Hospitality’s Society of Hosts 2013 Alumnus of the Year. Helms is the senior vice president of Global Sales for Hyatt Hotel Corporation.

Each year, the board of the Society of Hosts and the faculty of the Dedman School select an individual who has made notable contributions to the school, the hospitality industry and his organization, and whose behavior and accomplishments have served as a role model for our students and alumni.

Helms leads Hyatt’s global sales organization, which comprises 18 worldwide offices and nine global call centers. He is the first to hold this position following the company’s consolidation of divisions previously referred to as “Hyatt” and “Hyatt International.” Their merger created an opportunity for Helms to expand Hyatt’s sales efforts internationally; something he has been passionate about since joining the company.

On Oct. 24, Helms will be speaking to our majors in classes held prior to being honored at our first-ever Society of Hosts Complimentary Luncheon. The event replaces the dinner we have held in previous years. Join us to celebrate his accomplishments and share your industry experiences and expertise with our students. RSVP for the event by contacting Ashley Martineau by email at amartineau@business.fsu.edu or by telephone at (850) 645-1005.
Chris Borders is chosen for Georgia Golf Hall of Fame

Alumnus Chris Borders (’75) was selected as a 2014 inductee to the Georgia Golf Hall of Fame by the Georgia State Golf Association. He will be recognized at an induction ceremony at the Atlanta Athletic Club on Jan. 18.

Borders is the first club general manager to receive the honor. He served the Atlanta Athletic Club for more than 24 years as general manager, following 11 years as assistant manager. Borders is recognized for elevating Georgia’s reputation in golf and for promoting it around the world.

“My degree from FSU gave me the knowledge but, more importantly, the confidence to succeed in the golf and country club business,” Borders said. “And the success of the PGA Golf Management Program is another testament to the vision the Dedman School has in leading the way for young professionals.”

At the Atlanta Athletic Club, Borders hosted many world-class golf events, like PGA and United States Golf Association championships. In 1992, he was named Club Manager of the Year by the Club Managers Association of America (CMAA), and he later served as president of its Georgia chapter (1999-2000). Golf Inc. named him Operator of the Year in 2005.

Villages’ scholarship helps golf management student

Seminole fans at the Central Florida retirement community known as The Villages are pitching in to support golf management majors at the Dedman School of Hospitality.

Organized by Florida State University alumni Marcus and Geraldine Polk, The Villages’ FSU Friends Club is made up of alumni and friends of the university who reside in the community. In 2012, the organization gifted the Dedman School with The Villages’ FSU Friends Club Scholarship. It provides $1,000 annually to a student majoring in professional golf management.

“We are very grateful to our friends at The Villages’ FSU Friends Club for supporting our students,” said Don Farr, director of the PGA Golf Management Program. “I cannot think of a better student to be receiving the award than Dan Mahoney.”

Mahoney also was the recent recipient of the golf program’s Service Award, which recognized him as being the student with the highest level of service to the community during the 2012-2013 academic year.

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Since early summer, Mahoney has served in an internship position at the Oakmont Country Club in Pittsburgh, Pa. The historic club, which has hosted more combined USGA and PGA championships than any other course in the U.S., is ranked #5 in America’s Top 100 courses by Golf Digest.

Alumni and friends of the school who are interested in supporting its programs and students can contact Marissa Langston at mlangston@business.fsu.edu or (850) 645-7162.
ClubCorp CEO Affeldt receives 2013 Cecil B. Day Award

Eric Affeldt, president and CEO of ClubCorp, received the 2013 Cecil B. Day Ethics Award in a ceremony held at the FSU University Club on March 27. The event was part of a two-day gathering of hospitality students and industry leaders hosted by the Dedman School of Hospitality.

“The Cecil B. Day Family and Florida State University are honored to recognize Eric Affeldt as a national leader in the hospitality industry who embodies the values and traits of the late Cecil B. Day,” said Robert Brymer, the Cecil B. Day Professor of Management, during the presentation. “He lives and leads based on his commitment to his faith, family, employees and respect for others. Eric is the first recipient from the hospitality club industry, and we’re proud to present this award to him.”

Affeldt is responsible for domestic and international operations of ClubCorp. The Dallas-based organization owns and operates a network of more than 150 golf and country clubs, business clubs, sports clubs and alumni clubs in 23 states, the District of Columbia and two foreign countries.

In 2010, Affeldt was named the most powerful person in golf by Golf Inc. magazine and was a regional finalist for the Ernst & Young Entrepreneur of the Year Award.

The Cecil B. Day Ethics Award was named after the founder of Days Inn of America Inc. It was established by his son, Clint Day, a 1982 FSU College of Business graduate, in partnership with the Cecil B. Day Family and Florida State University, and in cooperation with the National Restaurant Association.

The honor comes with a $10,000 award, which is given to the non-profit organization selected by the recipient. Affeldt selected the Dedman School as the recipient of his award.

2012 Cecil B. Day Ethics Award presented to Marriott

J.W. “Bill” Marriott, Jr., chair of the board of Marriott International Inc., received the 2012 Cecil B. Day Ethics Award at the Marriott Harbor Beach Resort in Ft. Lauderdale in January. The presentation, which would have typically been made in March 2012, had been postponed.

Marriott was recognized as an esteemed ethical leader in the hospitality industry. He is known throughout the industry for his hands-on management style and for building a highly regarded culture that emphasizes the importance of Marriott’s people and recognizes the value they bring to the organization.

His leadership of one of the world’s largest lodging companies spans more than 60 years. He took the company from a family restaurant business to a global company with more than 3,700 properties in 73 countries and territories.

Today, around 300,000 Marriott employees serve guests throughout the world. Marriott International also is known for its commitment to diversity, social responsibility and community engagement. It has consistently been named to Fortune’s lists of most admired companies, best places to work and top companies for minorities.
Expanding internship opportunities benefit our majors

This summer hospitality majors enjoyed internships in the U.S. and overseas with our world-class industry partners. Some of the positions were new additions to our already stellar lineup.

Domestic internships, like the 10 we offer at The Ritz-Carlton New York, Central Park, continue to provide students with nonpareil experiences. This year, the school partnered with the renowned Triple Creek Ranch in Montana to open seven new internship positions. The exclusive Rocky Mountain retreat has earned top-five ratings from Conde Nast Traveler and Travel & Leisure.

Our international internships are more than basic study-abroad experiences. Students gain a broad perspective in the six months of living and working in a foreign culture. This year, we began a new internship program with the innovative Morgans Hotel Group in London for our graduating seniors. Two students are in front desk/reservation operations, and one is in food and beverage.

This was the fourth year that we offered our students paid internships in Scotland. Of our eight internship slots, four are in St. Andrews (two at the Old Course Hotel & Golf Resort and two at the Fairmont Hotel), and four are at the Turnberry Resort in South Ayrshire. Students are learning about food and beverage and front office operations.

Our students continue to benefit from their internship experiences. We see it in their professional development and in the job offers they are receiving.
Dedman School welcomes newest additions to our staff

In our last newsletter, we welcomed our new office manager, Sharon Murray, and accounting representative, Susan Hochstein. Both have proven to be excellent additions to our quality staff. We would like to welcome the school’s newest team members—alumni relations coordinator Ashley Martineau and marketing coordinator Bob Branciforte.

Originally from Pensacola, Martineau is a 2011 graduate of Florida State University’s College of Business with a double major in marketing and management. She comes to us from her position as a program coordinator with Posse Foundation in Miami.

Martineau is working with the Society of Hosts to maintain connections between our alumni and students through a variety of events, including a women’s leadership symposium and an alumni retreat.

Bob Branciforte, our new marketing coordinator, promotes the school through its newsletters, website and promotional materials. He also works to market the school through social media, such as our Facebook page, “Dedman School of Hospitality at Florida State University.”

Branciforte is originally from New York City, where he earned a bachelor’s degree in accounting (’86, College of Staten Island). He earned a master’s in library and information studies at Florida State University (’09).

At FSU since 2000, Branciforte worked as a media specialist at the College of Communication and Information for the last 10 years. He previously was an editor and journalist for Tribune Corporation in South Florida. He also performs around the Tallahassee area as a smooth jazz guitarist.

Luncheon honors Dedman’s retired faculty and staff

The Dedman School of Hospitality hosted a Retired Faculty Luncheon at the University Center Club on June 11. The event brought together current and former faculty and staff to discuss the school’s past, present and future.

“Today is very special for us as we celebrate the contributions of the retired and former faculty and staff,” said Director Jane Ohlin. “Each individual has left his or her mark on the success of our program, and each has made us grateful for his or her commitment to student success.”

During the casual and lighthearted luncheon, retired faculty and staff shared stories about their experiences at the school with their successors.

LUNCHTIME LAUGHTER. At top, retired faculty member Bob Riedel completes a humorous anecdote and is applauded by Jane Ohlin. Bottom right: Retired faculty member Jim Riscigno shares a chuckle with Tracy Marple, general manager of the University Center Club. Bottom left: Eileen “Beanie” Sirois, former Dedman School office manager, and Lois Garner, former PGA Professional Golf Management Program office manager, are all smiles.
During a May 9 interview on Bloomberg Television’s “Money Moves,” **FSU President Eric Barron** discussed the recent university takeover of the civic center. Florida State is taking bids for a civic center hotel that will add conference facilities and the university plans to be a leader in providing a workforce for the facility by “embedding our world-class hospitality program” in it. Listen to the entire interview online: bloom.bg/10J4XKi

**Dr. Mark Bonn** was the featured speaker for the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Annual Research Conference in St. Louis, July 24–27.


The City of Tallahassee and Florida State University hope to partner in a restaurant training program for 20 homeless men and women. If the Dedman School joins in the effort, student interns will get management experience while helping them. **Dr. Jane Ohlin** was quoted in a related Tallahassee.com article at: on.tdo.com/1500XoZ

The Dedman School is planning an alumni and friends trip to the historic **Kentucky Bourbon Trail** for May 2014. It will include limousines with tour guides, meals and tastings, and much more. For info, call (850) 644-4787.

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**Students gear up at fall 2013 interviewing workshop**

Dedman School of Hospitality students got the inside word on the art of interviewing from two hospitality industry human resource professionals at the DSH Interviewing Workshop on Sept. 6. **Shawn German**, regional director of Human Resources at Loews Hotels Florida (standing at left) and **Brook Luedke**, corporate director of Recruiting at Hyatt Hotels (standing at right in photo) led the presentation at the Augustus B. Turnbull III Florida State Conference Center. All hospitality and professional golf management majors are required to participate in one of two workshops, which are held each September and January, in preparation for interviews with visiting hospitality industry recruiters.
Recent presentations expand ‘International Acclaim’:

- “Identifying Differences between High and Low Levels of External and Internal Travel Constraints and Motivations and Travel Implications Upon Preferences and Intentions to Visit Wine Regions,” presented by Mark Bonn and Meehee Cho at the Advances in Hospitality & Tourism Marketing & Management Conference, June 21–29, in Taipei, Taiwan.
- “Constraints Segmentation and Wine Tourism: Selecting Target Markets Based Upon Consumers’ Attitudes and Behavioral Similarities Related to their Intent to Visit Wine Destinations,” by Mark Bonn and Meehee Cho at the International Conference on Wine Business Research, June 11–16, at St. Catherine’s University, Ontario, Canada.
- “Types of Wine Tourists, Experiences, Authenticity and Behavioral Intentions in Winery,” presented by Mark Bonn and Hyojin Kim at Asia Pacific CHRIE Conference, May 19–25, Macau, China.

An invitation for Dedman School alumni

THE 55TH ASHBY STIFF LITTLE DINNER SERIES
A special offer for alumni of the Dedman School of Hospitality

Since 1958, Florida State University hospitality students have hosted an elegant, fine dining experience—the Ashby Stiff Little Dinner Series. Our students plan, organize, and supervise these coveted gourmet events along with FSU professional staff. Tickets are hard to come by, but as an alumnus of the Dedman School of Hospitality, you can purchase tickets to a special Thursday, Dec. 5 dinner of this series.

Join us for one of Tallahassee’s finest culinary adventures in an elegant private club setting. Space is limited. Call or email for reservations now.

Date: Thursday, Dec. 5, 2013 • 6:30–9:00 p.m.
Cost: $40 per person
Reservations: Call (850) 644-4787 or e-mail semurray@fsu.edu
Evening includes:
• 30-minute reception with specialty drink and three hors d’oeuvres
• Four course dinner—appetizer, soup or salad, entrée, and dessert—with two wine pairings
Attire: Jackets for gentlemen and appropriate attire for ladies
Location: University Center Club at the FSU Doak Campbell Stadium
Parking: Free parking in the University Center Visitor Lot
FSU Alcohol Policy: No person under 21 years of age will be served alcoholic beverages.

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