It’s the time of year when we join together with friends and family, give thanks for all we have, and share our blessings with others. As one year ends and the new one begins, we celebrate our past and look toward our future with excitement and anticipation.

At the Dedman School of Hospitality, we’ve had great fun reuniting with alumni and friends of the Florida State hospitality community at our Society of Hosts Alumni of the Year Luncheon and Tallahassee Meet & Greet. You’ll find stories and photos in this newsletter.

We are grateful for the ongoing support of our successful alumni. You continue to be a great source of pride for us. As a Florida State hospitality alumna myself, it’s always a joy to hear you credit your career success with the education, relationships and attention you received here.

In our conversations, we often remember those who have gone before us—the mentors, friends and colleagues who inspired us to succeed. This year, we said goodbye to former hospitality program chairman Dick Almarode (see page 12) and alumnus Charlie Hoare (see page 13). We continue to embrace and celebrate the gifts they brought to our lives.

Many of our alumni and friends help us serve our students by funding scholarships, making appearances as guest speakers, and by providing internships and employment for our students and graduates. We’re very grateful for each of you, and you’ll see some of your stories throughout this newsletter.

We also recognize the support of community partners, such as Aramark (see page 9), the Old School organization, ClubCorp and that of the many industry partners who recruit talented Dedman students for internships and hospitality management careers.

As we look toward the future, we are continuing to build on our successes and to keep our finger on the pulse of the hospitality management industry. As our alumni, you represent past successes and we look to share your stories with the world through this newsletter, social media and classroom presentations. Please email me personally (johlin@business.fsu.edu), if you are interested in sharing your experiences.

We are working to remain on the leading edge of the hospitality management industry. For example, we recently traveled to Scotland, Ireland and Wales to create new opportunities for future students in our upcoming program in Global Club Management (see page 6).

To keep up with future events, keep current with our history and see photos, I encourage you to join us on our Facebook page (Dedman School of Hospitality at Florida State University). Also, join our new Ashby Stiff Little Dinner Series email list (see page 11) to be made aware of when reservations become available each semester. I’m sure you would enjoy being a patron and reliving memories of your time as a college student by attending.

As the year end approaches, you may be looking to make a tax-deductible donation. There are many ways you can support our students and the school with deductible gifts especially since Florida State just announced our capital campaign (raisethetorch.fsu.edu) — from funding scholarships to contributing to our future home in Legacy Hall (see page 10). Contact Celest Dunn, if you would like to learn about the many options. Our contact information is on the last page of this newsletter.

As always, please call on me if I can be of help to you!

Jane Boyd Ohlin (79)
Director
Dedman School of Hospitality
Theme of Society of Hosts Weekend was relationships

“Each year, we come together to honor one of our legends,” Society of Hosts President Chris Burr ('89) said, referring to 2014 Alumnus of the Year Ed Crovo ('69). Burr, director of nontraditional development at Dunkin’ Brands, was addressing nearly 150 alumni, students and friends at the Dedman School of Hospitality's Society of Hosts Alumnus of the Year Luncheon. The event took place Nov. 6 at the Augustus B. Turnbull III Florida State Conference Center.

Burr’s was one of a series of presentations that shared the theme of ongoing relationships between alumni, faculty and community. He honored past legend Ashby Gordon Stiff, Jr. ('57) and recently deceased legends Dick Almarode, one-time chairman of the Florida State University hotel and restaurant administration program, and alumnus Charlie Hoare ('79), past president and board member of the Society of Hosts. He also lauded living legend Bob Brymer, Cecil B. Day Professor of Lodging Management, who has served the school since 1981.

Following Burr, Adam Corey of Tallahassee Hospitality Group and Mark Bonn, Robert H. Dedman Professor of Services Management, spoke of the ongoing relationship between the Dedman School of Hospitality and the Old School organization. Each year, students from Dedman's wine and beverage classes volunteer as servers for the organization's wine dinner and charity auction and provide attendees with in-depth knowledge of the premium wines and craft beers being served.

Corey and fellow members of the organization then presented the school with a $20,000 donation from the 4th Annual Old School Open to support its wine education program.

After receiving the 2014 Alumnus of the Year Award from Dedman Director Jane Boyd Ohlin ('79), Crovo spoke of the importance of alumni relationships. He credited a chance encounter during the 1970s with fellow Florida State hospitality alumnus Bill Johnson ('67), then a manager at the Hyatt Regency Atlanta, with starting him on a path that led to his 40-year career with the organization. Coincidentally, Crovo became friends with another fellow manager at the Hyatt in Atlanta during that time — Brymer.

On Saturday, Nov. 8, members of the Dedman School of Hospitality community continued to build relationships as they joined in the Annual Society of Hosts Alumni Tailgate at the RV of Jim Riscigno ('66) and Jim Steiner ('75) before the Florida State Seminole football team bested the Virginia Cavaliers. The gathering was catered by Sonny’s BBQ with baked treats provided by the student chapter of the Florida Restaurant & Lodging Association.
Ed Crovo ('69), Dedman’s 2014 Alumnus of the Year, became chief operating officer of HV Global Group, Inc., following the recent acquisition of Hyatt Residential Group, Inc. by Interval Leisure Group. The organization is a global leader in the shared ownership business, customarily referred to as the time share business, and a worldwide provider of management services in non-traditional lodging.

With the acquisition, Crovo retained the leadership responsibilities from his former role as senior vice president of Hyatt Residential Group, Inc. In that capacity, he was responsible for sales, marketing and operational functions. He was also responsible for working on worldwide Hyatt-branded residential properties with Hyatt Development.

Prior to joining Hyatt Residential Group, Inc., Crovo worked with Hyatt Hotels & Resorts Group for more than 28 years, including as general manager of the Hyatt Regency Maui, Hyatt Regency Waikiki, Hyatt Regency Waikoloa, Hyatt Regency Hilton Head, Hyatt Regency Miami and the Hyatt Des Moines. He is a distinguished five-time nominee of Hyatt’s Donald M. Pritzker Award for General Manager of the Year, which he won in 1996.

Crovo has a B.S. in business administration with a concentration in hotel and restaurant administration from Florida State University. Prior to joining Hyatt in 1972, he served as a First Lieutenant in the U.S. Army operating officers’ clubs in Europe. He is a member of the American Resort Development Association and has served on numerous organizations as either a chairman or on their board of directors, including local visitor bureaus, hotel associations, urban improvement associations, chambers of commerce, the Rotary Club and the Hawaii Nature Center.

CELEBRATING EXCELLENCE. More photos from the 2014 Society of Hosts Alumni of the Year Luncheon honoring Ed Crovo. Directly above, Society of Hosts President Chris Burr referred to Crovo as one of the Florida State hospitality program legends; in photo above at right, Crovo stands between longtime friends, alumnus Ted Mosley ('69), at left, and faculty member Bob Brymer; in photo at right, members of the Old School organization present a donation to representatives of the Dedman School of Hospitality for its wine education program.
Nearly 200 alumni and students attended the first Society of Hosts Tallahassee Meet & Greet on Sept. 4 — a two-hour buffet lunch on the 5th floor of the University Center Club at Doak Campbell Stadium.

“We are very grateful to our alumna Jane Morgan ('82) for hosting the event,” said Jane Boyd Ohlin, director of the Dedman School. “There was a lot of excitement in the air as our Society of Hosts alumni and students mingled together as members of the hospitality management community!”

Among the local alumni and friends of the school who joined with Dedman students in the festivities:

• Bill Chandler ('78) of Chandler Hospitality Sales, LLC;
• Carol Dover ('78), 2012 Alumna of the Year; president/CEO of the Florida Restaurant and Lodging Association;
• John Kelly, general manager of DoubleTree by Hilton Tallahassee;
• Karen Lambert ('91), director of sales at DoubleTree by Hilton Tallahassee;
• Chas LaTour, former faculty member at the Dedman School of Hospitality;
• Andy Reiss ('71), owner of Andrew's Capital Grill and Andrew's 228;
• Barry Shields ('89), general manager of the Governors Club;
• Fred Tedio ('82), owner of Uptown Café; and
• Caryn Beck-Dudley, dean of the Florida State University College of Business.

Notable out-of-town alumni included Society of Hosts President Chris Burr ('82), director of non-traditional development for Dunkin’ Brands, Boston, and Cyrus Janssen ('06), head golf professional at Sheshan International Golf Club, Shanghai, China.
At an outdoor reception atop the University Center Club Terrace on a beautiful fall evening, Dedman PGA golf management and global club management students had the rare opportunity to spend hours conversing with the general managers of some of the world’s top golf clubs.

The reception on Oct. 24 touched off the annual two-day Founders Day Summit, bringing together general managers Andy Bush (Erin Hills Golf Course, Hartford, Wis.), David Chag (The Country Club, Brookline, Mass.), Christine Pooler (Merion Golf Club, Ardmore, Pa.), Nick Sidorakis (Southern Hills Country Club, Tulsa, Okla.) and Kevin Vitale (Baltusrol Golf Club, Springfield, N.J.). Recognized at the reception were PGA golf management program co-founders Bob Brymer, Cecil B. Day Professor of Lodging Management, and Ken Creeley (’66), former adjunct professor and manager of golf facilities at The Villages.

At Don Veller Seminole Golf Course the next day, the managers, including Creeley, discussed club management careers with students in small roundtables. Later, they held a panel discussion moderated by two-time Emmy-winning PGA Golf Professional Jimmy Hanlin, co-host of “18 Holes with Jimmy Hanlin.”

Topics ranged from the hiring of social media professionals and the proliferation of social media tools to the post-major emotional hangover suffered by club staff following a national tournament. Some of the student questions the panel fielded and their responses included:

- **Who was the most interesting celebrity you ever met at your club?** President George W. Bush, Bill Murray, Eminem, Justin Timberlake, Jack Nicholson.

- **What takes up the majority of your time as a GM?** Focusing on being effective versus being busy, empowering others to be successful, managing the expectations of a variety of customers.

- **What are the most important qualities needed to be a successful golf professional?** A positive personality, clear communication and the ability to listen, being a self-starter, personal integrity.

- **What advice would you give us moving forward in our careers?** Gain international experience, take advantage of education and learn accounting, focus on new ways to get people interested in the game of golf, know your communications and marketing, learn about agronomy and sustainability.

- **Where do you see the golf industry in five years?** Embracing and supporting the youth market, focusing on the game side of golf following the past period of course construction, expanding the use of social media and technology.

**UP CLOSE AND PERSONAL:** At right, Dedman PGA professional golf management students spend time in roundtable conversations with each of the six visiting general managers of top U.S. golf clubs during the Founders Day Summit at the Don Veller Seminole Golf Course. The event provides students with the opportunity to relate to those who are at the apex of the careers to which they aspire so they can better understand and envision themselves in those roles.
As the spring 2015 launch of the school’s major in global club management approaches, Dedman faculty are developing new opportunities for students interested in the management of international and domestic golf resorts and private clubs.

Program Internship Director Cynthia Johnson recently led a fast-paced, eight-day trip to meet with managers of nearly a dozen golf resorts and private clubs in Scotland, Wales and Ireland. Dedman School of Hospitality Director Jane Boyd Ohlin and Assistant Director Don Farr joined her.

“Our primary purpose was to form new partnerships with potential internship sites for our global club management students,” Johnson said. “As a result of the trip, students will have internship opportunities at The Renaissance Club, which is an exclusive private club near Edinburgh, Scotland, and at Celtic Manor Resort near Cardiff, Wales, host of the 2014 NATO summit and the 2010 Ryder Cup.

“We also laid the groundwork for future internship opportunities with three luxury five-star resorts in Ireland — Adare Manor Castle & Golf Resort, The K Club, host of the 2006 Ryder Cup, and Trump International Golf Links & Hotel, Ireland.”

One of the hallmarks of the major in global club management is graduating students who understand club and golf industry best practices on an international scale. Unprecedented worldwide growth in the private club and golf resort industries has created a demand for business graduates who have the experiential training to manage multicultural environments in the U.S. and abroad.

“In addition to new academic courses, the global club management major includes an international component meant to develop the type of multicultural awareness sought after by today’s organizations,” said Farr, who will direct the new major. “Students are required to experience either an internship abroad, a domestic internship with a multinational organization or study abroad with Florida State University’s International Programs.”
Spencer Smith, a junior, took first-place medalist honors while leading Dedman’s PGA golf management program team to a second place finish among 19 colleges and universities at the 13th PGA Jones Cup tournament, Nov. 3 and 4.

“Spencer is an excellent player and did well considering the windy conditions and the slick course following the National PGA Assistant Championship earlier in the week,” said Ernie Lanford, associate in hospitality and director of player development.

Smith (74-71 — 145) was one of only two players to shoot under par on the second day of the two-day, 36-hole tournament as winds swirled around the Wanamaker Course at PGA Golf Club in Port St. Lucie, Fla.

Each year, the Jones Cup brings together teams from the 19 PGA-accredited golf management programs in the nation to compete and network with their peers.

“Our students took second place, but in their professional demeanor they are heads and shoulders above the field,” Lanford said. “I call them ‘the class of the tournament,’ a great representation of Florida State.”

CLASS ACT. Above, Dedman’s PGA golf management program team at the PGA Jones Cup welcome dinner. Left to right, “Coach” Ernie Lanford, Andrew Story, Parker Soule, Daniel Mahoney, Chris Stone, and first-place medalist Spencer Smith. Below, the team has its photo taken with PGA Master Professional Bill Cioffoletti, far left, during the awards ceremony. The team took second place among the 19 U.S. college and university PGA-accredited programs [Photos by Montana Pritchard/The PGA of America].
Southern Hospitality

By Kimi Wilcoxson

In 2011, as a master’s student in Florida State University’s College of Business, Cassandra Rayne Gross reached a turning point. Her position in food service was coming to an unexpected end. Devastated, she was torn between continuing to work in a field that had been the focus of her education or moving in a new direction. Cassandra needed career advice, and [Dedman alumna] Jane Morgan was just the person to give it.

Jane (B.S. ’82) and her husband, George, have been helping Florida State students for years. In 2005, Jane established the Jane Zuknick Morgan Scholarship at the Dedman School of Hospitality. In 2009, Cassandra received that scholarship. But it was more than the financial help that made a lasting impression on Cassandra; it was Jane’s mentorship that changed her life.

“Jane spent time talking with me and shared her own experience about accepting opportunities outside of what she expected for her career,” explained Cassandra (B.S. ’10, M.B.A. ’12). “Jane taught me that it wasn’t a failure to transition into a new career track, but rather an achievement to identify what is meaningful and to propel oneself in the needed direction.” Cassandra added, “I don’t know if she realizes just how powerful that one conversation was in my life. But I suspect it is not only me who she’s helped.”

“Jane worked to put herself through college, including at a restaurant. It was that job where she was encouraged to consider FSU’s hospitality program (now the Dedman School). After graduating with her bachelor’s degree in hospitality administration, she spent years building her career in the Tampa Bay area as a hospitality industry consultant for a national accounting firm. Through the years, the Morgans have moved several times due to George’s career in the health care industry, but they always considered Florida home. Jane has never been too far removed from FSU either, as a supporter of Women

for Florida State University, part of the Dedman School’s alumni organization, The Society of Hosts, and an FSU Foundation Board trustee. The hospitality that Jane experienced at Florida State is a big part of her reason to give back to help current students. George, a USF graduate, has also given his time to FSU, serving on the College of Medicine Sarasota Regional Campus Community Advisory Board. Both recognize that their education has been a pivotal element of their success.

In 2007, Jane and George began to consider how they could further support the university through their estate plans. “Leaving a bequest to FSU allows donors to provide a future benefit to their alma mater while meeting current personal and financial goals,” George explained. As a result, they made a charitable bequest to establish The Jane E. and George D. Morgan Endowment for the Dedman School of Hospitality at Florida State University.

Last year, the couple decided to revalue their estate and update their bequest to FSU. That process resulted in an additional $3 million they could donate to the university.

“It was really quite a pleasant situation, being able to make an additional gift to FSU,” George said. “It’s rooted in love for the university and what it has contributed to our lives. We see giving as our responsibility.”

The substantial increase in the value of their gift allowed the Morgans to seriously consider the impact they could have on FSU programs, faculty and future students. One third of the new commitment will establish The Jane and George Morgan Endowment for Faculty Development to support College of Business efforts to recruit, retain and reward the best faculty. This commitment follows years of active support inspired by the visible impact their previous contributions had on the college, including on students like Cassandra.

“One of the college’s strengths is the dedication and passion of its faculty and staff to see its students succeed,” said Jane. “This gift was really a continuation of our friendship with the college.”

Southern Hospitality Continued on next page
The remainder of their bequest is split between the College of Medicine’s Sarasota Regional Campus and the College of Visual Arts, Theatre & Dance in support of the FSU/Asolo Conservatory for Actor Training, also in Sarasota. For the Morgans, these programs were natural choices. “We spent 20 years living outside of Florida, moving frequently,” said Jane. “When we finally moved back to Sarasota, we were surprised to find the university’s presence in our backyard. We are fortunate that Sarasota is like ‘Tally South.’”

For the College of Medicine’s Sarasota campus, the Morgans’ gift will create The Jane and George Morgan Endowment for Excellence. George’s background in the health care industry helped him to appreciate the medical school’s innovations. “FSU’s students get trained in the community physician environment, which is where most of them will practice one day,” he explained. But the Morgans knew that, as a newer program, it would be years before graduates could offer their support. Through their gift they wanted to inspire others in the area to appreciate and support this community asset.

Their decision to establish The Jane and George Morgan Endowment for Excellence in the College of Visual Arts, Theatre & Dance at the FSU/Asolo Conservatory is likewise built on their relationship with the school, where they are student sponsors and Jane is an advisory board member.

“It’s rewarding to be a part of such an elite program,” said Jane. “Out of the thousands who audition, there are no more than 12 students chosen to study each year, and it feels great as a supporter to develop these relationships with the students and watch their training.”

Jane and George recognize that their bequest puts them in a unique position to highlight the power of giving. “It’s important to share gifts to inspire others,” said George.

For Cassandra, the Morgans’ personal and financial support left a lasting, immeasurable impact. “It gave me the courage to step outside of my comfort zone and take a smart risk to further my own personal and professional development.”

Aramark reception underscores their ongoing support

For more than a decade, Aramark has been a committed supporter of the Dedman School of Hospitality — funding scholarships, sponsoring events and hiring interns, students and graduates.

On Sept. 30, the organization hosted a reception at Dodd Hall to celebrate past and present recipients of their scholarships. The event brought together scholarship winners, Aramark executives and leaders of the Dedman School of Hospitality and the College of Business. Also attending was Judy Carnaghi, widow of the late Florida State University Senior Vice President for Finance and Administration John Carnaghi.

Earlier this year, the John Carnaghi Scholarship Fund at the Dedman School of Hospitality was established by Aramark Educational Services with a pledge of $100,000. The fund provides annual scholarships to support hospitality program majors while serving as a lasting tribute to the late Florida State University leader. Among the scholarship recipients honored at the reception were the first recipients of the Carnaghi Scholarship, Dedman School of Hospitality students Sasha Buddle and David Eskenazi.

ARAMARK CELEBRATION. At Dodd Hall on Sept. 30, celebrating the many students who received scholarships from Aramark throughout the years, left to right, Caryn Beck-Dudley, dean, College of Business; Judy Carnaghi; Tom Dorer, regional vice president, Aramark; Sasha Buddle and David Eskenazi, 2014 John Carnaghi Scholarship recipients; Randy Clay, resident district manager, Aramark; Jane Boyd Ohlin, director, Dedman School of Hospitality.

Southern Hospitality Continued from previous page

The remainder of their bequest is split between the College of Medicine’s Sarasota Regional Campus and the College of Visual Arts, Theatre & Dance in support of the FSU/Asolo Conservatory for Actor Training, also in Sarasota. For the Morgans, these programs were natural choices. “We spent 20 years living outside of Florida, moving frequently,” said Jane. “When we finally moved back to Sarasota, we were surprised to find the university’s presence in our backyard. We are fortunate that Sarasota is like ‘Tally South.’”

For the College of Medicine’s Sarasota campus, the Morgans’ gift will create The Jane and George Morgan Endowment for Excellence. George’s background in the health care industry helped him to appreciate the medical school’s innovations. “FSU’s students get trained in the community physician environment, which is where most of them will practice one day,” he explained. But the Morgans knew that, as a newer program, it would be years before graduates could offer their support. Through their gift they wanted to inspire others in the area to appreciate and support this community asset.

SEE MORE PHOTOS. DON’T MISS AN EVENT. JOIN OUR SOCIAL MEDIA.

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
Florida cabinet approves land swap benefiting COB

On Nov. 12, the Florida Cabinet approved a major land swap that will enable Florida State University to build a new home for its nationally ranked College of Business.

The swap — between the city of Tallahassee’s Community Redevelopment Agency and the state of Florida’s Trustees of the Internal Improvement Trust Fund — allows the state to receive a 5.34-acre parcel located on the south side of the Donald L. Tucker Civic Center and bordered by West Madison Street to the north and Gaines Street to the south.

In exchange for this property, the state will give up three nearby parcels totaling 5.74 acres and also pay $960,000 to the CRA. Once under state ownership, the 5.34-acre parcel, known as the “O’Connell property,” will be placed on the university’s master lease and become part of the campus.

“This land swap is an important step in our plans to move the College of Business further toward its goal of preeminence,” said President John Thrasher. “This new building, coupled with the outstanding instruction that our students already receive, will make a tremendous difference in accomplishing that goal. As the college’s reputation continues to grow, business graduates will take advantage of better, higher-paying job opportunities.”

Since acquiring the Donald L. Tucker Civic Center, Florida State has been actively planning the Arena District development, a large-scale, mixed-use development that includes academic, hospitality, athletics, conference and convention, retail and other uses. The addition of the Arena District will be the next major development initiative of the university and will complement the recent emergence of the “Madison Mile” and College Town, a district of shops, restaurants and student housing between the Civic Center and Doak Campbell Stadium. The acquisition of the O’Connell property is the latest piece of this redevelopment puzzle to be put into place.

Invest in future of hospitality education at Florida State

This is a great time of year to consider making a tax deductible contribution to the Dedman School of Hospitality. Especially, since two major campaigns are now under way—Legacy Hall and Raise the Torch.

In October, the public phase of the College of Business’ campaign for the new $75 million Legacy Hall building began. Since the soft launch in November 2013, more than 590 donors have contributed more than $7 million, and an additional $25 million in gift proposals are being considered by potential donors. Already 132 spaces in the new building have been named at various gift levels.

Because the Dedman School of Hospitality will move to Legacy Hall in fall 2018, unlimited opportunities are now available for hospitality alumni and friends to help build the new residence for Florida State hospitality education while attaching their names to spaces within it.

“Raise the Torch: The Campaign for Florida State” officially kicked off Oct. 17. The third major fundraising campaign in Florida State’s history, it aims to bring in $1 billion to help improve the student experience, serve as an economic engine for the state through research and job creation, and improve the quality of life for society as a whole through the creation and dissemination of knowledge and ideas.

Alumni and friends can join us in raising the torch at the Dedman School of Hospitality. To learn more about supporting the legacy of excellence in hospitality education at Florida State, contact Celest Dunn, development officer, at (850) 688-6794 or cdunn@business.fsu.edu.
Alumnus Chris Bryant wins a top recognition at Hilton

During the spring, alumnus Chris Bryant (’00) received Hilton’s highest form of individual recognition — its 2013 CEO Light & Warmth Award. Bryant, who is operations manager at the Hilton Garden Inn Tampa Airport Westshore, credited the Dedman School of Hospitality for his success.

“It seems like only yesterday I walked the halls of Dedman,” he said. “I owe a debt of gratitude to this great institution and the many dedicated professors who took the time to get to know me and offer help when I needed it... Dr. Jane Ohlin, Dr. Mark Bonn, Dr. Robert Brymer and Dr. Kim Harris to mention a few. They all played a part in my personal and professional success. This school will always hold a special place in my heart.”

But Bryant also contributed to his success through dedication and hard work. In order to begin a hospitality management career, he took a minimum-wage housekeeping supervisor position at the Doubletree in Tallahassee. Building on that experience, he continued to interview with hospitality organizations visiting the Florida State campus until he landed a management trainee position with Hyatt Hotels. He stayed with Hyatt for eight years until accepting his first position with the Hilton organization in 2008.

Hilton’s CEO Light & Warmth Award honors exceptional Hilton employees who consistently go beyond expectations and embody the organization’s values. Hilton has more than 300,000 employees. Bryant was one of only 11 who received the award, which comes with a $10,000 bonus.

At Hilton, Bryant is known for mentoring his teammates and using his great sense of humor to put a smile on their faces. He also serves his community as a juvenile offender restoration mentor and works with troubled teens.

Sign up for Ashby Stiff Little Dinner Series email list

Since 1958, hospitality students have gained valuable experience by applying coursework in food service management to the fine international dining series named for its founder — the late Ashby Stiff. Many of our alumni remember the Ashby Stiff Little Dinner Series as one of their most enjoyable experiences at Florida State.

We are creating an email list for our alumni and friends who would like to know when reservations become available each semester for the $120, three-evening series. Don’t miss out on the chance to join us in the University Center Club for fabulous food and drink while supporting our students in gaining hands-on hospitality management experience.

To be added to our list, simply email Sharon E. Murray at semurray@business.fsu.edu with the subject “Ashby Stiff email list” from your applicable email address.
Dick Almarode embodied the hospitality program spirit

by Doug Blackburn, Tallahassee Democrat, Oct. 31, 2014

Florida State University’s highly regarded hospitality program was years in the making. One of the professors who was there almost at the start, more than three decades before the Dedman family provided an endowment that gave the school its name, Richard “Dick” Almarode was teaching students the art and science of hotel management.

Almarode, who retired from FSU in 1991 – several years before the Dedmans’ gift to the program – went on to be one of the founding partners of Killearn Antiques at Market Square. He stayed active with that business despite declining health in recent years. He died Oct. 18 at age 88.

Jane Ohlin, director of the Dedman School of Hospitality at FSU, considered Almarode one of her mentors when she joined the faculty in the 1980s.

“Dick Almarode was a jolly, adventurous and ever-curious Southern gentleman who was a true academician who loved his students. He had the unique ability to intertwine humor along with the seriousness of fact; challenging the students to not only understand and apply what they were learning, but to enjoy the journey,” she said. “He was a pleasure to know and will be sorely missed.”

Almarode was born on Sept. 25, 1926 in Staunton, Va. After earning a master’s of science degree in retailing, he came to Tallahassee in 1958 to take a position in FSU’s College of Business as coordinator-director of the Hospitality Education program. For many years he also was director of Teacher Training at the American Hotel and Motel Association, based at Michigan State University.

There is no question that Almarode helped usher FSU’s hotel management program into the modern era. Bob Brymer, a longtime professor with Dedman, is among the faculty members Almarode recruited.

“He was a very significant person to all of those students who knew him when he was here and loved him and respected him,” Brymer said. “He was a role model in many ways for faculty members in terms of how he got along with people. He had a great sense of humor and was a good person.”

Kim Harris, on the faculty since 1991, knew Almarode from the perspective of a student as well as an assistant professor.

“He always had a great story to share with the students so that we could relate to the interesting aspects of the hotel and restaurant industry,” she said. “He nurtured each student by inviting all the students to the home he shared with his wife of 52 years, Betty Almarode. Together, they hosted events at their home that welcomed the students majoring in Hotel and Restaurant Administration. From those events, many life-long friendships were formed and continue to this day.”

Almarode also enjoyed a second career after retiring from FSU, starting Killearn Antiques at Market Square with four partners.

“He continued having a booth with us to the day he died,” said Marcia Strazulla, who today co-owns the business with Eve Ivory. “This was his passion. He loved it and it was his hobby. He was interested in it and he was very knowledgeable.”

Almarode was predeceased by his wife of 52 years, Betty Burchett Almarode, who died in 2006. He is survived by his children, Richard “Rick” Almarode, Jr. (Veronica) and Jane Almarode Dankin (Peter).

In lieu of flowers the family requests donations to Trinity United Methodist Church, P.O. Box 1086, Tallahassee, 32302. Cards may be sent to the attention of Jane Dankin, 435 E. 52nd St, #8D, NY, NY 10022.

REMEMBERING A BELOVED TEACHER. To share your memories of Dick Almarode and read those of others, visit the website, dignitymemorial.com. Click on the Obituaries tab in the overhead navigation bar and search for “Richard Almarode.”
Charlie Hoare shared his passion for club management

“Charlie Hoare had a great passion for the club management industry, and he actively shared that passion with our students,” said Don Farr, assistant director of the Dedman School of Hospitality.

Not only did Hoare (’79), a Florida State University hospitality alumnus, appear regularly as a guest speaker for the school’s student chapter of the Club Managers Association of America (CMAA), but he spent decades mentoring Dedman students interested in the club management segment of the hospitality industry.

“He was instrumental in connecting our students interested in managing private clubs and the industry professionals who were already doing so,” Farr said. “He even donated funds to pay for students to travel to the annual CMAA conferences.”

Following his graduation from Florida State, Hoare enjoyed a highly successful career as a general manager of private clubs in Texas, Alabama, the Carolinas and Florida for more than 30 years. He then cofounded GSI Executive Search, which became one of the largest, most highly respected firms specializing in the placement of senior level private club, resort and hospitality industry executives.

“Everybody seemed to know Charlie,” Jane Boyd Ohlin, director of the Dedman School of Hospitality said. “And everybody liked him. He was one of those people who could see the humor in everything. We’re all going to miss him.”

Hoare was a former president and active board member of the Society of Hosts, Dedman’s alumni and student organization. Alumni and friends were shocked to hear of his unexpected death in October at the age of 66.

In lieu of flowers, his family asked that donations be made to the “Charlie Hoare Memorial Fund” at the Dedman School of Hospitality at Florida State University. It will honor his memory and fund a scholarship that will support the education of students interested in pursuing a career in club management. Something that Hoare spent many years of his life doing.

Tax deductible donations to the Charlie Hoare Memorial Fund may be sent to: Jane Ohlin, Director; Dedman School of Hospitality, P. O. Box 3062541, Florida State University, Tallahassee, FL 32396-2541. To make an online donation, go to business.fsu.edu/give, from the Designation drop-down box select Dedman School of Hospitality, in the Tribute Information section select “in memory of,” and in the Name box type “Charlie Hoare.”

MAKING SEMINOLE HISTORY. Teri Miller, third from left, is a huge Seminole fan. After all, her uncle, Ron Sellers, was one of the greatest wide receivers in Seminole football history. But on Nov. 29, Miller claimed her own piece of Seminole history with a $1.7 million charitable gift to the Dedman School of Hospitality. Through her estate plan, she established a scholarship endowment, two endowed professorships and a much needed endowment for discretionary support.

Carol Dover, Dedman’s 2012 Alumna of the Year, president/CEO of the Florida Restaurant and Lodging Association, who recently joined the College of Business’ Board of Governors, is friends with Miller. “I am humbled by her contribution and am incredibly grateful for dear friends like Teri, who understand the importance of hospitality education. I look forward to the accomplishments achieved by students that will benefit from her donation.”

Left to right in photo, Caryn Beck-Dudley, Dean, College of Business; Carol B. Dover; Teri Miller; and John E. Thrasher, President, Florida State University.
News & Notes: Around and about the Dedman School

Don Farr, assistant director of the Dedman School of Hospitality and director of the PGA golf management program, is now Dr. Don Farr after receiving a doctorate in sport management from Florida State’s College of Education this summer.

All hospitality alumni are invited to a South Florida Society of Hosts Meet & Greet on Feb. 12, 5–7 p.m. The event will be hosted by American Social in Miami. For information, contact Ashley Milton, (850) 544-7434 or amilton@business.fsu.edu.

In April, alumnus Jack Sadden (’76) created the Sadden Fund in the Dedman School of Hospitality “to provide much needed support for deserving students.”

Zach Weston (’10), 2010 alumnus of the Dedman School, completed an MBA at the College of Business and joined the school as a visiting professor this year. In addition to his academic duties, he continues to bring his culinary experience (Commander’s Palace in Destin, Fla.; Mozaik, Mockingbird Cafe, Main Ingredient and Monk’s in the Tallahassee area) to the Ashby Stiff Little Dinner Series.

“It was the best decision I ever made,” Melissa Ludlam said. Dedman’s new student advisor was referring to her choice to attend Florida State University. Following her graduation with a double major in psychology and criminology in 2011, Ludlam stayed in Tallahassee rather than returning to Long Island, N.Y. We and our students are grateful she did.

At center above, alumna Karen Hendriksen Smith (’90) was featured on the Travel Channel television show, Hotel Impossible, with Anthony Melchiorri, at left. The episode, ‘Mis-Fortune,’ aired February 2014. Smith is the founder of Highwire Marketing Consultants, LLC, which specializes in providing critical period contracting for hotels and resorts. The company name reflects her five years with the Flying High Circus as an aerial performer while at Florida State.

Alumna Alison Anesta (’08) grew up in Boca Raton and didn’t expect to find herself in California as Guest Engagement & Quality Manager of the Beverly Hills Hotel — but she did! Anesta, at left above, returned to Dedman in October to share her success and experiences with our Lodging and Luxury Hotel Management classes.

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, originally created in 1962. Today, it works to maintain lifelong connections among hospitality alumni, students and friends, and to support the school’s fundraising efforts in order to ensure its legacy of excellence within the hospitality industry.
MORE Dedman School of Hospitality News & Notes

Kristen Mitchell ('07), hospitality and marketing alumna, received the Recent Alumni Achievement Award at the College of Business Leadership and Scholarship Awards Dinner on Oct. 16. Since graduation, Mitchell became the second corporate hire for Marriott International's newest Luxury Lifestyle Brand, EDITION Hotels, where she traveled around the world, ultimately opening their first two properties in Waikiki and Istanbul while addressing corporate brand operations and conducting market research for future properties in London, New York, Bangkok, Miami and Mexico City. Mitchell is a now a top performer at KBZ Communications.

Joel Manby of Herschend Family Entertainment presented in Bob Brymer’s Hospitality Leadership classes in October. Manby’s appearance on the hit CBS reality-TV series “Undercover Boss” led to an outpouring of support for his “leader as servant” style, prompting him to write the book, “Love Works,” in which he proposes that business leaders can make decisions based on principles of integrity and faith. Manby received the school’s 2014 Cecil B. Day Ethics Award earlier this year. At right, Brymer and Manby, left to right facing forward, enjoy a conversation with students before class.

Brian Ford ('89), hospitality management alumnus and chief operating officer for the Tampa Bay Buccaneers, visited the College of Business as a guest speaker in March. Ford, who joined the Bucs in 2006, oversees more than 150 employees working in 17 departments in all day-to-day business operations of the organization.

Contact Us  We always enjoy hearing from our alumni and friends. To share your Florida State hospitality success stories, memories and photos, contact Bob Branciforte, bbranciforte@business.fsu.edu or (850) 766-0486.

Jane Boyd Ohlin  Director
johlin@business.fsu.edu
(850) 644-4787

Don Farr  Assistant Director
dfarr@business.fsu.edu
(850) 228-6389

Celest Dunn  Development Officer
cdunn@business.fsu.edu
(850) 668-6794

Bob Branciforte  Marketing Coordinator
bbranciforte@business.fsu.edu
(850) 544-2876

Florida State University, College of Business
Dedman School of Hospitality
288 Champions Way, UCB 4100
Tallahassee, Florida, 32306

WEBSITE:
business.fsu.edu/dedman

Ashley Milton  Alumni Events Coordinator
amilton@business.fsu.edu
(850) 544-7434