A letter from our Director

This has been one of the most exciting years ever at the Dedman School of Hospitality. On the following pages, you’ll see our students, alumni, faculty and staff involved in many fascinating events!

Progress is being made on funding a new building for the College of Business, referred to as “Legacy Hall.” Plans call for it to be located near the Leon County Civic Center, so it will be positioned on the east edge of the expanding university campus, very close to the Florida Capitol building. Since the Dedman School will officially re-enter the College of Business this summer, we look forward to having a dedicated wing in the new building.

As Florida State University embarks on its mission as a pre-eminent university, the Dedman School is uniquely poised to embrace cutting-edge business trends while maintaining our tradition of personalized service excellence. For example, the phenomenal international growth of the club industry, has led us to redesign our professional golf management program. See page 2 with more details on this exciting move that’s coming soon.

At the same time, the Ashby Stiff Little Dinner Series remains as highly-regarded as it has ever been. Because our student enrollment has grown exponentially in recent years, we are hosting more dinners than ever before. If you would like to be invited to our Little Dinner Series, see page 6. Chef Jim Koenigsberg, who has taught the Little Dinner Series for the last seven years is retiring in April. We are sad to see Jim go, but very pleased to have the highly-experienced Chef Mark Cross taking over the teaching of the Little Dinner Series this summer.

We recently welcomed Celest Dunn as our new development officer (see page 6). In the coming months, Celest will be joining me on visits to meet with alumni, recruiters and friends to spread the good news about what’s happening at the Dedman School. Another new member of our team is Zach Weston, a 2010 graduate of the Dedman School who is completing his MBA and joining us as a visiting professor. It is an honor to be able to encourage one of our recent graduates to pursue a career in academia, and having someone with Zach’s expertise teaching our food and beverage classes is a wonderful tribute to the high-caliber of our graduates. He serves as an inspiration to our students.

As always, I would welcome having you visit us in Tallahassee. I’m sure you would be pleased with the vibrant, thriving community you would see here! If I can be of help to you in any way, please let me know.

Sincerely,

Jane Boyd Ohlin (’79)
Director
Dedman School of Hospitality
Dedman School returning to College of Business roots

Florida State University’s internationally acclaimed Dedman School of Hospitality, which previously functioned as an independent, industry-specific school, is returning to its roots, becoming an academic unit under the Florida State University College of Business umbrella. The move, which takes effect July 1, 2014, sets the Dedman School apart from most hospitality schools as its students will once again earn a bachelor’s degree from an AACSB-accredited business college.

The accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International is a prestigious designation. Seen as a benchmark of quality worldwide, AACSB accreditation is the most widely sought after by business schools, and less than 5 percent of business schools worldwide have earned the achievement.

“Graduating from an accredited business school will signal that Dedman students have received a rigorous business foundation, along with their solid hospitality education, giving them an advantage in the hospitality industry,” said Caryn L. Beck Dudley, dean of the College of Business.

“This means they will graduate with the same core credentials as all College of Business graduates.”

Plans for a new College of Business building, “Legacy Hall,” and a nearby hotel in the new Arena District on Florida State’s campus (see page 9) prompted administrators to reevaluate Dedman as a stand-alone program. The school has expanded to maximum capacity in the classroom and dining spaces available in its current home at the University Center Club. Its new location with the College of Business will create opportunities for increased experiential learning as Dedman students interact with the new Arena District hotel, surrounding restaurants and other retail organizations.

Revised golf major will expand global opportunities

A revision this fall of Dedman’s golf management major—one of two majors available to hospitality management program students—will bring the program into greater alignment with the school’s global focus. The revised major will focus on preparing graduates to manage international golf resorts and private clubs as well as domestic ones.

“For many years, we at the Dedman School of Hospitality have been focusing on a global perspective—providing our hospitality majors with international learning experiences and scholarship opportunities,” said Jane Boyd Ohlin, director of the Dedman School of Hospitality. “Our revised golf management major will ensure more of our students are prepared with the theoretical and practical knowledge to manage the most prestigious clubs anywhere in the world.”

The decision was made in consideration of future industry growth projections and trends. The program is one of a kind and will break new ground in hospitality education. One by-product of the revision will be an end of the school’s long-standing relationship with the PGA of America.

“We’re very appreciative of our partnership with the PGA of America,” said Don Farr, program director. “But our revised major will enable us to expose a more diverse group of students to an expanding array of international leadership opportunities.”

The Dedman faculty is finalizing the new curriculum and has solicited input from alumni who have excelled in the club management business. The school is continuing to strengthen relationships with existing partners who provide internships to our majors while forging new relationships with clubs in Europe, Asia, Central and South America.

This is an exciting opportunity to demonstrate the quality of our program and our graduates to a larger group of global partners. For updates, visit our website, business.fsu.edu/dedman, or “Like” our Facebook page.
The Dedman School of Hospitality at Florida State University and the Cecil B. Day Family honored Joel Manby, president and CEO of Herschend Family Entertainment Corporation, with the 2014 Cecil B. Day Ethics Award on Feb. 4.

The award was established by the Cecil B. Day family and Florida State University in cooperation with the National Restaurant Association in 2007. Each year it is conferred upon a highly successful hospitality industry leader who is recognized for ethical leadership. Manby is the first honoree in the theme park segment of the hospitality industry to receive the award. It comes with a $10,000 gift that is paid to a nonprofit organization selected by the recipient. Manby selected the Share It Forward Foundation, an organization that aids Herschend employees in need.

“We are very proud to recognize Joel Manby as a hospitality leader who embodies the values and traits of Cecil B. Day—as someone who leads his life and his organization with a commitment to his faith, to his family and to his employees,” said Robert Brymer, the Cecil B. Day Professor of Lodging Management at the Dedman School. Brymer was joined by FSU College of Business graduate and son of the late entrepreneur, Clint Day (‘82), before an audience of 120 Herschend organization leaders and staff gathered at the Marriott Evergreen Resort in Stone Mountain, Ga.

Manby was featured in his role at Herschend Family Entertainment, the largest family-owned theme park corporation in the United States, in a 2010 episode of the CBS show “Undercover Boss.” The show is a reality television program in which a senior executive works undercover in his own organization to see how operations can be improved and to reward hard-working employees.

Following the airing of the show, the organization received thousands of letters from the more than 18 million viewers. The outpouring of support for his “leader as servant” style prompted Manby to write the book “Love Works,” in which he proposes business leaders can make their decisions based on principles of integrity and faith. All proceeds of the book go to the Share It Forward Foundation.

“One of the outstanding characteristics of our programs in the Dedman School of Hospitality and the College of Business is our focus on ethics,” Brymer said. “Leaders like Joel Manby prove it is possible to be successful in business while maintaining one’s commitment to ethical living. I assign ‘Love Works’ to students in my ethics and leadership classes.”

Cecil B. Day was known for his unshakable commitment to faith-based values. To him, that meant treating everyone—from the modest employee to the shrewdest banker—with dignity and respect. In 1970, he opened the first Days Inn with the goal of providing travelers with clean, comfortable and moderately priced rooms and restaurants. By the time he passed away eight years later, he owned more than 300 Days Inns in the United States and Canada. His family sold the company in 1982 for $639 million.

2013 Society of Hosts events celebrate the DSH alumni

A celebration of the accomplishments of one of Dedman’s own—2013 Alumnus of the Year, Ty Helms (’79)—was the focus of the Society of Hosts Weekend beginning Thursday, Oct. 24. Helms, senior vice president of Global Sales for Hyatt Hotel Corporation, made two 50-minute presentations that morning to Dedman students, alumni, faculty and staff.

Following the presentations, about 100 attendees enjoyed a Society of Hosts luncheon honoring Helms, who was joined by his wife, son and several colleagues from Hyatt. The school also honored Janine Budzius (‘86), outgoing three-year president of the Society of Hosts, and incoming President Chris Burr (‘81). Additionally, Pam Bauer and Steve Adams of Hunter & Harp Hospitality presented a $7,500 donation check to the school.

The weekend ended on a high note on Saturday as Helms and his wife, Judy, joined Dedman School alumni, students and faculty at the Jim Riscigno/Jim Steiner RV tailgate before the Florida State football team defeated North Carolina State.
2014 Career Fair connects students/industry partners

Hundreds of Dedman students discussed career opportunities with recruiters from 37 hospitality organizations at our 2014 Career Fair on January 28. The event’s Signature Gold Sponsor Aramark and Premium Garnet Sponsor Ocean Properties, Ltd. were among the attending industry partners:

1. Applebee’s Restaurant
2. Aramark
3. Biltmore Company
4. The Breakers
5. Christovich and Associates
6. Darden Restaurants
7. Dignity Memorial
8. Disney Destinations
9. Four Points
10. Four Season’s Hotel
11. Hospitality Ventures Management Group
12. Hyatt Hotels
13. Jason’s Deli
14. J. Alexander’s Restaurants
15. Kimpton Hotels
16. Levy Restaurants
17. Loews Hotels Atlanta
18. Marriott International
19. Ocean Properties, Ltd.
20. Old Edwards Hospitality Group
21. Omni Amelia Island
22. Pappas Restaurant
23. PCH Hotels & Resorts
24. Ritz-Carlton, Buckhead
25. Sandestin Golf and Beach Resort
26. Sonesta Resort, Hilton Head Island
27. St. Andrews Country Club
28. Starwood Hotels and Resorts
29. Tijuana Flats
30. Tony Roma’s
31. Triple Creek Ranch
32. University Center Club
33. Waffle House Corporate
34. Walt Disney Swan and Dolphin Resort
35. Watercolor Inn and Resort
36. White Lodging
37. WRH Realty Services
Chef Jim Koenigsberg, known simply as “Chef K” to many Dedman School students and alumni, is retiring in April after seven years as a chef and faculty member.

“Back when Chas Latour was teaching our catering management class, I was hired to run the kitchen for the Little Dinner Series part,” said Koenigsberg. “He retired within two years, and I was put in charge of teaching the class as well.”

Created in 1958 by the late Professor Emeritus Ashby Stiff as an extension of his classes, the Ashby Stiff Little Dinner Series continues to deliver hands-on food and beverage management experience to hospitality majors and delightful gourmet extravaganzas to local diners.

“One of the things I’m proudest of is elevating the Little Dinner Series. Our meals are as good as, or better than, the top gourmet restaurants in Tallahassee,” Koenigsberg said. “I came along with a strong knowledge of classical French cooking and Zack Weston added modern cooking techniques. Now, with Chef Mark Cross managing, I can see that the series will continue to flourish.”

Koenigsberg also added to the educational experience of many Florida State students when he created the International Food and Culture (HFT 2809) course three years ago. It helps students fulfill the university’s multicultural understanding requirement.

“Thousands of Florida State students have already taken that course. I’m grateful for the opportunity I’ve had for professional and personal development at the Dedman School,” Koenigsberg said. “I’m also grateful for the good times I’ve had working with our faculty, staff and students.”

And what will the future and retirement hold for Chef K?

“I enjoy golfing once or twice a week,” he said. “And I plan to travel. My wife’s daughter lives in London, and we’ll probably visit Europe once a year. I’d also like to do a U.S. canyon trip and visit the Grand Canyon, Bryce Canyon and Yellowstone Park. People say you’ll get bored when you retire, but I have plenty to keep me busy. Also, I’ll come back to the Little Dinner Series regularly since I enjoy our guests and the food so much.”

If you want the opportunity to join Chef K for a meal in the future, be sure to sign up for the Little Dinner Series mailing list (see box below).

New development officer knows hospitality industry

We are pleased to introduce Celest Dunn as a new development officer hired by the College of Business, who will be fundraising and friendraising specifically for the Dedman School of Hospitality.

Prior to her position at FSU, Dunn worked in the hospitality industry for 11 years as the owner and operator of her own event management and consulting firm. She has a wide range of experience in sales, event management and fundraising having worked with Big Brothers Big Sisters of the Big Bend, Kids Incorporated, Florida A&M University and ISP Sports at Florida State University.

Dunn is from Miami, Fla., and earned her B.S. in biology from Florida State University. She also earned a graduate certificate in event management and a certificate in entrepreneurship, both from Florida State University.

You can reach Celest Dunn by email at cdunn@business.fsu.edu or telephone at (850) 688-6794.
Cross brings DSH a lifetime of hospitality experience

Chef Mark Cross, who will take charge of the catering management course and its associated Ashby Stiff Little Dinner Series upon the retirement of Chef Konigsberg, has literally worked in the hospitality industry his entire life.

“I was born into it. My parents owned a family-run, retail bakery here in Tallahassee—Tasty Pastry Bakery,” Cross said. “So, my brother, sisters and I grew up learning to run all aspects of the business.”

In addition, Cross gained hotel industry experience as a pastry chef, line cook and breakfast cook as a young man. The experience came in handy when, in the 1990s, his family decided to expand their operations into catering.

“We were delivering wedding cakes and people wanted punch and cookies and sandwich trays with the cakes,” Cross explained. “It grew into a full-blown catering business, called Tasty Catering, where we were catering weddings, anniversaries and parties. Having my own catering business—being responsible for managing it and making a profit—made me a natural to take over teaching the catering management course at Dedman.”

Cross holds an MBA and has plenty of academic experience teaching for the past 12 years at Keiser University. During that period, he created their accredited degree program in baking and pastry arts. He also has taught as an adjunct at the Dedman School and in the fall of 2013, he began co-teaching the catering management class with Chef Koenigsberg in preparation for his transition into its lead.

“This has been like a homecoming for me. I graduated from Florida State in ’78 and it’s been wonderful to be teaching at my alma mater,” Cross said. “I’ve taught at the college level for a long time but at a career college—not at the level of Florida State University. I’m happy to be here, and I look forward to helping our students advance their careers. That’s the fun part!”

A return engagement for golf program administrator

When Josh Harkness applied for an administrative position with our Professional Golf Management Program last year, he had a distinct advantage over the other candidates—he once was a student in the program. After graduating from Florida State with a bachelor’s in marketing from the College of Business in 2010, Harkness studied in our golf management program and was one of our first interns at Augusta National.

“We are so grateful to have Josh here because he understands everything we do,” said Cynthia Johnson, program internship director. “There’s so much involved in his job—advising current students on requirements, managing testing sessions each month, maintaining a huge database of prospective students and marketing to them, as well as budgeting, purchasing and ordering. He’s able to do all that, and because he was in the program, he can relate to our students and provide them with insight into their experience here.”

Harkness was hired in mid-December, following a stint as lead researcher for the Florida Historic Golf Trail at the Florida Department of State. While in the golf management program, he interned at Augusta National in their merchandising department and at Red Sky Ranch. After leaving our program, he held another position at Augusta—this time in their main golf shop for the 2013 Masters Tournament. He’s also worked at Southwood Golf Club and Hilaman Golf Course.

“This is a great position for me. It combines my interests in golf and marketing,” Harkness said. “And to be working with Don and Cynthia is truly awesome.”
Industry leaders share expertise with Dedman students

Dedman students continue to benefit from our relationships with top hospitality industry leaders, many of whom are our alumni. Face-to-face opportunities enable students to visualize the trajectory of a successful hospitality career, ask specific questions and make valuable contacts. Below are images of recent industry presenters.

Alumnus Dale Haney (’77), president of Gate Hospitality Group, speaking to a lodging and luxury hotels class.

Adrian Jones, general manager of Legoland Florida, discussing leadership of the theme park in a leadership and ethics class.

Carlton Grant, vice president and general manager of Hammock Beach Resort, presenting leadership success tips.

Paul Tang, vice president and managing director of the Hyatt Regency Grand Cypress Resort, endorsing a balanced lifestyle.

Tony Porcellini, director of food and beverage for the Walt Disney World Swan & Dolphin Resort, discussing management.

Manager Karina De La Piña (’12) and management recruiter Stacy Rauber, l to r, explaining Pappas Restaurants’ approach.
The College of Business officially launched its $75-million campaign for its new building in November, with numerous naming opportunities available for donors making gifts of $250 to $1 million and above.

Tentatively named Legacy Hall, the building will be located near the Leon County Civic Center, part of a new gateway to campus, the state-of-the-art structure will stand in the heart of a new arena district dubbed the “Madison Mile.” The envisioned burgeoning business complex will include a mix of academic, retail, restaurant, hotel and housing activities and provide ample opportunity for hospitality students and faculty members to collaborate with civic leaders, corporate partners and other academic units.

“A new learning environment is crucial in our continued efforts to recruit and retain the very best students and faculty,” said Dean Caryn Beck-Dudley. “So far, the generosity of alumni, friends, corporate partners, faculty, staff and students has been tremendous. It’s a tangible reflection of their confidence in Legacy Hall as a solid investment and the idea that leaving a legacy for future generations of students is worthwhile.”

An array of naming opportunities, including specific suites and offices designated for the Dedman School of Hospitality in Legacy Hall (see below), offer our alumni the opportunity to leave a lasting legacy in our new home.

For more information, please visit business.fsu.edu/legacyhall and click on “Giving Opportunities.” Contact Celest Dunn at (850) 688-6794 or cdunn@business.fsu.edu for customized donor recognition, naming opportunities at other levels or for more information on this exciting project.
2nd Founders Summit draws top golf club managers

Dedman’s golf management students enjoyed the extraordinary opportunity to network with general managers from several of the world’s most prestigious golf clubs at our second annual Founders Leadership Summit in October.

“To those of us learning the business of golf club management, these [general managers] are like rock stars,” said Chelsey Mokary, student summit coordinator. “It’s an extraordinary experience to be in the same room with them, let alone sitting and speaking with them face to face.”

The participating general managers, whose clubs have hosted the world’s top golf championships, included Dan Farrell of Oak Hill Country Club in Bloomfield Hills, Mich.; Jim James of Augusta National Golf Club in Augusta, Ga.; Nicholas LaRocca of Muirfield Village Golf Club in Dublin, Ohio; Michael Leemhuis of Congressional Golf Club in Bethesda, Md.; Euan Loudon of St. Andrews Links Trust in Scotland; and Roger Warren of Kiawah Island Resort in South Carolina.

“We’re preparing our students to someday manage the world’s top golf organizations,” said Program Director Don Farr. “By spending time with these world-class leaders, they get the unique opportunity to learn, ask questions and visualize themselves in similar positions.”

An early evening welcoming reception at Florida State’s exclusive University Club Center kicked off the summit. Students chatted over hors d’oeuvres with club managers, golf management program co-founders Bob Brymer and Ken Creeley, leaders and faculty members of the Dedman School of Hospitality and the College of Business, alumni, and other friends of the program.

The following day, small groups of students took turns in roundtable discussions with each of the golf managers at Don Veller Seminole Golf Course. The discussions focused on the challenges that leaders in clubs and the golf industry will face during the next three to five years.

The summit concluded with a leaders panel discussion facilitated by John Patrick, radio host of the Augusta Golf Show. Topics of discussion included “balancing personal and business life as a golf club manager” and “opportunities for women and minorities in golf management.”

AT THE SUMMIT: Upper left: Program founder Bob Brymer recognizes student summit coordinator Chelsea Mokary at the welcoming reception; Upper right: General Manager of Oak Hill Country Club Dan Farrell shakes hands with student Anthony King; Lower right: Students in roundtable discussions with golf managers; Lower left: general manager panel discussion.
Student chapter members engage at industry events

Dedman students who represent Florida State in chapters of industry organizations reap the benefits of personal and professional growth. But Matthew Cermak and Hope Rechsteiner, treasurer and president of the FSU chapter of The National Society of Minorities in Hospitality (NSMH), gleaned an unexpected benefit in February when they traveled to the organization’s 25th Annual Conference & Career Fair in St. Louis, Mo. The native Floridians experienced snow for the first time! See them in the photo at left.

Students from the FSU Chapter of the Florida Restaurant & Lodging Association explored industry trends at the 98th Annual International Hotel, Motel and Restaurant Show in New York City during November. They also took advantage of the cultural benefits of a visit to the “The Big Apple.” In the photo at lower left, Nicole Rosenbaum posed with “Cake Boss” reality television star Buddy Valastro. Below, Rosenbaum and other members posed at iconic Times Square: top row, Richelle Collins, Blake Moore, Sara Ward and Nicole Rosenbaum; bottom row, Amanda Warrender, Abby Curry, Ashley Cunningham and Morgan Blake.

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JOIN OUR SOCIAL MEDIA GROUPS TO FOLLOW OUR PROGRESS!

FACEBOOK: Dedman School of Hospitality at Florida State University
AND Florida State University - The College of Business

LINKEDIN: FSU Dedman School of Hospitality Alumni
AND The College of Business, Florida State University
News & Notes: Around and about the Dedman School

- **Aramark Educational Services** pledged $100,000 to establish the John Carnaghi Scholarship Fund in the Dedman School. At least one scholarship each year will be given a freshman in the hospitality program. The scholarship serves as a lasting tribute to the vision and commitment of John Carnaghi, former senior vice president for finance and administration at Florida State University. Aramark District Manager Randy Clay said, “When I asked his wife, Judy, she said that John shared a passion for the Dedman School of Hospitality.” We are honored to be associated with a great man’s legacy.

**ALUMNI**

- Alumnus Jon Carrington (’63) contacted us about the passing of Roger Smith (’64). “He was a 1964 graduate of the hotel management program under the tutelage of Ashby Stiff and a founding member/president of the Society of Hosts,” Carrington said. “Roger’s contribution to our industry is impressive... an indelible mark left on the Convention Bureaus of Philadelphia, Denver and Pasadena. I hope the hotel department will, in some fashion, recognize his contribution to the hospitality industry.” We are proud to recognize Roger Smith and to honor Jon Carrington for his recognition of a fellow alumnus.

- 2006 Alumna of the Year Cyd Bougai (’75) was appointed as an assistant professor to NYU’s Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

**FACULTY**

- Kim Harris published two research articles:


**ALSO...**


Contact Us  
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