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**For Immediate Release**

**MSU Hospitality Business Students Learn Real Estate and Thinking Like an Owner**

East Lansing -- Strathmore Development Company believes in students. In fact, it's putting its City Center II development project in their hands.

Well, sort of. In fact, the company has partnered with *The School of Hospitality Business* at MSU to give its students a real-world education in real estate and development.

Students enrolled in Dr. A.J. Singh's HB 382 – Hospitality Business Real Estate Development course will spend the Fall Semester working on the City Center II Project, experiencing first hand the challenges and rewards – and logistics – involved in a large-scale development project. Four teams, consisting of five students with mentoring from MSU professors, Strathmore executives, and City of East Lansing representatives, will take on specific tasks. Teams are Brand Development; Sustainability and Sustainable Development; Designing an Operational Efficient Building to Optimize the Guest Experience; and Validating Market Demand and Financial Assumptions.

Strathmore's City Center II project is a multi-use development with a hotel, retail, performing arts center, food and beverage outlets, residential units and offices – all on about 20 acres in East Lansing close to MSU's Union Building. According to the *Greater Lansing Business Monthly* last July, the City Center II “will be encompassed by Grand River Avenue, Abbot Road, Evergreen Avenue, and Albert Avenue.” It “will be the first development to also house a high-end hotel. The Hotel Indigo will have as many as 180 guestrooms, with all the amenities of five-star hotels found in most major cities. The Hotel Indigo is owned by

InterContinental Hotels Company of Great Britain.” School Alumnus and Hall of Fame member Jim Anhut (MBA ‘85) is chief development officer - Americas of InterContinental Hotels Group.

The unique hands-on opportunity afforded the students in HB \_\_\_ reinforces *The School’s* invigorated emphasis on educating all of its students in hospitality business management and operations, and in real estate development and “thinking like an owner.”

“Our School is celebrating its 85<sup>th</sup> anniversary year in 2012,” explains School Director and Professor Dr. Ron Cichy. “*WE ARE THE SCHOOL*, with ‘we’ being students, faculty, alumni, and industry partners such as Strathmore Development Company. Over our long history, we have provided the industry with hard working alumni who have become managers and leaders in every functional area of every segment in hospitality. Now, recognizing evolving needs in the industry, we are expanding our curriculum and extra-curricular offerings to include real estate and development, as well as thinking like an owner.”

In fact, *The School* established MSU’s Hospitality Business Real Estate Institute last winter to aid in this effort. The Institute will provide increased opportunities to undergraduate and graduate students, offer short courses to benefit students and the industry, and facilitate collaborative, applied research among professors.

And in a further collaboration, Strathmore Development Company has committed a total of \$25,000 in funding over a ten year period for the new Real Estate Institute.

Scott Chappelle, Strathmore’s President says of the gift, “It is our hope that this modest contribution will enhance student understanding in these areas and allow the Michigan State University School of Hospitality Business to continue to be the world class program that it is today.”

Dr. Singh, who spearheaded the collaboration between his students and the Strathmore Development Company and its City Center II project, is impressed with Scott Chappelle, and grateful for the opportunities given to the students. “This kind of learning is invaluable to our students,” he says. “The Strathmore gift to MSU’s Hospitality Business Real Estate Institute helps ensure that these opportunities continue.”

Richard Farrar (BA '73), founding director of the Real Estate Institute, agrees, saying, "Working in this way with Scott and his team is just one example of our unique ability to link students and professors with alumni and industry partners. It is real-world learning that will contribute to boosting East Lansing's economy."

## **About *The School of Hospitality Business* at Michigan State University**

### ***WE ARE THE SCHOOL***

Recognized as the top-ranked hospitality business school, *The School* has a unique and independent position within Michigan State University's Broad College of Business at Michigan State University. Celebrating its 85<sup>th</sup> year anniversary in 2012, *The School* has almost 10,000 graduates worldwide, including a number of leading academicians and industry executives who have earned both undergraduate and graduate degrees. Founded in 1927, *The School* offers an exceptionally well-crafted curriculum, taught by innovative professors who are leading textbook authors, sought-after consultants, and respected researchers. The mission of *The School* is

- to INSPIRE continuous learning by empowering present and future managers to ACQUIRE knowledge, skills, and global Hospitality Business leadership positions
- to CREATE knowledge by engaging in collaborative theoretical and applied research for the benefit of undergraduate and graduate students, Hospitality Businesses, and the community of hospitality management scholars
- to ENGAGE our Hospitality Business partners through outreach and service, and to ENHANCE global Hospitality Business economic, community, and academic development and
- to CONTINUOUSLY IMPROVE *The School's* global leadership position in Hospitality Business operations: development, ownership, and management.

***The First, The Original, and STILL The Leader. . . The School of Hospitality Business. WE ARE THE SCHOOL™***

For more information, please visit [www.bus.msu.edu/shb/](http://www.bus.msu.edu/shb/)

## **About Strathmore Development Company**

Strathmore Development Company is an East Lansing, Michigan based real estate investment, development, and management company with offices in Michigan and Florida. The company works closely with communities on all aspects of commercial and residential real estate, including the development of environmentally challenged sites, repositioning of existing developments, and historic renovations. Strathmore Development Company maintains numerous professional affiliations, including membership in the United States Green Building Council, National Trust for Historic Preservation, Urban Land Institute, American Bar Association, American Institute of Certified Public Accountants, and the National Society of Professional Engineers. Strathmore Development Company has a solid track record of successfully completing challenging projects while benefiting its clients, partners, and the communities it serves. Please reference our website at <http://www.strathmoredev.com> for additional information.