The Right Place
The Right Time
“It’s the little things that make the big things possible. Only close attention to the fine details of any operation makes the operation first class.”

J. Willard Marriott
Welcome,

When J. Willard and Alice S. Marriott opened their first root beer shop in 1927, little did they know they were beginning a journey that would lead to the creation of one of the largest hotel companies in the world, a company they built on a strong belief in their own abilities and in the endless opportunities the hospitality industry presents. We approach hospitality management education with that same determination and attention to detail. The education our students receive goes well beyond the textbook — we enable them to develop the vision, the commitment, the leadership skills, and the analytical abilities that will help them be successful not only upon graduation, but also as they soar to the top of the hospitality profession. The expectations are demanding but the payoff is enormous — and thousands of successful alumni can attest to that!

Root beer aside, the principles demonstrated by the Marriotts, Herman Cain of Godfather’s Pizza, and Howard Schultz of Starbucks are the same principles to which we aspire in our school: through our world-class faculty we offer a well-rounded, high-quality program, a commitment to integrity, stalwart leadership, and great connections. We have high expectations of ourselves and of our students, as exemplified by our stringent academic requirements. Our industry simply would not have it any other way!

We are committed to providing the hospitality industry with its next generation of leaders and to providing our graduates with the skills to be successful in their professional and personal lives. It is our pleasure to show you how we fulfill that mission.

Sincerely,

Dr. Hubert B. Van Hoof
Director
Penn State School of Hospitality Management
The year is 1937.

Shiny new Ford “Deluxes” hummed over the just opened Golden Gate Bridge. A smoky bingo parlor that would become known as “Harrah’s” opened its doors in Reno. And our School taught the first generation of “hotelmen.”
The standard of the day was rigorous classroom education, hands-on experience, and internships. Fast forward seven decades. How do we prepare our students today? Through rigorous classroom education, hands-on experience, and internships. Our legacy of attention to detail to real-life experiences, and our commitment to excellence has made our program one of the best in the world.

We are entrepreneurial and growth-oriented. The overwhelming success of our 6000+ alumni is but one example of our motivation to do more, reach higher, and exceed expectations.
Students swing into Café Laura for their first cup of coffee. Elbow-to-elbow with faculty, they talk of theme dinners, exams, and student activities. As the coffee works its magic, their exuberance grows. It’s hard not to be affected by their enthusiasm for the future and their commitment to service. Meet our reason for getting up early and staying up late.
We combine a broad educational foundation with specific courses designed to build strong leadership, business, and communication skills. Our students gain the theoretical, managerial, quantitative, organizational, technical, and personal skills they need to become the next generation of leaders in the hospitality industry. In addition, students must accumulate 1,000 hours of “real-world” experience in order to graduate. And we help in other important ways. Students can always find someone on the faculty or staff to hear them out, give them some good advice on just about anything they are concerned about, and even help with the cost of college. Every year, the School awards deserving students more than $250,000 in scholarships.

Graduates of the Penn State School of Hospitality Management pursue careers in hotels, restaurants, resorts, casinos, convention centers, healthcare and corporate dining facilities, consulting companies, educational institutions, and other commercial and non-commercial settings.

Fast Fact:
Our students enjoy a placement rate of almost 100%.
Professor Martha Conklin meets with a potential graduate student interested in Conklin’s much published research focusing on identifying and improving school food service quality indicators. Conklin discusses graduate study options and gives her the grand tour.
Our future educators’ and researchers’ impact will reach far and wide. Influencing government policy, improving the health and lifestyles of our world’s citizens, and creating new knowledge – there are no limits to their potential.

The School is one of only a handful of programs in the world that offers advanced, research-based graduate degrees in hospitality management. Our graduate students focus on the design and management of specific services within the industry. Our program helps prepare students for executive or research positions within the profession or for academic careers. The master’s program (M.S.) prepares students for beginning academic appointments whereas the doctoral program (Ph.D.) prepares students for advanced academic and research positions at the university level.

In addition to successfully completing all academic requirements, doctoral candidates are expected to deliver at least one conference paper, submit at least one article for publication to a peer-reviewed journal, and teach at least one course in order to graduate. Our Ph.D. graduates become very promising faculty hires across the country and worldwide.

Fast Fact:

All of our graduate students receive a full tuition waiver and a cost-of-living stipend.
It’s Thursday 10:05 a.m.

Antonio Hurley (‘99) calls Dr. Bart Bartlett to get some career advice. Bartlett sits back and starts to dole it out. Hurley says, “Six years out and now I know why I still have you on my speed dial.”
By and large, the faculty makes the Penn State School of Hospitality Management one of the world’s top learning institutions. Faculty members in the School are outstanding educators, advisors, and mentors, and students frequently mention their relationships with the faculty as one of the most favorable experiences of their academic careers. They are world-class researchers with industry experience. By applying the results of their research to classroom discussion and by enhancing theory with real-world industry applications, they create the ideal educational environment for our students.

Our knowledgeable and dedicated staff are the glue that holds everything together: they make sure that every graduate student’s application is processed on time, that every undergraduate student has a student handbook and classes to go to, that our recruiters have a schedule and a place to meet our students, that our alumni are well-informed, and that every phone call and e-mail is answered promptly. They walk and talk hospitality, and the School would be a much different, and much less accomplished institution without these hard-working and dedicated individuals.

Fast Fact:

Our faculty is the most widely published of all hospitality management programs in the country.
While many students are fast asleep, Whitney Keiter ('08, Penn State Berks) is hard at work. She’s e-mailing a question to program director Jim Bardi and will shortly check an exam grade, register for next semester’s classes, and see if she has enough “Lion Cash” left in her account to make it through the week (Mom and Dad should probably expect a call).
Rigorous classroom education, hands-on experience, and internships have been three important arrows in our educational quiver since 1937. What has changed during that time, however, is the variety of learning opportunities now available to help our students meet the growing demands of the workplace. Gone are the days of simply sitting in a classroom with 30 students and furiously taking notes with the professor delivering a 50-minute lecture. Technological advances, interactive learning exercises, research opportunities, international programs, internships, and real-world exposure heighten each student’s learning experiences.

World Campus
The School offers two associate degree and professional certificate programs through the Penn State World Campus. The Associate Degree in Hotel, Restaurant, and Institutional Management is a unique way for those currently working in or considering a career in the hospitality industry to quickly and conveniently build skills while working on a degree. The Dietetic Food Systems Management degree offers two emphases: one in healthcare, leading to the Dietetic Technician, Registered (DTR) credential; and one in School Food Service Management, leading to the School Foodservice and Nutrition Specialist (SFNS) credential.

High-Tech Computing
Our state-of-the-art academic computing lab provides a tiered setting that is well suited for learning technology applications. A separate wireless laptop laboratory provides students with opportunities to work as teams in a manner that resembles the business setting. The result is students who are technologically skilled and able to understand how technology makes a strategic difference in business and education.

Fast Fact:
In 2005 alone, we spent more than $100,000 to upgrade our technology infrastructure.
It’s Friday 12:30 p.m., CEST.

Tantalizing smells spill out of the Hotel Institute Montreux (HIM) and into the quaint streets of Montreux, Switzerland. Students from across the world learn hospitality management in an international context at HIM. For nearly twenty years, our students have participated in our Summer Studies in Switzerland program.
Students in the Penn State School of Hospitality Management have many opportunities to study abroad. Since 1990, the School has enabled undergraduate students to participate in a five-week summer program at the Hotel Institute Montreux in Switzerland to enhance their exposure to international cuisine, and to international food service and hotel management.

A second three-week summer program enables students to explore French cuisine at Institut Paul Bocuse in Lyon, France. Based on the success of the Swiss program, the School is working to expand additional work and study abroad programs in South America, the United Kingdom, Germany, Hong Kong, India, and New Zealand — all provide students with unique study experiences from a global perspective. Students may also participate in internships with companies that operate in various locations throughout the world.

**Fast Fact:**

105 students have gone abroad in the past five years. And we are working hard to increase that number.
Nervous HRIM 430 students flurry about Café Laura, making last minute adjustments to table linens. Back in the kitchen, others stir simmering pots of lobster bisque. A few glasses fall victim to nervous hands. But the nerves and the din subside as the first guests arrive for the “Tour of America” theme dinner.

Fast Fact:

300 students have learned the “tricks of the trade” through internships at our facilities in the past five years. One thousand hours of hands-on field experience are required for graduation.
Four facilities, located on the University Park campus, provide our students with unmatched learning and working experiences.

The Bryce Jordan Center is the only multipurpose events facility of its size in central Pennsylvania. The 16,000-seat entertainment facility hosts circuses, sports exhibitions, family shows, commencements, lectures, and some of the most well-known performers in the music entertainment industry. It is also the home of Penn State’s men’s and women’s basketball teams.

The Penn Stater Conference Center Hotel is a sophisticated, state-of-the-art facility equipped with the latest technology. The Penn Stater features 300 guest rooms, a fitness center, and 10,000 square feet of meeting rooms with banquet settings ideal for events, weddings, meetings, and conferences.

Café Laura, located in the Mateer Building, is the “home restaurant” for students enrolled in the Penn State School of Hospitality Management and provides a hands-on learning experience for students preparing for careers as hospitality managers. Under the guidance of instructors, students are responsible for the planning, marketing, preparation, and service of the dining experience.

The Nittany Lion Inn is a traditional, colonial inn that prides itself as one of Pennsylvania’s premier hospitality facilities. Comfort and charm, found in both the guest rooms and the exquisite dining services, are cornerstones of the inn.

These facilities offer a breadth of possibilities. Students can participate in internships, tour the facilities with a class, or even use them as progressive learning laboratories.
Eric Frohman faces a problem most students would love to have: too many internship offers. He once again seeks the advice of Robert Grimes, his mentor, and asks, “What would you do?”
Students learn a great deal from people who already work in their chosen professions and who are willing to share those experiences with them. Students enrolled in programs offered by the Penn State School of Hospitality Management can take advantage of various mentoring opportunities that connect them with alumni and other industry leaders who know “the ropes.” Additionally, the College of Health and Human Development’s Mentoring Program pairs students enrolled in undergraduate programs with alumni working in the students’ fields of interest.

The Penn State Hotel & Restaurant Society (PSHRS), the School’s alumni group, has been active in the life of the university since its founding in 1948. Since that time, the organization has created opportunities for our students, provided financial support for numerous student activities, fostered relationships among our alumni, and enhanced the stature and reputation of the school in industry and society at large.

The way we see it is that the PSHRS builds bridges: bridges between alumni and students and between alumni themselves. Besides the social and professional bridges, members of PSHRS also bridge financial gaps for our students through the generous funding of scholarships and student activities.

**Fast Fact:**

With 152,000 members, the Penn State Alumni Association (PSAA) is the largest dues-paying alumni association in the world.
The School’s Director, Bert Van Hoof, answers the phone. A reporter from USA Today starts to speak – the first of several requests for feedback on the highly publicized school food service research project led by several of our faculty.

It’s Thursday 8:00 a.m.
The research we conduct today will impact the health and well-being of our collective tomorrows. To lead in research, an institution must be totally committed to hiring the best and brightest faculty, and to investing in facilities that enable them to “create” new knowledge and become some of the most frequently cited and respected scholars within the hospitality management field. We have done that and have received significant recognition as leaders in the field.

We actively invite undergraduates into our labs to help conduct research. This hands-on practice enhances their educational experiences greatly and opens the door to continuing study. Our Schreyer Honors students, in particular, each complete a research thesis as part of their graduation requirements.

Graduate students from around the globe enroll in the School to take advantage of our research facilities and to collaborate with our world-class faculty. These students go on to teach and conduct research at hospitality management programs around the world.

**Fast Fact:**

The USDA, the Sloan Foundation, the NHI, SPI Polyols, Aramark, and others provide our faculty with grants to conduct innovative research into a myriad of work-life food, service, and other hospitality-related issues.
Instructor John Park helps a workshop participant navigate rapidly changing industry trends. Through customized educational programs, instructors like Park help hospitality professionals stay at the top of their game.

Fast Fact:
CPDARH has educated hundreds of lodging managers from Army bases around the world in our state-of-the-art facilities located on Penn State’s campus.
If it is a trend in the hospitality, recreation, and tourism industry, it’s probably safe to assume that Penn State’s Center for Professional Development and Applied Research in Hospitality (CPDARH) is busy teaching and coaching executives on the trend, collecting and analyzing data on it, and disseminating the results. The hospitality industry changes at warp speed, and its executives often consult academic partners like the Center to help them make informed decisions that enable them to maintain a competitive edge.

Through the CPDARH, industry partners draw on the resources of the School, the College of Health and Human Development, and Penn State University to form strong alliances where practice and research converge for mutual benefit.

The CPDARH generates innovative solutions to problems, helps predict trends, and contributes greatly to the health and financial well-being of the hospitality industry. The CPDARH offers custom-made industry workshops and seminars that are conducted by the School’s faculty.
Dr. Pete Bordi and undergraduate research assistant, Tyler Saas, work on new food service equipment design in the Center for Food Innovation. Saas will use this research in his Honors thesis entitled, “Metro Corporation: C5 Series Food Study.”
As the demand for healthy foods rises, consumers expect enticing choices to go with these health-conscious trends. Food companies need to develop new strategies to compete for their share of these evolving markets.

The Center for Food Innovation (CFI) at the Penn State School of Hospitality Management, drawing from strong scientific and market research, provides the mechanism for combining university, government, and industry resources to develop foods that are truly “good for you” without sacrificing taste, texture, or appearance.

The CFI is working hard to find answers that lead people toward better nutrition and health. It conducts research and offers research development in new product development, food safety, culinary science, ergonomics, marketing (particularly based on nutrition claims), and consumer behavior.

The CFI is a cooperative research venture among the food production and food services industries, government, and academia. Its mission is to provide assistance and support to those industries by engaging in, and promoting, consumer-related food research. Its physical facilities contain a product development kitchen, a sensory evaluation laboratory, and the latest in computer technology.

**FAST FACT:**

U.S. Department of Agriculture, Franco Harris Super Bakery, Aramark, Eat ‘n Park, Metro Corporation and Hershey Foods are just some of the companies using the CFI.
As we look to our future, we commit to continuing an amazing legacy, one that honors the tradition of excellence fostered by those who preceded us. We commit to building an even more promising future for our students, faculty, and staff, as well as for our friends and industry partners. Increasing the number of scholarships, cutting-edge research, faster and better technology, more industry partnerships, more international opportunities, and students who are wildly enthused about their hopes and dreams remains our commitment. Can we do it? We look to the wise words of Walt Disney:

“If you can dream it, you can do it.”

We know that every day we realize our dream of building the world’s best School of Hospitality Management.