

# Professional Development Programs

CAREER EXPO XL  
"Celebrating 40 Years"



# The School of Hospitality Business

November 6, 2018

<p>9:30 - 10:30 AM</p>	<p align="center"><b>"How Do You Solve that Issue!"</b></p> <p align="center">Join Pappas Restaurants in a hands-on case study to learn and discover how to solve workplace conflict while maintaining superior service.</p> <p align="center"><b>Presenter: Stacy Treviño, Management Recruiter, Beth Stephens, Director of Recruiting Pappas Restaurants</b></p> <p align="center"><b>*ROOM CHANGE: Lincoln Room*</b></p>	
<p>10:45 AM - 12:15 PM</p>	<p align="center"><b>"Scrambling Cuisine Expectations"</b></p> <p align="center">Shrimp! Shrimp! Shrimp! Join Hospitality Business alum, Ryan Vashaw, Training Manager for Bubba Gump Shrimp Company to learn how the restaurant started from a famous movie. Cooking and tasting are on the menu!</p> <p align="center"><b>Presenter: Ryan Vashaw, Regional Training Manager</b></p> <p align="center"><b>*Culinary Learning Lab*</b></p>	<p align="center"><b>"Connecting with Recruiters"</b></p> <p align="center">Network with recruiters from leading hospitality companies in an informal setting to receive professional advice and have all your questions answered.</p> <p align="center"><b>Presenters: Pappas Restaurants, J. Alexander's, Hilton, Accor Hotels, Shake Shack, Darden, Sodexo, Hyatt Hotels, Boyne Highland Resort, Auberge Resorts, White Lodging</b></p> <p align="center"><b>*ROOM CHANGE: Lincoln Room*</b></p>
<p>12:40 - 1:30 PM</p>	<p align="center"><b>Hilton</b></p> <p align="center"><b>2018 Industry Partner of the Year</b></p> <p align="center"><b>Keynote Speakers</b></p> <p align="center"><b>Gary Finnell, Senior Director of Development</b></p> <p align="center"><b>Chris Brock, Senior Director of Development Northwest</b></p> <p align="center"><b>*The Auditorium*</b></p>	
<p>1:40 - 2:40 PM</p>	<p align="center"><b>"Skills for the Future"</b></p> <p align="center">Wondering what skills hospitality students will need for the future? Pondering how hospitality companies determine and implement new products and trends? Join Bryce Peake, Director of the Hilton Innovation Lab, as he demonstrates how big data helps operations, marketing, finance, and revenue management determine new innovations for the future.</p> <p align="center"><b>Presenter: Bryce Peake, Director of the Hilton Innovation Lab</b></p> <p align="center"><b>*The Auditorium*</b></p>	
<p>2:45 - 3:30 PM</p>	<p align="center">Please join Bryce Peake and the Keynote Speakers for an informal "Meet and Greet" following "Skills for the Future."</p> <p align="center"><b>*Attendance will not be taken*</b></p> <p align="center"><b>*Room 103*</b></p>	
<p>2:45 - 4:00 PM</p>	<p align="center"><b>"Fitting the Pieces Together"</b></p> <p align="center">Curious about how to have a healthy work-life balance? Receive advice from a Registered Dietician, a stress management professional, and learn how hospitality companies are implementing wellness practices in the workplace.</p> <p align="center"><b>Presenters: Hanna Hotchkiss, Social and Emotional Program Instructor, Anne Buffington, Nutrition Program Coordinator, Ann Long, Operations HR Manager The Olive Garden, Christene Morath, Talent Acquisition Manager, Longhorn Steakhouse, Jasmyn Franklin, Campus Recruitment Manager Hilton</b></p> <p align="center"><b>*The Auditorium*</b></p>	
<p>4:15 - 5:00 PM</p>	<p align="center"><b>"Puzzled about Life after Graduation?"</b></p> <p align="center">Ask questions and listen as recent graduates share their advice and experiences about the transition from student to hospitality professional.</p> <p align="center">Come with questions!</p> <p align="center"><b>Presenters: Sarah Lerche, Rebecca Camaiani, Alexis Warren, Michael Nickerson</b></p> <p align="center"><b>*Room 103*</b></p>	

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The School of Hospitality Business  
Broad College of Business  
Michigan State University

# Hilton

## Hilton 2018 Industry Partner of the Year

It all started in Cisco, Texas. In 1919, Conrad Hilton purchased his first hotel called, The Mobley. He continued to expand in Texas and the West Coast throughout the 1920s and 1930s. In 1943, Hilton purchased the Roosevelt and Plaza Hotels in New York City, making them the first coast-to-coast hotel group in the United States. Since that time, Hilton has had many firsts. They were the first hotel company to place televisions in guest rooms; the first hotel company to implement a 100% satisfaction guarantee; and Conrad Hilton was the first hotelier to appear on the cover of TIME Magazine.

Today, Hilton has more than 5,400 properties in over 100 countries. It is comprised of 14 brands and 825,000 hotel rooms. They employ over 220,000 people worldwide and are listed as number 33 on the 2018 Fortune's 100 Best Companies to Work For list with 93% of employees saying they are proud to tell others they work for Hilton.

Chris Brock is the Sr. Director of Development for the Northwest Region at Hilton. He is responsible for the development of Hilton's entire portfolio of brands, with the exception of Waldorf Astoria and Conrad Hotels, within the states of Illinois, Indiana, Michigan, Ohio and Wisconsin. Mr. Brock's previous positions with Hilton Worldwide included management roles within Market Analysis and Market Research. Chris received his Bachelors of Science in Business Administration from the University of Memphis in Memphis, Tennessee.

Gary Finnell (BA '79) is the Senior Director of Development for Hilton Worldwide, with responsibilities for franchise development in the Southeast region. He was promoted to Senior Director in 2011, and has executed over 400 franchise agreements, producing more than \$600 million in net present value for Hilton. Mr. Finnell graduated from Michigan State University in 1979 with a Bachelor's degree in Hospitality Business! While at MSU, Gary was a founding member of the *MSU Spartan Spirits*, which eventually became *The Izzone*, as well as co-chair of *Les Gourmets*. Gary now serves on The School of Hospitality Business Alumni Association Executive Board of Directors.

**The School of Hospitality Business is honored to recognize Hilton as our  
2018 Industry Partner of the Year!**

Here are our Hilton Highlights!

- Hilton has consistently recruited and hired our students for internships and full-time jobs!
- The Hilton recruiting and management teams not only hire our students, but serve as career mentors and coaches.
- Hilton never turns down the opportunity to provide a guest speaker in any class!
- Hilton has hosted countless students for onsite hotel tours and provided overnight stays to students as they travel to further their hospitality education.
- Hilton has provided multi-year scholarships to our student chapter of the National Society of Minorities in Hospitality.
- Throughout many years, Hilton has embodied and demonstrated a true partnership with The School of Hospitality Business at MSU!

**We extend a special THANK YOU to Jasmyn Franklin, Hilton Campus Recruitment Manager for her tireless support, recruiting and mentoring of our students! THANK YOU!**