Support letters for the Hospitality Management BS Degree Program and the Culinary Arts AAS Degree Program:

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<tr>
<td>Martha Potvin, Executive VP of Academic Affairs and Provost, MSU</td>
<td>1.18.16</td>
<td>Support for Hospitality BS and Culinary Arts AAS, emphasizing creating a pathway for students, the land grant mission, expansion of MSU’s academic portfolio, and resources for staffing and infrastructure.</td>
<td>1</td>
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<tr>
<td>Steve Wahlrich, Chair Montana Lodging &amp; Hospitality Association</td>
<td>1.12.16</td>
<td>General support for Culinary Arts AAS and Hospitality BS; willing to assist the university in securing private funding for its initial launch.</td>
<td>2</td>
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<tr>
<td>EHHD faculty</td>
<td>1.18.16</td>
<td>General support for Hospitality Management and Culinary Arts Degree programs. Emphasizes student and industry demand, alignment with EHHD mission, and synergy with existing degree programs.</td>
<td>3</td>
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<tr>
<td>Tom Stump, Auxiliary Services</td>
<td>1.15.16</td>
<td>Opportunities for student jobs, internships, employment for graduates. New dining hall plans make Harrison Dining Hall available for use as academic space, ideal for the proposed program.</td>
<td>5</td>
</tr>
<tr>
<td>Tracy Dougher, Division of Ag Education</td>
<td>1.14.16</td>
<td>Agricultural Education supports the Hospitality Management Degree program proposal; curriculum concerns have been addressed; AGED courses can accommodate additional students.</td>
<td>6</td>
</tr>
<tr>
<td>Lynn Paul and 10 other members of the Board of Directors, MT Academy of Nutrition and Dietetics</td>
<td>1.12.16</td>
<td>Strong support for hospitality management degree program, as it will have a significant impact on the practice of dietetics in Montana and the region. Includes references.</td>
<td>7</td>
</tr>
<tr>
<td>Human Resource Development Council District IX and the Culinary Workforce Program Stakeholders Group: (includes 10 signatures)</td>
<td>1.7.16</td>
<td>Group represents numerous local businesses and organizations that collaborate on the development and implementation of a culinary arts and employment skills training. These clients would benefit from additional training and degree programs. Stakeholders can provide paid work for students, internships, apprenticeships and employment for graduates.</td>
<td>8</td>
</tr>
<tr>
<td>Wanda Costen, Exec Dir &amp; Assoc Professor Northern Arizona University WA Franke College of Business School of Hotel and Restaurant Management</td>
<td>1.7.16</td>
<td>Reviewed curriculum. Addressing current trends and industry needs; unique approach. Specific recommendations for industry partners and terminology of degree options. Offers future partnerships and research collaboration between NAU and MSU.</td>
<td>13</td>
</tr>
<tr>
<td>Katie Bark, Director MT Team Nutrition Program</td>
<td>1.4.16</td>
<td>Skilled professionals are needed for school nutrition programs. There are job opportunities for professionals with farm to table knowledge. Internship opportunities for students.</td>
<td>16</td>
</tr>
<tr>
<td>Paddy Fleming, Director MT Manufacturing Extension Center, MSU College of Engineering</td>
<td>12.21.15</td>
<td>Food enterprise option would support Montana’s food manufacturing industry. There are 2 food manufacturing groups in the state. Internship opportunities for students. Interest in serving on the Industry Advisory Board.</td>
<td>18</td>
</tr>
<tr>
<td>Michael McCormick, Exec Dir Livingston Food Resource Center</td>
<td>12.5.15</td>
<td>LFRC has developed a basic culinary curriculum that could lead to an AAS or BS degree program. LFRC has internship opportunities for students. When approved, will consider providing scholarships for Hospitality Management students.</td>
<td>19</td>
</tr>
<tr>
<td>Peter Bordi, Assoc Professor of Hospitality Management Director, Center for Food Innovation</td>
<td>12.4.15</td>
<td>Reviewed curriculum. Options address different aspects of Hospitality Management and lead to different career tracks. Addressing current and continuing trends. Rural</td>
<td>20</td>
</tr>
<tr>
<td>Name and Title</td>
<td>Date</td>
<td>Notes</td>
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<tr>
<td>The Pennsylvania State University</td>
<td></td>
<td>tourism is a unique approach. Notes new careers related to event planning. Strong and balanced degree program with unique features.</td>
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<tr>
<td>Patricia McGlynn, PhD Extension Agent Flathead County Extension</td>
<td>12.4.15</td>
<td>General support for proposed programs. Special interest in food enterprise. Lodging, and agritourism. The lack of employees for this industry is a challenge.</td>
<td></td>
</tr>
<tr>
<td>Susan Dana, Chair, Academic Programs Committee Jake Jabs College of Business &amp; Entrepreneurship</td>
<td>12.4.15</td>
<td>Proposed Hospitality Management Curriculum has been reviewed the APC; these are the appropriate courses, HM students are welcome in these courses.</td>
<td></td>
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<tr>
<td>Les Craig, Director Audrey Wooding, Dep Director Blackstone LaunchPad</td>
<td>12.4.15</td>
<td>The Blackstone LaunchPad provides entrepreneurial resources. In the past 2 years they have provided assistance to 26 new ventures in the category of food &amp; beverage or entertainment/hospitality. Academic opportunities that provide training are needed in this area.</td>
<td></td>
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<tr>
<td>ASMSU</td>
<td>11.19.15</td>
<td>Resolution from student senators supporting the proposed hospitality management and culinary arts degree programs at MSU</td>
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<tr>
<td>Jon Tester, Senator</td>
<td>10.22.15</td>
<td>Encouraged by the prospect of a new 4-year hospitality degree to help strengthen our tourism industry</td>
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<tr>
<td>Serena Rundberg, Owner Nova Cafe</td>
<td>10.6.15</td>
<td>Nova, a local restaurant has 50 employees. Bozeman has a hiring crisis in its growing foodservice industry that would be supported by proposed programs.</td>
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<tr>
<td>Barb Rooney, Sr VP of Lodging, Boyne Resorts (oversees Big Sky)</td>
<td>10.13.15</td>
<td>Big Sky has 1500 team members, looking for more qualified workforce to fill positions. 4-year degree holders will be prepared for management and leadership positions.</td>
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<tr>
<td>Lisa Feltis-German Latitud Sur Import &amp; Distribution</td>
<td>10.13.15</td>
<td>Graduate of CIA America, notes the demand for graduates from culinary and hospitality management programs. Recommends seeking support from corporate partners.</td>
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<tr>
<td>Brad Griffin, MTRA Kurt Schull, The Bay Jim Bos, Bistecca at the Granary Mike Hope, MTA/ Rockin’ R Bar</td>
<td>9.21.15</td>
<td>Expresses support for degree programs from the MT Restaurant Association and the MT Tavern Association.</td>
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<tr>
<td>Tiffany Lach, Owner Sola Cafe</td>
<td>9.16.15</td>
<td>Sola employs more than 50 employees. It is challenging to recruit management level talent for the foodservice industry. Internship opportunities for students, employment for qualified graduates.</td>
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<tr>
<td>Alison Harmon, MSU Bozeman Lynne Fitzgerald, MSU Billings Kathe Gabel, MSU Billings</td>
<td>3.3.15</td>
<td>Memo of Understanding regarding proposed niches of the Hospitality Management BS at MSU Bozeman and the Outdoor Adventure Leadership BS at MSU Billings.</td>
<td></td>
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<tr>
<td>LaRell Baldwin, General Manager Crowne Plaza Billings</td>
<td>1.29.15</td>
<td>One of the largest full service convention hotel in MT. Opportunities for internships. Interest in serving on the Industry Advisory Board.</td>
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<tr>
<td>Daryl Schliem, President/CEO Bozeman Area Chamber of Commerce</td>
<td>1.29.15</td>
<td>Strong local support for these programs that will support the tourism industry</td>
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<td>Benno Garwood, General Manager Comfort Suites Bozeman</td>
<td>12.12.14</td>
<td>Support for hospitality training and more qualified applicants for the hotel management positions. Opportunities for internships. Interest in serving on the Industry Advisory Board</td>
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<tr>
<td>Dirk S. Adams Lazy SR Ranch</td>
<td>12.18.14</td>
<td>Montana’s need for butchers, training that could be provided by coursework associated with the Culinary Arts AAS degree.</td>
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<tr>
<td>Mike Garcia, Director (former)</td>
<td>12.1.14</td>
<td>United voice for MT tourism stakeholders. Program would unite Montana’s two most important industries, support the growing hospitality industry and entrepreneurship.</td>
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<tr>
<td>Meg O’Leary, Director</td>
<td>11.21.14</td>
<td>Program will prepare students for careers in Montana. Interest in serving on the Industry Advisory Board.</td>
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<tr>
<td>Montana Department of Commerce</td>
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<tr>
<td>Nancy Moore, National Center for</td>
<td>11.13.14</td>
<td>Program will support Montana’s developing food system. Interest in farm to table sourcing, agritourism, and food science. Training and internships opportunities for students.</td>
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<td>Appropriate Technology</td>
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<tr>
<td>Alan Merrill, President</td>
<td>11.5.14</td>
<td>Program will benefit Montana’s rural landscape and local economies. Interest in Value-Added agriculture. Opportunities for internships.</td>
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<td>Montana Farmers Union</td>
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<tr>
<td>Christina Waller, Owner</td>
<td>11.3.14</td>
<td>Program (Food Enterprise option) will support the mission of this business, a local food manufacturer. Can help provide field trips, tours, and internships for students, as well as apprenticeships for graduates. Opportunities for collaborative research projects. Interest in serving on the Industry Advisory Board.</td>
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<td>Root Cellar Foods</td>
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<tr>
<td>Rob Watson, Superintendent</td>
<td>10.30.14</td>
<td>Support for streamlining culinary curriculum and Pro-Start from high school to BS degree program. More than 100 students are are enrolled in the culinary arts program at Bozeman High School.</td>
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<td>Bozeman Public Schools</td>
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<tr>
<td>Jan Tusick, Director</td>
<td>10.29.14</td>
<td>Supports addition of Food Science expertise in Montana and at MSU. Need to support food manufacturers in Montana. Interest in serving on the Industry Advisory Board.</td>
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<td>Mission Mountain Food Enterprise Center</td>
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<tr>
<td>Ron De Yong, Director</td>
<td>10.16.14</td>
<td>General support for program. Particular interest in the Food Enterprise Option, and economic development through food manufacturing. Appreciates the emphasis on rural tourism and agritourism. Interest in serving on the Industry Advisory Board.</td>
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<td>MT Department of Agriculture</td>
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<td>(former)</td>
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<tr>
<td>Steve Erickson, Director</td>
<td>10.13.14</td>
<td>General support for degree program. Internship opportunities for Sports &amp; Fitness Administration Option students.</td>
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<tr>
<td>ASMSU RSF</td>
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<td>Matt Caires, Dean of Students</td>
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<tr>
<td>Candy Lubansky, Superintendent</td>
<td>10.7.14</td>
<td>General support for degree programs. Notes the popularity of high school culinary program and Pro-Start--students who are learning foodservice management skills could continue on to AAS or BS degree program.</td>
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<tr>
<td>Belgrade Public Schools</td>
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<tr>
<td>Michael Dean, Executive Sous Chef</td>
<td>10.6.14</td>
<td>Fills 200 culinary positions each summer in Yellowstone NP. Would like to collaborate on student training. Tourism is growing rapidly, as is the need for professionals in institutional hospitality like hospitality and schools.</td>
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<td>Xanterra Parks and Resorts</td>
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Dear Randy and Michael,

I support the proposed AAS in Culinary Arts and BS in Hospitality Management. These programs complement each other in providing a pathway from entry-level workforce development through baccalaureate degree attainment in a recognized discipline. Indeed, the former creates a strong pathway to the latter for interested students, preparing them for professional careers as well as to become well-educated and engaged citizens. The BS degree serves a new target population of students, those that aspire to careers in the management of organizations within in the growing service sector of our national economy. The BS degree will appeal to students who wish to ensure the provision of exceptional services and quality experiences to others, especially as it relates to the hospitality and tourism sectors.

The proposed BS program is well aligned with our founding mission as a land grant institution (Section 4 of the Morrill Act):

"...at least one college where the leading object shall be, without excluding other scientific and classical studies, and including military tactics, to teach such branches of learning as are related to agriculture and the mechanic arts, in such manner as the legislatures of the States may respectively prescribe, in order to promote the liberal and practical education of the industrial classes in the several pursuits and professions in life."

While there are clearly practical reasons for supporting the BS such as serving Montana students and the needs of the State, it is an opportunity to develop a program that is a point of pride at our great university. It also offers a chance to expand the scholarly profile of the Department of Health and Human Development in terms of stature and quality.

The proposal has strong support from the faculty in the College of Education, Health and Human Development (EHHD) and from Deans Council. As an interdisciplinary degree, it draws from, and builds upon other successful programs in the Jake Jabs College of Business and Entrepreneurship, and the College of Agriculture. Students also support the proposal as evidenced by a nearly-unanimous, positive vote from ASMSU.

MSU will need to develop strong academic programs of quality to remain nationally competitive. This degree meets the curricular standards and guidelines for a BS degree and helps to expand MSU’s academic portfolio thereby contributing to long-term institutional sustainability. Because the program is interdisciplinary, its options are synergistic with many other academic pursuits such as information services, computer systems, health and human performance, nutrition, entrepreneurship, and local and regional food production and safety.

Resources for both staffing and infrastructure are available to assure the success of the program. Space has been identified. A new budget model will be sensitive to increased student demand in courses both within and outside of EHHD. We also expect to raise funds from external sources. Indeed, our President has already secured an endowed scholarship for students in the program.

The program has the support of the hospitality industry across the state. Montana businesses will no longer need to pay recruiting firms to reach out-of-state for bachelor’s qualified students in hospitality management. They will be able to advertise for individuals with the credentials they prefer knowing that quality graduates are produced within Montana.
January 12, 2016

Provost Martha Potvin
Office of the Executive Vice President for Academic Affairs and Provost
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of the Montana Lodging and Hospitality Association (MLHA) and tourism industry leaders in support of the proposed Culinary Arts AAS degree program at Gallatin College and the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management.

We believe there is a compelling need for this program and are willing to assist the university in securing private funding for its initial launch.

The proposed program seeks to unite two of Montana’s most important industries: Tourism and Agriculture, which would really serve to move Montana’s economy forward for the benefit of citizens, communities and our visitors.

Tourism is one of Montana’s leading industries with over 11 million visitors in 2014 and supporting over 38,000 jobs. Total non-resident spending is expected to surpass $4 billion in 2015. Gallatin County has seen nearly 20% growth in non-resident spending from 2013 to 2014.

The hospitality industry needs future leaders and many employers are now left to hire managers from programs from outside of Montana. The students who attend MSU have a passion for the area and the outdoor recreational opportunities in Montana, it would be mutually beneficial for students, the industry and the university with the development of tourism based curriculum.

Thank you for your attention to this letter of support and please call on me or Stuart Doggett, our Executive Director at, stuart@montana.com anytime.

Sincerely,

Steve Wahrlich, CHA
Owner, Best Western Plus ClockTower Inn, Billings
& Chair, Montana Lodging & Hospitality Association
E-mail: sw@bwclocktowerinn.com
TO: President Waded Cruzado and Provost Martha Potvin
FROM: The faculty of the College of Education, Health and Human Development
RE: Hospitality Management BS Degree Program & Culinary Arts AAS Degree Program
DATE: January 18, 2016

The College of Education, Health and Human Development supports the proposed BS degree program in Hospitality Management and the unique opportunity to partner with the Gallatin College on an AAS degree program in Culinary Arts.

- Offering a BS degree program in Hospitality Management addresses student demand and desire for relevant and innovative academic opportunities. Likewise, this proposal is consistent with EHHD’s mission to prepare students for professions that make a difference in our communities.
- The proposed degree program supports and enhances our existing degree programs in food and nutrition, dietetics, health and human performance, sustainable food and bioenergy systems, family and consumer sciences, and community health. Existing programs will be complemented by hospitality- and business-related content to enhance the employability of our graduates.
- In EHHD, our teaching, research, and engagement are well-aligned with MSU’s Land-Grant Mission, as evidenced by the connections we have with community partners, and our commitment to addressing the needs of stakeholders and constituents. Responding to the workforce needs of the state is appropriate, as is providing a well-rounded education that prepares students for specific professions. The Hospitality Management degree program will extend our service to Montana and enrich well-being across the state by contributing to community health, rural economic development, and entrepreneurial opportunities, engaging students from a variety of backgrounds.
- EHHD has been and will continue to be an excellent partner in interdisciplinary curricular development, and research collaborations across colleges. Hospitality Management will further contribute to the positive outcomes of interdisciplinary degree programs and faculty in the program will contribute to MSU’s research mission.
- Offering a BS degree program in Hospitality Management represents an opportunity for EHHD to engage partners in a rapidly growing industry in supporting MSU and our students with scholarships, internships, and apprenticeships. As this program has the overwhelming support of businesses in Bozeman and throughout Montana, it opportunity for significant fundraising and also give our faculty access to new grant opportunities.
We believe that the rapid development of hospitality-related tourism in Montana requires the kind of thoughtful leadership and disciplined stewardship that EHHD has the capacity to develop in our graduates. Our graduates will be equipped to meet the needs of visitors while sustaining and honoring the character and cultural heritage of rural communities and the natural environment loved by year-round residents.

Lynn Kelting-Gibson
Dawn Tarabochia
Anna Diffenderfer
Joe Hicks
John Seifert
David Henderson
Ann Ellsworth
Fenjjen Lou
Nancy Colton
Kimberly Hartman
Coleen Kaiser
Robert Carson
Nicole Wenago
Sherri Pearson
Mark Schure
Michael Fox
Milica McDowell
Nick Lux
Ann Ewbank
Art Bangert
Holly Hunts
Sweeney Windchief

Collen McMilin
Christine Stanton
Kathryn Will-Dubyak
Tricia Seifert
Joyce Herbeck
Sarah Schmitt-Wilson
Lynn Paul
Bill Ruff
Mary Miles
Janet Gamble
Carmen Byker Shanks
Selena Ahmed
Sandy Osborne
Beth Rink
Debbie Haynes
Jayne Downey
Denise Malloy
Suzanne Christopher
Alison Harmon
Elizabeth Bird
January 15, 2016

Provost Martha Potvin
Office of the Executive Vice President for Academic Affairs and Provost
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of University Food Services (UFS) and Auxiliary Services at MSU, to express support for the proposed Bachelor’s Degree Program in Hospitality Management and AAS Degree Program in Culinary Arts.

Over the past several years, UFS has begun a migration to a higher quality, larger scale food service operation. We are the largest food service operation in the state of Montana. Starting with the renovation of Miller Dining Commons and now planning for a new dining hall, we will be serving over 1.6 million meals this academic year. Our catering endeavors culminated last fall when we served a five star, four course dinner to 1,000 attendants at the MSU Foundation Capital Campaign Kickoff Gala Event.

With these types of progression comes numerous opportunities for students enrolled in the aforementioned programs to get hands on, real world, fast paced experience associated with food service and events planning and execution. Auxiliary Services and University Food Services could provide avenues for the following:

- Student jobs that can be developed around their academic commitments
- Internship assignments where students can apply and hone their skills in real life situations.
- And upon graduation, jobs for qualified graduates of both programs.

Perhaps most important, as we plan for a new dining hall, targeting completion in the summer of 2018, the question of what will be done with the spaces vacated by Harrison and Hannon Dining Halls arise. We believe the Harrison space would lend itself to the programmatic needs of these proposed degree programs thereby saving the university funds by converting existing similar space versus building new academic space.

Respectfully Submitted,

Thomas Stump
Director, MSU Auxiliary Services
14 January 2016

Memo To: Alison Harmon

From: Tracy Dougher, Division Head for Agricultural Education

Re: Hospitality Management Bachelor’s Degree Program

Agricultural Education supports the Hospitality Management Bachelor’s Degree Program. Our curriculum concerns were addressed in the planning and include our courses that are already aimed at teaching others to lead, support and educate regarding the agricultural and natural resource missions. We are prepared for additional students in AGED 140 Leadership in Agriculture, AGED 312 Communicating Agriculture, AGED 482 Non-formal Teaching Methods in Agriculture, AGED 309 Philosophy and Programs in Extension, and potentially a new course we are developing on Volunteer Management.
January 12, 2016

Provost Potvin and Faculty Senate
Office of the Provost and Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman, MT 59717-2560

Provost Potvin and MSU Faculty Senate:

The Montana Academy of Nutrition and Dietetics (MT AND) strongly supports a Hospitality Management Program at Montana State University (MSU). The proposed Hospitality Management degree program currently under consideration by the Faculty Senate merits close examination and appreciation for the potential value this new curriculum has in preparing dietetic students for careers in various practice locations within the arena of dietetics, nutrition and healthcare. The following comments highlight the positive impact this new degree program will have in the practice of dietetics in Montana and throughout the mountain west.

Positive collaboration potential with outcomes to support achievement of competency standards in dietetic accredited programs:

The Montana Dietetic Internship Program (MDI) is a non-degree graduate program that provides the supervised practice experiences which are among the final required steps for obtaining professional credentialing as a Registered Dietitian Nutritionist (RDN). The professional RDN is qualified for working in three practice areas; clinical nutrition, community nutrition and food service management. The national accrediting organization recently examined food service management competencies and identified areas that educational programs need to address in order to meet enhanced standards in future student preparation. Those areas noted that are of significance to the MSU Hospitality Management proposal include: leadership/management skills, basic food preparation and culinary skills, and sustainable practices in food and nutrition services (sustainable, recycling and waste - aeroculture and globalization). The Restaurant Management: Farm to Table option as proposed in the new MSU Hospitality Management degree will focus on the management of restaurant businesses utilizing farm to table menus that promote healthy diets.

A farm to table approach to improving well-being in a population is not just the newest business trend, but a sound tactic to improved health for individuals and communities. According to the USDA’s Economic Research Service (ERS) in 2013 food consumed away from home in restaurants totaled nearly $706 billion (excluding alcoholic beverages) or 49.6 percent of total food expenditures ($1.42 trillion). The foodservice industry is nearly equal in size to food retailing and these patterns of nutrition
consumption away from home have become the norm for the American eating experience. Research demonstrates that frequently eating meals away from home is associated with higher rates of obesity, higher body fatness and the less consumption of fruits and vegetables. Preparing dietetic food service professionals equipped to manage operations with a focus on bringing fresh, locally produced foods into the commercial dining experience in an effective and cost efficient manner, all the while promoting healthy meals, has the potential to address the negative health consequence of eating half of our meals away from home.

**Positive collaboration potential with outcomes to generate employment opportunities for recently graduated MSU dietetic professionals:**

The proposed collaboration between the MSU Food & Nutrition undergraduate program, MDI, and the new Hospitality Management program is prudent and will foster the development of quality preparation opportunities for dietetic professionals. At MSU, the expertise and infrastructure that a new degree program in Hospitality will bring can enhance the preparation of food and nutrition professionals for practice in various arenas and enrich the implementation of sustainable food systems thinking that offers progressive and cutting edge approaches to dynamic individual and community health challenges. The opportunity for new employment environments that emerging dietetic professional will be prepared and qualified for is multiplied by the proposed collaboration and development of a MSU hospitality program. It would allow dietetic students and interns to access a commercial kitchen for foodservice management practicum experiences, and several new courses in food and culture, experimental foods, food safety and sanitation, event planning, in addition to several additional hospitality courses. The added faculty lines noted in the proposed program would support the development of a Master’s Degree program in Dietetics that can accompany the MT AND supported MDI program at MSU. In 2024 individuals seeking to sit for the Registered Dietitian Nutritionist (RDN) credentialing examination must be masters prepared along with verification of completing an accredited supervised practice program (i.e., MDI). The proposed MSU Hospitality degree is definitely a plus in meeting these upcoming career tract requirements that will include advanced training in leadership, management, and organizational skills as well as knowledge and skills related to foods, culinary skills, and foodservice systems.

The **Restaurant Management: Farm to Table option** compliments the preparation of Registered Dietitian Nutritionists for work in food service and healthcare facilities (hospitals, assisted living, and retirement homes) and other institutions such as schools, workplaces, or state institutional settings. The RDN employment outlook is projected to grow 21 percent from 2012 to 2022; the 2013 mean annual wage for RDNs was $56,300 nationally and the mean annual wage for an RDN in Montana was $49,270 annually. Consumer trends related to food consumption show no indicators of change to the American eating away from home experience. A strong area of employment for RDNs is food service management, and the intersection of individual and community health as it relates to a well-functioning, vibrant and renewal food system is a unique approach to create a healthier population. The courses in the Hospitality Management degree specifically related to culinary arts and farm to table sourcing meet dietetic nutritionist performance competencies, and will strengthen the preparation of dietetic professionals for work in emerging and innovative approaches to better health. An employer survey conducted in 2012-13 by the Accreditation Council for Education in Nutrition and Dietetics (ACEND) mentions the need for dietetic professionals to have expertise in strategic planning, developing budgets and business plans, leading initiatives to improve the use of sustainable practices, evaluating marketing
plans, food preparation and culinary skills, and general management and business principles. Again the resources that will be developed through the proposed MSU Hospitality degree program will improve the capacity of MSU and MDI to provide this industry sought after training and expertise for future dietetic professionals.

Montana is a state well positioned to have a profound impact in the arenas of rural economic development, environmental stewardship, and human well-being. MSU has the opportunity to fulfill its highest Land Grant Mission charge in preparing individuals that meet the demand for college educated workers in these industries through a Hospitality Management degree program. MSU- MDI graduates lead the workforce and excel in many employment sectors, as most certainly will be the case with future graduates given the building blocks that enhanced programming and resources provided by a new MSU Hospitality Management degree program. Please support the development of this needed program for Montana and the region.

Respectfully submitted,

Montana Academy of Nutrition and Dietetics, Board of Directors
Lynn Paul, Ed.D. RD, LN, President,
Coleen Kaiser, MS, RDN, LN, President Elect
Alicia Burtchett, RDN, LN
Chris Emerson, MS, RDN, LN
Janet Gamble, MS, RDN, LN
Deborah Jones, RDN, LN
Jackie Ludwig, RDN, LN
Camille McGoven, RDN, LN
Colleen Miller, MS, RDN, LN
Tami Waite, RDN, CSR, LN
Kandis Wessel, RDN, LN


January 7, 2016

Provost Martha Potvin
Office of the Executive Vice President for Academic Affairs and Provost
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Dear Provost Potvin:

We are writing on behalf the Human Resource Development Council District IX and the Culinary Workforce Program Stakeholders Group to express support for the proposed Bachelor’s Degree Program in Hospitality Management and AAS Degree program in Culinary Arts. Our stakeholders group includes representation from the numerous local businesses and organizations including: Bozeman Job Service, Bozeman High School ProStart, Buck’s T-4, Community Food Co-op, Free Range Kitchen, Montana Ale Works, Montana State University Dining Services, Open Range, Nova Café, and Xanterra Parks and Resorts.

The purpose of the HRDC Culinary Workforce Development Program is to provide culinary and customer service training using the Community Café’s commercial kitchen to connect un/underemployed individuals to gainful employment. We currently offer a basic culinary arts and employment skills curriculum at the Community Café. While many of our stakeholders provide more advanced opportunities for paid work, internships, apprenticeships and employment for our graduates, our clients would benefit from additional training and degree programs in these areas.

The need for qualified culinary professionals is only expected to grow in the local area and the southwest Montana region. In order to meet this industry need, students will require more post-secondary options for advancing their skill level along their career path. This proposed program is a critical and necessary component of that pathway.

Thank you for your time and thoughtful consideration,

Attachment: Stakeholder Signatures
Patrick Weaver
Foodservice Director
Community Food Co-op

Martin Laws
Line Cook
Grand Tree Best Western

Chef/owner
FREE RANGE KITCHEN

Ben Uffimoto
Culinary Instructor, The Community Cafe
Social Enterprise Consultant

SERENA RUNDBECK
Proprietress - Nova & Feed Cafe

SEAN LEHMANN - EXECUTIVE CHEF
NOVA & FEED CAFE
McKenzie Ball
Workforce Development Coordinator
Human Resource Development Council

Robert Gifford
Workforce Development VISTA Community Cafe

Michael Dean, CEC, CCA
Executive Sous Chef
Xanterra, Yellowstone
January 7, 2016

Alison Harmon, PhD RD LN
Interim Dean and Professor
College of Education, Health & Human Development
250 Reid Hall
Montana State University
Bozeman, MT 59717-3360

Dear Dr. Alison Harmon:

This letter serves as documentation of our conversation about the Montana State University (MSU) proposal for a Hospitality Management degree. As I shared, I believe MSU is uniquely situated to provide a much-needed academic program in this field. I believe you have done an excellent job of differentiating this program from other programs in your state, as well as providing a bridge for MSU’s Gallatin College students.

I have reviewed your Hospitality Management Degree proposal for MSU. I serve as the Executive Director of the School of Hotel & Restaurant Management at Northern Arizona University’s W.A. Franke College of Business. As an Associate Professor, I also teach coursework in Hospitality Management.

Specifically, the Restaurant Management: Farm to Table option is clearly addressing current trends in foodservice, by connecting local agricultural production with foodservice establishments. It appears that MSU already has related expertise in this area, which should build synergies with both the Sustainable Food & Bioenergy Systems degree program, and Towne’s Harvest Garden. It will be critical that the new faculty hired to support this program not only have quality knowledge of the concept of farm-to-table, but also expertise and experience implementing such programs. Given MSU’s status as a high research activity institution, it will be paramount that new faculty (at all levels) are aware of the research productivity and scholarly activity expectations. Since this is a relatively new field of inquiry, there will likely be opportunities to apply for external grants, and conduct empirical research that should be welcomed in peer-reviewed hospitality & tourism journals.

Regarding the Lodge Management & Rural Tourism option, I highly recommend MSU consider using the term “lodging” rather than “lodge”. Lodging is the widely accepted term in both industry and academe, and it connotes the breadth and depth of this segment of the hospitality industry. This term would imply that the degree program will prepare future students in all
aspects of lodging, which will make them more marketable in securing entry-level management positions across the country, not just in Montana. It will be essential that the leader and faculty of this program develop relationships with lodging organizations (ranches, B&Bs, as well as worldwide corporations) to recruit your students. I think Big Sky Resorts, Triple Creek Ranch and Rye Creek Lodge in Darby MT, and the Yellowstone Club near Bozeman would make excellent partners. We work with both Triple Creek Ranch and the Yellowstone Club here as well. Since many of MSU’s students may desire to remain in the region, and/or may be attracted to unique, independently-own lodging companies and small, quaint properties, you will definitely want to identify these enterprises as well. It would be good to get these industry professionals engaged in guest lectures in courses. Perhaps you can even encourage them to offer student internships during the summer. The single most important competency industry looks for is “knowledge of the industry”. Helping your students build their skills, knowledge, and abilities through internship will most certainly enhance their ability to secure quality entry-level management positions upon graduation.

During our discussion, you shared that Bozeman is unique in that it offers tourism activity year-round. This means you can partner with the local hospitality community in providing employment opportunities for the students. Since Flagstaff does not offer vast employment opportunities, we offer all of our summer courses online. This encourages students to get internship experience, while potentially taking courses during the summer terms to stay on track or graduate early. Summer internships are typically 3 month experiences, which will help students apply their academic knowledge to real-world problems.

I agree that the Lodging Management option is the most logical one to incorporate “rural tourism”. You might consider using terms like ‘heritage tourism” or “cultural tourism” in your marketing materials. These are the current terms used in industry, and are likely to be attractive to potential students. These terms will also open the door to working with Montana’s tribal communities, and Native American students. Given Northern Arizona University’s partnerships with the Hopi Tribe and Navajo Nation, there will likely be many projects we can partner on to enhance the economic impact of hospitality and tourism on Native land.

Regarding the Sports and Fitness Administration option, I highly recommend you consider including “leisure management” in this title. This terminology will allow you to incorporate spa management, and other related fitness and health tourism businesses. For example, there is a need for well-trained managers who can develop and facilitate resort and hotel youth programs, as well as people who can work in the wellness segment of the hospitality industry. I think including kinesiology coursework in this option is wise, and will again make the graduates from this program more marketable.

The Food Enterprise option is an incredibly unique curricular track that will be attractive to future entrepreneurs who have creative ideas about the food products they would like to develop. A local example here in Flagstaff is Jonathan Netzke who created the Tepa Burger. He may be interested in visiting with you and your students to help inspire the development of new niche products in Montana.
Finally, as I shared, my son is currently at the Trapper Creek Job Corps Center in Darby, MT, which is administered by the US Forest Service. He shared with me that culinary arts and natural resources (similar to recreation & leisure) two of the trades developed on-site. This means that there are potential graduates, who may want to enhance their knowledge, as well as their marketability, who would be great fits for MSU’s Gallatin College, or even this newly developed Hospitality Management degree program.

I’m grateful that you reached out to me, and it was an honor to review and discuss your curriculum proposal. I look forward to future partnerships with MSU for students and possible research collaborations between NAU and MSU.

Good luck!

Wanda M. Costen
Wanda M. Costen, Ph.D.
Executive Director & Associate Professor
Wanda.Costen@nau.edu
(928) 523-0644
January 4, 2016

Provost Potvin and Faculty Senate
Office of the Provost and Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman, MT  59717-2560

Provost Potvin and MSU Faculty Senate:

The Montana Team Nutrition Program is pleased to provide strong support for the Hospitality Management Program at Montana State University (MSU). This degree program has the potential to provide skilled professionals for school nutrition programs in Montana and surrounding mountain states. It can also provide a network of contracted trainers for school nutrition program staff to utilize to meet their professional development needs in preparing foods from scratch and sourcing local foods, in addition to educating children about food and motivating them to try new foods.

Montana Team Nutrition is the nutrition education and food service training arm for the Office of Public Instruction’s School Nutrition Program. Our mission is to support the development of healthy school nutrition (grades PreK-12) environments to motivate students to make smart food choices and develop life-long healthy eating habits. We conduct professional development workshops, provide technical assistance and facilitate funding opportunities for foodservice professionals, educators, administrators, and community leaders on topics such as nutrient-rich menu planning, whole foods cooking and culinary techniques, smart snacks and beverages, nutrition education, farm to school, and school wellness policy best practices.

Schools play a critical role in supporting children and families in accessing healthy food, motivating children to enjoy a variety of foods, and learning about Montana agriculture. Farm to school provides children with the opportunity to learn about and taste regionally grown or sourced Montana foods while supporting local economies. We are excited to see tremendous interest from school leaders, parents, and community partners in initiating or strengthening farm to school across Montana. Recent studies show it is an effective way to educate and excite children to taste vegetables and explore new foods.

We see the need for business minded, skilled culinarians in school nutrition programs to help prepare tasty and nutritious foods that appeal to students’ palate. Also, as of this school year, the USDA now requires specific professional standards for school nutrition staff. The Hospitality Degree Program will allow students applying for school nutrition positions to be job ready. Thus we are pleased to support the MSU Hospitality Management Degree Program as it could train future food service directors or staff for Montana schools. While we understand the degree program’s focus is on restaurant management, graduates
with this and the farm to table knowledge could seek employment in school nutrition programs. School nutrition programs run on a very tight budget and the manager needs skills to run a fiscally sound operation while at the same time meeting the USDA program’s rules and student preferences. Through collaboration with the MSU Hospitality Program and support from Montana Team Nutrition, OPI, and Montana School Nutrition Association, we could increase the training opportunities for school nutrition programs and early childhood/childcare center staff in food preparation and culinary skills. Training could occur in the MSU’s commercial kitchen or onsite training that could be facilitated through collaboration between programs.

Another area that MSU’s Hospitality pre-service students or graduates can play a role is with nutrition and food education. The Montana Team Nutrition Program has recently established a Montana Chefs to School Network which includes a cadre of chefs/trainers to assist schools with nutrition education, food demonstrations, or food service professional development workshops. Additionally, high school family and consumer science classes (formerly home economics) are teaching culinary arts or operating a Pro-Start Program (National Restaurant Association Foundation’s education initiative). This growing and very popular program is one that will need trained chefs to mentor students in learning culinary skills and participating in local, state, and national competitions.

I am excited for future potential collaborations with this degree program to meet the training needs or to provide skilled staff for school nutrition programs. We would welcome the opportunity to help facilitate collaboration between MSU and other associations like the Montana School Nutrition Association in helping to connect students and graduates to schools around the state.

Thank you for your thoughtful consideration. The time is right to initiate this degree program as it will help to serve the needs of our communities and carry out our land grant university’s mission.

Sincerely,

Katie Bark, RDN, SFS
Project Director, Montana Team Nutrition Program
December 21, 2015

Provost Martha Potvin  
Office of the Executive Vice President for Academic Affairs and Provost  
Montana State University  
PO Box 172560  
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of MSU’s Montana Manufacturing Extension Center. I would like to express support for the proposed Bachelor’s Degree Program in Hospitality Management. I am particularly supportive of the Food Enterprise option. We see this program providing support for the Montana food manufacturing industry, and are excited about the prospect of developing expertise at MSU in food product development.

The Montana Manufacturing Extension Center is a statewide manufacturing outreach and assistance center staffed by full-time professionals who have manufacturing, engineering and business expertise. We have a proven record of positive impact for our client firms and the economy.

Recently we have assisted in the development of food manufacturing sector strategy groups in Great Falls and in Bozeman. There are about 10 food manufacturers in each group and they meet regularly to address common issues. Food manufacturing is one of the fastest growing manufacturing sectors in the state and one of their common issues is finding qualified labor. I believe that there is a great opportunity to place Food Enterprise student interns into these companies.

Our recently hired food safety specialist, Claude Smith may also be a mentor for a Food Enterprise student intern interested in HACCP planning and safe food handling in manufacturing.

The degree program will be an excellent complement to the existing workforce development programs in the state.

MMEC would be interested in being part of our curriculum advisory council as well.

Respectfully,

Paddy Fleming
Center Director
December 5, 2015

Provost Martha Potvin
Office of the Executive Vice President for Academic Affairs and Provost
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of the Livingston Food Resource Center, to express my support for the proposed Bachelor’s Degree Program in Hospitality Management and AAS Degree program in Culinary Arts.

The mission of the Livingston Food Resource Center is to eliminate hunger in Livingston and Park County through the acquisition and distribution of healthful food to individuals and families in need; play a leadership role in the development of a strong, sustainable local food system; define and address the root causes of hunger in Livingston and Park County; support food related economic development efforts; and, provide training to prepare people for meaningful careers in the food service industry.

Since moving into our new Center, which includes a large, state-of-the-art, commercial kitchen, we have launched a ten-week culinary training program to prepare people for jobs as restaurant and institution cooks. We just completed the second 10-week session and like the first session conducted this past spring, all of our students have been quickly recruited by area restaurants. And, several of the students have expressed a desire to pursue additional training and degree programs in this area and in Hospitality Management.

In addition to providing an educational experience, the Center has a number of internship opportunities for students to gain hands-on experience in large-batch cooking, food processing, baking, and meal preparation. In a state where tourism and hospitality make up the state’s second largest industry there is always a high demand for qualified people with these skills to fill professional positions that have career-path potential – the starting salaries might not be the highest, but the need is great and the opportunities are immediate and long term.

This is an important opportunity and when a Hospitality Management and Culinary Arts program is established I will consider providing funds for scholarships, as I have for related programs.

Thank you.

Sincerely,

Michael McCormick
Executive Director
Alison Harmon PhD RD LN
Interim Dean & Professor
College of Education, Health & Human Development
Bozeman MT 59717

December 4, 2015

Dr. Harmon:

Thank you for the opportunity to review your proposed curriculum for a BS Degree in Hospitality Management. I am currently as Associate Professor in Hospitality Management at Penn State in addition to Directing our Center for Food Innovation. One of my specialties is product development, and I also have an interest in Farm to School initiatives. Our School of Hospitality Management has a long history—about 75 years, is well-respected in the nation, and currently enrolls more than 800 students. Our School is housed in the College of Health & Human Development.

Generally, a Hospitality Management degree program should prepare students to be leaders who have professional communication skills, and provide opportunities for real-world experiences. Our program also strives to produce graduates with analytical, critical, organizational and strategic thinking skills, as well as significant content knowledge in Hospitality.

I have reviewed the 4 options of your curriculum plan: Restaurant Management: Farm to Table, Food Enterprise, Sports and Fitness Administration, and Lodge Management & Rural Tourism. Each of these seems to address different aspect of Hospitality Management, providing students with choices that can lead to different career tracks. Penn State’s School offers a BS in Hospitality Management and also a Minor in Entrepreneurship and Innovation focusing on entrepreneurship, leadership, and creating new ventures. I can see that each of your plans provides general education and some electives in addition to required courses for the major and for each of the options. You have a good blend of courses that are focused on specific business and management skills in addition to a variety of courses that will give students the content knowledge and skills they need to be successful in hospitality careers. Like our Dietetic Management Option, your curriculum requires a number of food & nutrition focused courses and other sciences like microbiology, and chemistry (in your the Food Enterprise option). I am
impressed with the number and variety of electives you can provide that are supportive of the degree program.

Overall, it appears that you are addressing current and continuing trends in Hospitality Management (i.e. “farm to table”) in addition to offering a curriculum that is unique to the needs of your state. Linking hospitality with agritourism or “rural tourism” is a unique approach for preparing hospitality managers for your region. One trend that is evident in our region is the growth in careers related to event planning and management. You have a course in event planning in the Lodge Management and Rural Tourism option, that you might consider making an elective or required course in the other options too.

After reviewing your curriculum plans I conclude that you have developed a strong and balanced degree program with several unique features. Thank you for the opportunity to read your materials, and best wishes as you move forward in its development. Please let me know if there are other ways that I can be helpful.

Sincerely

Peter Bordi PhD
Associate Professor of Hospitality Management
Director, Center for Food Innovation
124 Mateer Building
The Pennsylvania State University
University Park, PA 16802
814-863-3579
plbjr@psu.edu
December 4, 2015

Provost Martha Potvin
Office of the Executive Vice President for Academic Affairs and Provost
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing to express support for the proposed Bachelor’s Degree Program in Hospitality Management and the AAS Degree program in Culinary Arts. I have been working with a number of groups in western Montana that would benefit from such a program.

Between 2010 and 2013, craft beer production in Montana increased by 49 percent and employment more than doubled from 231 to 486 jobs. In 2012, Montana had 38 brewing establishments and as of September 2015, there are 60 breweries in operation. The Montana Brewers Association expressed that the largest obstacle to business expansion is a lack of skilled employees. Flathead Valley Community College has initiated a Fermentation Science Program to train brewers that began in September 2015. What is still needed is hospitality training for tasting room personnel.

I am very involved with the Kalispell Conventional and Visitors Bureau working with farmers on establishing agritourism venues in the Flathead. I’ve also been working with lodging owners and their staff. Once more, a challenge is the lack of employees with hospitality training to work in the lodging industry. Tourism is a $3 billion industry in Montana. It seems logical that the land grant university would supply skilled labor for this highly valuable economic driver for the state.

Restaurant owners prefer employees with safe food handling certification. Students graduating from the Hospitality program would have this credential in hand. Wait staff with ServSafe training would ensure the safety of our residents and the millions of people that visit Montana.

For all the above reasons and more I support the Hospitality Program.

Sincerely,

Patricia McGlynn, PhD
TO: Dr. Alison Harmon, Interim Dean, College of Education, Health & Human Development
FROM: Susan Dana, Chair, Academic Programs Committee
Jake Jabs College of Business & Entrepreneurship
SUBJECT: Review of Revised Hospitality Management Curricula
DATE: December 4, 2015

The Academic Programs Committee of the Jake Jabs College of Business & Entrepreneurship has reviewed the revised curricula for the proposed degree programs in hospitality management. The committee agrees that the courses listed include appropriate business courses, and all necessary prerequisites for the courses are included in the proposed programs. We welcome hospitality students into the College’s courses.

The committee also notes that, should enrollment in the hospitality program result in significantly increased demand for these courses, additional resources would be required to support additional sections.
December 4, 2015

Provost Martha Potvin  
Office of the Executive Vice President for Academic Affairs and Provost  
Montana State University  
PO Box 172560  
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of the Blackstone LaunchPad at MSU, to express my support for the proposed Bachelor’s Degree Program in Hospitality Management and AAS Degree program in Culinary Arts. This is a unique proposal that combines food, tourism, entrepreneurship, and will provide economic development opportunities for our students to remain in this beautiful and resourceful state we are fortunate to call home - Montana.

The Montana State University Blackstone LaunchPad (MSU BLP) is a co-curricular program providing entrepreneurial resources for students and alumni interested in and committed to providing opportunities for them to craft a future of their choosing. The MSU BLP staff offers one-on-one ideations sessions, entrepreneur coaching, and venture creation support.

During the past two years of this program MSU BLP staff has had 300+ venture coaching sessions with MSU students and alumni resulting in more than 175 ventures. Of these, 26 have self-identified their industry as either Food & Beverage or Entertainment & Hospitality. At a minimum, one of seven ventures is starting around industries directly related to the proposed Hospitality Management degree. An academic opportunity for these students to receive professional training and learn best practices in their chosen venture would increase the probability of success in moving these ventures forward and provide other students the training needed to consider an entrepreneurial career.

Thank you for the opportunity to provide support to this proposed academic program.

Sincerely,

Les Craig  
Director MSU Blackstone LaunchPad

Audrey Wooding  
Deputy Director MSU Blackstone LaunchPad
Affirmation of Support for the Proposed Hospitality Management and Culinary Arts 
Degree Program at Montana State University

Sponsors: Hope Lynn  
Lacey Chapman  
Wyatt Murdoch  
Laurn Windham

Vote Necessary: Majority

Intent: To express the support of the Associated Students of Montana State University (ASMSU) for the proposed Hospitality Management and Culinary Arts Degree Program at Montana State University (MSU).

Whereas, tourism contributes an estimated $3.8 billion annually to the Montana economy and supports 48,260 Montana jobs according to the 2014 Institute for Tourism and Recreation Research; and,

Whereas, the Hospitality Management and Culinary Arts Degree Program will train students for existing jobs, future careers, and entrepreneurial opportunities; and,

Whereas, the proposed curriculum links tourism and agriculture, supporting two of the leading industries in Montana, contributing to economic development; and,

Whereas, the Hospitality Management Degree Program would be a nationally unique, interdisciplinary program at MSU that would attract in-state and out-of-state students; and,

Whereas, the hospitality sector in Montana has voiced a need for professionally trained managers and employees.

Therefore, let it be resolved that: ASMSU supports the proposed Hospitality Management and Culinary Arts Degree Program at MSU, and believes it will further the land-grant mission by providing professionally trained hospitality and culinary leaders to the Montana economy.

Let it be further resolved that: MSU should continue to address the faculty and staff needs of the growing student body.
Let it be further resolved that: a copy of this resolution be sent to Dr. Waded Cruzado, MSU President; Dr. Martha Potvin, Executive Vice President for Academic Affairs and Provost; Dr. Kregg Aytes, Dean of the Jake Jabs College of Business and Entrepreneurship; Dr. Alison Harmon, Interim Dean of the College of Education Health & Human Development; Dr. Charles Boyer, Vice President of Agriculture; Robert Hietala, Dean of the Gallatin College; Dr. Deborah Haynes, Department Head for Health & Human Development; Stephanie Gray, Gallatin College Program Manager; Dr. Randy Babbit, Faculty Senate Chair; Dr. Michael Babcock, Faculty Senate Chair-Elect; Levi Birky, ASMSU President; Erin Murdock, MSU Exponent; Gail Schontzler, Bozeman Daily Chronicle,

Let it be further resolved that a copy of this resolution be sent to public comment: Dr. Gregory Gilpin, MSU Faculty in Ag Economics and Economics; Brian Berry, Recruiting Manager and Director of Human Resources at Big Sky Resort; Mike Hope, Owner of R bar; Daryl Schliem, CEO of the Chamber of Commerce; Christina Hoover, MSU student; Steve Erickson, MSU Director of Recreation Sports and Fitness; Roth Jordan, Owner of Montana Ale Works; Sean Faris, General Manager of Montana Ale Works; Tom Stump, MSU Director of Auxiliary Services; Todd Jutila, MSU Food Service Manager; Mike Dean, Executive Sous Chef with Xanterra Parks and Resorts in Yellowstone Park.
October 22, 2015

Martha Potvin
PO Box 172560
Montana State University
Bozeman, MT 59717-2560

Dear Martha,

Thank you for taking time out of your busy schedule to meet with me in Bozeman. I appreciate your commitment to Montana State University and your role in ensuring it remains one of our top universities.

I am encouraged by the prospect of a new four-year hospitality degree to help strengthen our tourism industry. Increasing graduate school enrollment is another good idea that will help keep Montana’s best and brightest in Montana.

Please continue to let me know how I can help.

Sincerely,
Provost Potvin  
Vice President for Academic Affairs and Provost  
Montana State University  
PO Box 172560  
Bozeman, MT 59717-2560

Vice President and Provost Potvin:

I write this letter in support of the Bachelor’s Degree Program in Hospitality Management and Culinary Arts AAS degrees. I have been a restaurant owner in Bozeman, MT for 10 years and have struggled at various times to find skilled kitchen staff and people really interested in the restaurant world.

We currently employ close to 50 employees both front and back of house, including management. We have more than doubled our staff over these past 10 years and only expect to get busier, therefore, hiring more employees.

We are experiencing here in Bozeman what I would call a hiring crisis for those of us in the food service industry. We have gone to relatively desperate measures to hire decent staff and folks interested in the work that we do.

I think that offering Culinary type degrees will help draw the folks needed to help Bozeman with its growing demand of hospitality personnel. This is a growing field and in our cafes, a growing career path and our institutions should support this growth.

With Bozeman becoming an ever more desirable place to live, work and recreate, the state needs to recognize the resources necessary to sustain the amount of new visitors and residence in the Bozeman area. Our tourism numbers are huge and vital to our businesses here in Bozeman. Gallatin County is the fastest growing county in the state.

We strongly support these Programs and sincerely hope that you will consider same.

All my best,

Serena Rundberg  
Owner
Provost Potvin
Office of the Provost and President for Academic Affairs
Montana State University
P.O. Box 172560
Bozeman, MT  59717-2560

October 13, 2015

Provost Potvin,

My name is Barb Rooney and I am the Senior Vice President of Lodging for Boyne Resorts which oversees lodging and spa at Big Sky Resort, located 45 miles south of Bozeman.  Big Sky Resort strongly supports the offering of an Associate of Applied Science in Culinary Arts at Gallatin College and the Bachelors of Hospitality Management and Montana State University along with development in spa and health club management.  Big Sky has over 1,500 team members in the hospitality industry at its peak time every winter.  Having a culinary arts program and a 4 year hospitality degree will help our business by providing a better skilled employee who can develop into meaningful careers.  The opportunity to collaborate with Gallatin College and Montana State University to teach the correct skills and develop career pathways into culinary arts, hospitality management or spa and health club management will be valuable for local business and students. We have the jobs for your graduates.

The University of Montana’s Institute for Tourism and Recreation Research released a report stating that Gallatin County led the state in tourism spending, which was a 19% increase.  Park County ranked 6th in the state in tourism spending, which made the Yellowstone Country the number one tourism region in the state. The tourism economy saw double digit growth in our area and is expected to achieve similar growth in the future.

While the hospitality industry does offer entry level roles, those who are prepared with a 4 year degree have the critical thinking and organizational skills to move forward in career positions. There is a gap in the workforce for that segment currently in Montana and our company must turn to other states who have prepared students for management and leadership positions in hospitality. This is a trend we wish to see shift so that we can hire and promote more Montana graduates.

I look forward to continued collaboration with Montana State University as we both strive to offer new avenues for career readiness, particularly in the area of culinary arts and hospitality.

Sincerely,

Barb Rooney
Big Sky Resort
Dear Provost Potvin,

I'm writing you today in support of the proposed degree programs in Hospitality Management, and Culinary Arts, at MSU Bozeman.

I am a proud graduate of The Culinary Institute of America (Hyde Park, NY), and have enjoyed a long career in the fields of culinary arts/hospitality/wine – many doors & opportunities would not have been available to me without the degree received from such an accredited school and program. It has long been my sense that Southwest Montana, and Gallatin County in particular, is in need of programs/degree opportunities for current & future students seeking the same.

The reality is – a unique and extraordinary opportunity to develop world class programs in the fields of Hospitality Management, and the Culinary Arts at MSU Bozeman is attainable. Our location is central to many of the most attended tourist attractions in Montana, as well as potential in drawing students from Idaho, The Dakota's and beyond. An argument may be made re similar programs available in-state (Montana); they are good programs, however we have the opportunity to raise the level of quality & depth of instruction needed to prepare our students – our future Chef's, Hospitality Managers, and Sommeliers, able to compete in the national & international workforce.

I have worked in many food/hospitality related businesses – always, the resume hitting my desk showing dedication, discipline, and quality of program(s) from degree attained rises to the top. These attributes are part of the soul and structure of the applicant – once hired, these employees benefit not only the establishment but the community at large. An opportunity to develop those seeking classic and academic structure to the vocation is an amazing thing, one not to be taken lightly or without consideration. I strongly encourage you, and your peers, to embrace the potential of developing these program.

Needless to say, this does not come without cost – infrastructure, quality of curriculum and instructors, placement services, etc.. In order to move toward fruition, I would encourage augmentation of costs through funding available via State and national educational resources. Corporate sponsorship in either funds for infrastructure/programs or scholarship(s) – All-Clad Cookware, Cuisinart, Sysco Food Systems, The Wine Spectator, etc., - all have a demonstrated track record in support of hospitality & culinary arts programs. Additionally, most programs of this nature require externship; our community leaders in the culinary & hospitality fields will be willing partners, be it Yellowstone Nat'l Park, Big Sky resorts, local restaurants and affiliated businesses. We welcome, indeed need, these students and this resource.

Kind regards,
Lisa Feltis-German  CS, CSW
Latitud Sur Import & Distribution
September 21, 2015

President Waded Cruzado
211 Montana Hall
Montana State University
Bozeman, MT 59717-2420

Dear President Cruzado,

On behalf of the hospitality industry in Montana, we want to thank you for your leadership in creating a Hospitality and Management program at MSU-Bozeman. The Montana Restaurant Association and Montana Tavern Association stand ready to assist in any way! At our recent meeting, we were asked to provide some data about the two industries. I am pleased to present that data and I think you will agree that they represent a huge economic driver in Montana.

The direct employment for eating and drinking establishments is 37,200 people. An additional 16,000 people are employed indirectly in industries that support the food and drinking establishments.

There are 2,641 eating and drinking establishments in Montana registering almost $1.6 billion in sales. The indirect benefit to Montana’s economy is another $1.07 billion in ancillary business including agriculture, construction, finance, insurance, real estate, food service companies, beer and wine distributors and many other vendors and suppliers.

On a national level, students that graduate from your program would be entering an industry with over 1 million locations with $709 billion in sales and employing over 14 million people.

On behalf of our members, we are very excited about your plan and we know that graduates would find very rewarding careers in an industry that is crying out for talented young people to join it.

Please let us know if we can be of further assistance!

Sincerely,

Brad Griffin  Mike Hope
MTRA       MTA/Rocking R Bar
Kurt Schull  Jim Bos
The Bay      Bistecca at the Granary
September 16, 2015

Provost Potvin
Vice President for Academic Affairs and Provost
Montana State University
PO Box 172560
Bozeman, MT 59717-2560

Vice President and Provost Potvin:

As the owner of three restaurants as well as a production bakery in Bozeman, we employ more than fifty full and part time employees. As our business has grown, it has become more and more of a challenge to recruit management-level talent from this region. We seek leaders and talented chefs who are not only educated to run departments or entire operations but who have also made a clear choice to pursue a career in the hospitality and culinary realms.

Gallatin County is the fastest growing county in the state and boasts the highest tourism revenue. As our region continues to grow, the hospitality and service sectors are bound to flourish in this thriving economy. We believe it is in the interest of the State of Montana to provide educational resources to those who choose careers in hospitality and culinary arts.

By providing avenues of specialized education, Montana State University will contribute to the strength of both the business sector and the individuals who wish to pursue a career path in one of these domains. The earning potential of educated hospitality professionals is easily double or triple that of entry-level, minimum wage workers.

Degrees and programs that specialize in these industries would best prepare the graduates with relevant experience and information. Of course, a hospitality and/or culinary program could eventually offer courses to students in existing, well-established University programs such as Sustainable Food Systems, Finance, Management, and Manufacturing. Once again, better preparing these students to join the work force in career-oriented roles.

The leadership team of Sola Cafe, Sola Jabs Hall, Red Tractor Pizza and Sola’s bakery are in full support of a MSU Bachelor’s Degree Program in Hospitality Management as well as the Culinary Arts AAS degree. To this end, in addition to hiring program graduates, we would be delighted to support an internship as part of their education.

We look forward to the day we have many MSU graduates pursuing meaningful careers within our organization.

~Tiffany Lach, founder, owner
Sola Cafe | Market Sola Jabs Hall
Red Tractor Pizza Sola’s Bakery
Bozeman, Montana
406-922-SOLA
solacafe.com redtractorpizza.com
DATE: March 3, 2015
TO: Provost Potvin; Office of the Provost and Vice President for Academic Affairs; Montana State University
RE: MSU-Bozeman Hospitality Management Degree Proposal

The purpose of this MOU is to clarify the intended niche of the proposed Hospitality Management B.S. degree program in comparison to the existing niche of the Outdoor Adventure Leadership BS degree program at MSU Billings such that we avoid unnecessary duplication of academic programs.

The Outdoor Adventure Leadership BS degree program offered at MSU Billings has been in existence since 2008 and currently enrolls 35 students. The program involves 2 full time faculty with expertise in backcountry travel, snow and ice, winter travel, rock climbing, navigation, LNT, leadership, program planning, research methods, and techniques of teaching and guiding. The program includes coursework and training intended to prepare students to work for specialty outdoor training schools, outdoor environmental education centers, municipal recreation departments, land management agencies, military programs, and commercial guiding operations.

The proposed Hospitality Management B.S. degree program for Montana State University would offer degree options in Restaurant Management: Farm to Table; Lodge Management and Rural Tourism; Value-Added Food Enterprise; and Sports and Recreation Administration. The proposed program would offer coursework and training in the area of hospitality management (foodservice, lodging facilities, gym/fitness and health facilities, and food manufacturing plants), and intends to prepare students to become managers of restaurants or other foodservices; hotels, lodges, or guest ranches; recreation facilities with an emphasis on indoor sports and fitness; and food entrepreneurs.

A table comparing the curricula of both programs revealed an overlap in 3 required courses (Foundations of Exercise Science, Recreation Management/Outdoor Recreation in the US, and Managing Healthcare Organizations/Organization and Administration in Health Enhancement). Generally, the training provided by these two programs is likely to result in graduates with markedly different skill sets. MSU Hospitality Management students who are interested in gaining outdoor adventure leadership skills will be encouraged to consider attending MSU Billings for a semester or academic year to take advantage of the diversity of courses offered.

Prepared Jointly by:

Alison Harmon; Associate Professor, Food & Nutrition; Sustainable Food Systems
Health and Human Development, MSU

Lynne Fitzgerald; Assistant Professor, OAL Program Director, Health and Human Performance, MSUB

Kathe Gabel; Professor, Chair, Health and Human Performance, MSUB
TAKE A MOMENT...

Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of myself and the Crowne Plaza Billings to express our enthusiastic support for the proposed Culinary Arts AAS degree program at Gallatin College and the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management.

The Crowne Plaza Billings is located in historic downtown Billings and serves as a distinctive landmark for the area. Our property consists of 289 guest rooms, a full service restaurant and bar, a Starbucks franchise, and meeting space to accommodate a wide range of social or business needs. Our extensive combination of hospitality services offers ample opportunities for graduates of hospitality management.

We are excited by the possibility of having an academic program in Montana that will support the hospitality industry. Hotel management positions are difficult to fill without a qualified pool of applicants. We would enjoy working with student interns from this program who are motivated to pursue careers in hotel management or hospitality.

Tourism and hosting visitors is important for Montana and important for our communities and local economies, and this program will contribute to the continued development of opportunities.

Managing one of the largest full service convention hotels in Montana, I feel that I could make a valuable contribution by serving on an industry advisory board for the proposed degree programs in culinary arts and hospitality management. Please consider me for this role and feel free to contact me concerning any advisory needs.

The Crowne Plaza Billings is looking forward to supporting these hospitality-oriented degree programs in every possible way, and sincerely thanks you for contributing the success of the hospitality industry in Montana.

LaRell Baldwin
General Manager
Provost Potvin  
Office of the Provost and  
Vice President for Academic Affairs  
Montana State University  
PO Box 172560  
Bozeman MT 59717-2560

January 29, 2015

Provost Potvin:

I am writing to support the development of a Culinary Arts AAS degree program at Gallatin College and a Hospitality Management degree program at MSU. I express support on behalf of myself as President and CEO of the Bozeman Area Chamber of Commerce, the Bozeman Convention and Visitors Bureau, and the Bozeman Tourism Improvement District.

Montana, and particularly the Gallatin Valley has needed these programs for some time. Gallatin Valley is the most visited region of Montana—leading the state in tourism spending ($667 Million in 2013), which supports 6,500 local jobs. There is a significant need for academically and professionally trained in the hospitality industry all over Montana, but particularly here in the Bozeman area.

Earlier this year the Bozeman Chamber of Commerce hosted a focus group with local leaders in the hospitality industry. There is strong local support for creating these degree programs at MSU and the Gallatin College. Hoteliers and restaurateurs alike expressed the need for a qualified and motivated work force, as even well-paying management positions can be difficult to fill. Several chamber members also expressed interest in helping developing student internships and training programs.

Creating these programs at MSU would support the growth and development of a hospitality industry that has tremendous potential to contribute to economic growth in this state.

Sincerely,

Daryl W. Schliem  
President/CEO Bozeman Area Chamber of Commerce  
Executive Director Bozeman Convention & Visitors Bureau  
Executive Director Bozeman Tourism Business Improvement District
Provost Potvin  
Office of the Provost and  
Vice President for Academic Affairs  
Montana State University  
PO Box 172560  
Bozeman, MT, 59717-2560

12.12.2014

Provost Potvin:

I am writing on behalf of myself and the Comfort Suites Bozeman to express support for the proposed Culinary Arts AAS degree program at Gallatin College and the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management.

The Comfort Suites Bozeman is an all-suite hotel focusing on meeting the needs of individual business travelers. Our hotel caters to the independent business traveler by offering spacious guest suites which include fridge, microwave, complimentary high speed internet, and over-sized work space. Hotel amenities include complimentary hot breakfast, on-site sundries shop, swimming pool, spa, exercise facility, guest laundry and 24 hour business center. We have been open since July of 2013, and greatly appreciate the opportunity to contribute to and participate in the success of the Bozeman community.

We are excited by the possibility of having an academic program in Montana that will support the hospitality industry. Hotel management positions are difficult to fill without a qualified pool of applicants. We would enjoy working with student interns who are motivated to pursue careers in hotel management or hospitality.

Tourism and hosting visitors is important for Montana and important for our communities and local economies. This program will contribute to the continued development of opportunities.

If I can be of use by serving on an Industry Advisory Board for the program, or in any other way, please do not hesitate to contact me.

Thank you for your time.

Sincerely,

---

Benno Garwood  
General Manager | Comfort Suites Bozeman  
2515 Catamount, Bozeman, MT, 59718 |
December 18, 2014

President Waded Cruzado  
Montana State University  
P.O. Box 172420  
Bozeman, MT 59717-2420

Dear President Cruzado:

I want to thank you for the opportunity to sell local beef to Montana State University Bozeman. If we meet your specifications, I expect that in 2015 the Lazy SR Ranch could sell MSU about 30,000 pounds of Black Angus beef, all graded choice, aged 21 days, and from cows under two years of age raised naturally just over the Bridger Mountains from you. The cattle are grain finished at a feedlot in Hobson.

I also want to thank you for purchasing our turkeys and ham for various holiday events the last couple of years.

MSU’s support of local agriculture means much and I have frequently spoken at events of your commitment.

On another note, as long as I am writing, I wanted to share with you my view that Montana needs butchers. The ability to expertly cut meat is one of the keys to expanding the sale of beef in Montana and expanding our value-added protein products. There is a real shortage of butchers and one cannot get butchers out of Craig’s List. As you think about education topics for the two year colleges under your jurisdiction I hope you will keep this need in mind. My estimate is that right now we could use 40 butchers in Montana.

Lastly, I wanted you to know that my wife, Miki Gissell Adams, has spent the last three years getting the only license in Montana to
process poultry for others. She does business under the name Montana Natural Poultry. Her plant, which can do about 50 birds a day, is located in Wilsall and provides local jobs at a good wage. She has accomplished all this without any state or federal assistance, with intelligence and good humor and much diligence. I suspect that she is the only female leader in Montana’s meat processing industry.

Thank you again.

Sincerely yours,

Dirk S. Adams
Lazy SR Ranch
Wilsall, Montana
Dec. 1, 2014

Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of myself and Voices for Montana Tourism in support of the proposed Culinary Arts AAS degree program at Gallatin College and the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management.

Voices of Montana Tourism serves as a united voice for Montana’s tourism stakeholders. We seek to educate, communicate, and shape perceptions of tourism in Montana among elected leaders, policy influencers, and the general public.

The proposed program seeks to unite two of Montana’s most important industries: Tourism and Agriculture, which would really serve to move Montana’s economy forward for the benefit of citizens, communities and our visitors.

The importance of the tourism industry in Montana is often underappreciated. In 2013, 11 million visitors spent $3.62 billion in our state, directly supporting nearly 34,000 jobs, and generating $236 million in state and local taxes. In fact, tourism lowered taxes in each Montana household by $550, an increase of 9% from 2012. If Montana measured the economic impact of the $440 million spent by our foreign visitors alone last year as a service export, then tourism would be Montana’s #2 export, second only to overseas bulk grain exports last year.

An academic program in hospitality would support this growing industry, and better prepare our hospitality workforce for our ever-growing, entrepreneurial industry.

The professional accreditation that accompanies an academic degree from such an esteemed institution as MSU would immeasurably advance the reputation and relevance of Montana’s multi-billion dollar tourism industry.

I look forward to the advancement of this program initiative and any opportunity our organization or I might have to assist in its progress.

Sincerely,

Mike Garcia
Director, Voices of MT Tourism
mike@voicesoftourism.com
MEET OUR COMMITTEE MEMBERS

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Mike Scholz (co-chair)
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BOZEMAN
Robin Hoover
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robin@yellowstonecountry.net

Jeff Welch
President,
Mercury CSC
22 South Grand Avenue
Bozeman, MT 59715
phone: 406-922-2282
jeff.welch@mercurycsc.com
November 21, 2014

Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

On behalf of the Montana Department of Commerce, please allow this letter to express my whole-hearted support for the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management and a proposed Culinary Arts AAS degree.

These programs will provide new opportunities for students, training them for careers in a growing and exciting Montana industry. Currently there is no program that provides academic training in hospitality in our state.

The program clearly seeks to link two leading Montana industries: Tourism and Agriculture—resulting in a synergy that will fuel continued economic growth in our state. The emphasis on sustainability will be attractive to Montana students as well as out-of-state and international students. Students need to understand how to provide effective hospitality for the evolving tourist demographic, in addition to understanding the limitations on tourism in a large rural state where transportation can be challenging. Viewing the state’s tourism industry as a system with many interacting and integrated parts is essential.

Experiential components of the curriculum will ensure that students are well-prepared for careers in Montana’s hospitality industry and these students may be more inclined to remain in-state to pursue their careers after college.

The Montana Department of Commerce strongly supports the development of these curricula, and would like to be represented on an Industry Stakeholder Advisory Board for Hospitality Management. Thank you for your time, and please let me know if I can be of further assistance.

Sincerely,

Meg O’Leary, Director
Department of Commerce
Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

11.3.14

Provost Potvin:

I am writing on behalf of the National Center for Appropriate Technology (NCAT), headquartered in Butte MT, to express my support for the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management at MSU. The program has the potential to create much-needed support for the development of Montana’s food system by building expertise in farm to table sourcing, agritourism, and general food science in our state.

The Montana Healthy Food and Communities Initiative at NCAT fosters robust regionally-based food systems and healthy living in Montana communities. Through educational activities, research and advocacy, and strong public and private partnerships, we seek to create lasting improvements in the way Montanans grow, buy, and think about food. We are interested in supporting this proposal as it aligns with our goal of improving Montanans’ access to healthy, local food by connecting food producers and distributors with local food markets, especially institutions and retail establishments.

The National Center for Appropriate Technology currently has projects related to the proposed Hospitality Management degree options and could support the development of this curriculum with training and internship opportunities for students.

It is encouraging that this new degree program could help to build a professional workforce for the food manufacturing industry, and for tourism related to food and agriculture.

Thank you for considering this important proposal.

Kindly,

Nancy Moore

National Center for Appropriate Technology (NCAT)
Montana Healthy Food and Communities Initiative Director
nancym@ncat.org
November 5, 2014

Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of the Montana Farmers to express my support for the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management. In addition to providing new opportunities for students, this program has the potential to greatly benefit Montana’s rural landscape and local economies.

Montana Farmers Union is very interested in using value added agriculture to support our regional economy, and has been advocating for university expertise in food science for many years. On November 20-21st we are collaborating with the Mission Mountain Food Enterprise Center to bring together grain producers and processors at a conference focused on growing a regional grain economy.

Montana Farmers Union is a statewide grassroots organization working for family farmers, ranchers and rural communities through education and legislative action. The mission and vision of the proposed degree program in Hospitality Management are well aligned with our organizational goals. Linking tourism with agriculture and rural communities is a great way to educate visitors about agriculture while also supporting growers and local economies.

Montana Farmers Union strongly supports the development of this curriculum, and may be able to support the program with education and training opportunities and potentially internships for students.

Sincerely,

Alan Merrill
President
Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

11.3.14

Provost Potvin:

We are writing on behalf of Root Cellar Foods to express our support for the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management. Some of the goals of the program align well with the purpose and mission of our business.

Root Cellar Foods is a local manufacturing small business that processes local vegetables into ready to eat produce for institutions, restaurants and grocery stores. We offer a wide array of produce to our customers and process them in almost any way that fulfills their recipe needs while strengthening demand of local agriculture. We are one of few local processors who seek to connect farms to institutions in this region.

The Value-Added Food Enterprise degree option is of particular interest to Root Cellar Foods. As a business in the Gallatin Valley, we would like to collaborate with MSU to develop meaningful learning experiences for students in this major-- including field trips and tours, internships, and potentially apprenticeships for graduates. Additionally, there may be opportunities for collaborative research projects.

Root Cellar Foods strongly supports the development of this curriculum, and would also be interested in serving on an Industry Stakeholder Advisory Board for Hospitality Management.

Sincerely,

Dean Williamson, Owner  
Christina Waller, Owner
Provost Potvin
Office of the Provost and President for Academic Affairs
Montana State University
P.O. Box 172560
Bozeman, MT 59717-2560

Provost Potvin,

*Bozeman School District #7* supports the potential offering of an Associate of Applied Science in Culinary Arts at Gallatin College and the Bachelors of Hospitality Management and Montana State University. Our high school has been offering a culinary arts program utilizing the ProStart® curriculum for the past 3 years. ProStart® is a nationally recognized culinary arts curriculum. With support from industry members, educators, the National Restaurant Association Educational Foundation (NRAEF) and state restaurant association partners, ProStart® reaches more than 95,000 high school students across the country. From culinary techniques to management skills, ProStart’s industry-driven curriculum provides real-life experience opportunities and builds practical skills for our students.

The opportunity to collaborate with Gallatin College and Montana State University to align curriculum, streamline career pathways and potentially offer dual enrollment opportunities would be beneficial for our students and for our industry partners. As one of the fastest growing electives in our school, the popularity of our culinary program has been noteworthy. We currently have more than 100 students enrolled in our culinary arts program at Bozeman High School this semester.

Offering our students a chance to study what they enjoy by providing local access to post secondary education is a mission we all share. The additional potential of students continuing into the MSU Hospitality Management Bachelor’s degree program is exciting. In a recent survey of our high school students we found a high level of interest in careers related to the hospitality industry. Considering the rapid growth of this industry in our community, it was no surprise that our students would be interested in related career opportunities.

We look forward to continued collaboration with Montana State University as we both strive to offer new avenues for college and career readiness for all our students.

Sincerely,

[Signature]
Rob Watson
Superintendent
Bozeman School District
October 29, 2014

Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of Mission Mountain Food Enterprise Center (MMFEC), part of the Lake County Community Development Corporation, to express my support for the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management. The program has the potential to help support and grow the food manufacturing industry in Montana, stimulating economic growth and new job opportunities.

The purpose of the Mission Mountain Food Enterprise Center is to provide resources and technical expertise to developing food and agricultural enterprises through a USDA and FDA regulated shared use food processing facility. Our center is one of the four legislatively designated Montana Food and Agriculture Development Centers. Our clients range from small start-up food businesses to established Food HUB cooperatives owned by agricultural producers.

Currently, Montana does not have real academic or technical expertise in food science. At Mission Mountain Food Enterprise Center we rely on food science resources for Washington State Cooperative Extension and the Oregon Food Innovation Center. For a cost they provide food science technical services such as process control authority and food product development. Educational programs such as HACCP certification and process control authority training for acidified food processors are also provided under contract.

Since the inception of Mission Mountain Food Enterprise Center in 2000 we have been challenged to meet the needs of food manufacturers in Montana who are seeking food science expertise. The out of state resources are costly and many small enterprises cannot afford the contractual rates. The regulatory requirements of the upcoming Food Safety Modernization Act (FSMA) will increase the need for education in food safety planning, HACCP and process control authority. The Montana Food and Agriculture Development Center Program is poised to assist in the delivery of training and resources but will need the support of a food specialist who can provide certified trainings. Food businesses will need a workforce trained and certified in numerous aspects food safety to uphold the FSMA mandate for food safety planning and implementation.
Mission Mountain Food Enterprise Center is in a position to support the development of this degree program with training and internship opportunities for students. There are job opportunities for graduates with existing Montana food manufacturing firms. Other potential partners include the MT Manufacturing Extension Center and the Food and Agriculture Development Centers.

It is encouraging how this new degree program could help to build a competent workforce for the food manufacturing industry. I would be happy to provide assistance and participate on an Industry Stakeholder Advisory Board for Hospitality Management if needed.

Thank you for your consideration and your support for this exciting new degree program.

Jan Tusick- Director
Mission Mountain Food Enterprise Center
October 16, 2014

Provost Potvin
Office of the Provost and
Vice President for Academic Affairs
Montana State University
PO Box 172560
Bozeman MT 59717-2560

Provost Potvin:

I am writing on behalf of the MT Department of Agriculture to express my support for the proposed interdisciplinary Bachelor’s Degree Program in Hospitality Management. In addition to providing new opportunities for students, this program has the potential to greatly benefit Montana’s rural landscape and local economies.

I am particularly supportive of the degree option in Value-Added Food Enterprise. This is a program and area of expertise that Montana has needed for more than two decades—a broad coalition of stakeholders has been advocating for such a program. The number of jobs in food manufacturing is growing, so now is an excellent time to begin training that workforce and lending technical expertise to Montana’s food manufacturing enterprises. Supporting the food manufacturing sector also supports our agricultural industry and helps to keep food processing dollars in the state. There are many opportunities to add value to the diversity of raw commodities we produce in Montana, such that we could produce and process more of what we consume, and export higher value goods.

I also appreciate the emphasis on rural tourism/agritourism. There are many ways to link tourism activities with agriculture, and no better place to do it than on the farms and ranches of Montana.

Interdisciplinary coursework seems to be what is needed to address current societal problems. This newly proposed degree program seems well-aligned with the current interdisciplinary program in Sustainable Food & Bioenergy Systems. I believe it will be attractive to students interested in linking hospitality with agriculture and sustainability. Experiential components of the curriculum will ensure that students are well-prepared for careers in Montana, and will be more likely to stay in Montana using the networks they will have developed during internships.
The Montana Department of Agriculture strongly supports the development of this curriculum, and would like to be represented on an Industry Stakeholder Advisory Board for Hospitality Management.

Ron de Yong
Director
Provost Potvin
Office of the Provost and President for Academic Affairs
Montana State University
P.O. Box 172560
Bozeman, MT 59717-2560

October 14, 2014

Provost Potvin,

My Name is Dax Schieffer and I’m the Human Resources Director for Big Sky Resort, located 45 miles south of Bozeman. I have worked with Gallatin College on the Culinary Arts project and look forward to continued collaboration. Big Sky Resort strongly supports the potential offering of an Associate of Applied Science in Culinary Arts at Gallatin College and the Bachelors of Hospitality Management and Montana State University. Big Sky has over 1,500 team members in the hospitality industry at its peak time every winter. Of that amount, over 400 are in food and beverage with over 150 in culinary. Having a culinary arts program will help our business by providing a better skilled employee, we have the jobs that can become careers. The opportunity to collaborate with Gallatin College and Montana State University to teach the correct skills and develop career pathways into culinary arts or hospitality management will be valuable for local business and students.

The University of Montana’s Institute for Tourism and Recreation Research released a report stating that Gallatin County led the state in tourism spending, which was a 19% increase. Park County ranked 6th in the state in tourism spending, which made the Yellowstone Country the number one tourism region in the state. Of this tourism spending restaurant and bar expenditures make up 20% of the total. This doesn’t even take into account the culinary and hospitality needs in institutions like hospitals and schools.

Offering our students a chance to study what they enjoy while maintaining the cost by providing local access is a goal we all share. The additional potential of students continuing on into the MSU Hospitality Management Bachelor’s degree program is exciting for industry.

I look forward to continued collaboration with Montana State University as we both strive to offer new avenues for career readiness, particularly in the area of culinary arts and hospitality.

Sincerely,

Dax Schieffer
Big Sky Resort
October 13, 2014

RE: Open Letter of Support – MSU’s new Hospitality Management Program

To Whom It May Concern:

We are writing today in support of the proposed interdisciplinary Bachelor’s Degree program in Hospitality Management that is proposed by Health and Human Development and in association with the College of Business, College of Agriculture, and Gallatin College. We see so many ways that this new degree program will benefit MSU students, along with the economy, business and citizens of the State of Montana.

As a product of the MSU Recreation Degree Option program of the early 1980’s, Steve enjoyed an academic curriculum that eventually took him to graduate school and a 30+ year career in Campus Recreation. Thirty years later, we see even a greater need among our students for a Sports and Recreation Administration Degree (SRAD) here at MSU and in Montana. We have a rare opportunity at MSU to utilize our local and state-wide tourism and recreational opportunities to put our own students into these industries. Bozeman is one of the nation’s prime locations to utilize internships by putting our students into the hotel, restaurant and recreation industries.

At the MSU Hosaeus Fitness Center, we could routinely hire multiple interns each semester. We have a 168,000 sq. ft. facility and a multitude of programs including sports, personal training, group fitness, facility management, and outdoor recreation. Our new Outdoor Programs Director, Ryan Diehl, also shares a vision to expand his offerings to include many courses in outdoor leadership and trip management. He also runs a large rental retail shop, which is perfect to help students understand the business side of management.

There has never been a better time at MSU to develop this interdisciplinary degree in Hospitality Management. We both fully support Dr. Harmon’s proposal and look forward to the future partnerships and learning opportunities that will follow for our students.

Sincerely,

Steve Erickson, Director
ASMSU Recreational Sports and Fitness

Dr. Matthew R. Caires, dean of students
October 7, 2014

Provost Potvin
Office of the Provost and President for Academic Affairs
Montana State University
P.O. Box 172560
Bozeman, MT  59717-2560

Provost Potvin,

Belgrade Public School District supports the potential offering of an Associate of Applied Science in Culinary Arts at Gallatin College and the Bachelors of Hospitality Management and Montana State University. Belgrade High School has been offering a culinary arts program utilizing the Pro-Start curriculum for approximately ten (10) years. The opportunity to collaborate with Gallatin College and Montana State University to align curriculum, streamline career pathways and potentially offer dual enrollment opportunities would be beneficial for our students, both schools and our industry partners.

The popularity of the secondary culinary program has been noteworthy. We currently have 12 students enrolled in the Pro-Start program. Pro-Start is a program in which students learn the essentials of foodservice management needed for successful employment in the Hospitality and Tourism field. This program was developed specifically for high school students. This course would additionally offer our students a chance to study what they enjoy while maintaining the cost by providing local access is a mission we all share. The additional potential of students continuing on into the MSU Hospitality Management Bachelor’s degree program is exciting.

We look forward to continued collaboration with Montana State University as we both strive to offer new avenues for college and career readiness for all our students.

Sincerely,

Candy Lubansky
Superintendent
Provost Potvin
Office of the Provost and President for Academic Affairs
Montana State University
P.O. Box 172560
Bozeman, MT  59717-2560

Provost Potvin,

My name is Michael Dean.  I am a Certified Executive Chef and Certified Culinary Administrator through the American Culinary Federation, and am currently employed as the Executive Sous Chef for Xanterra Parks and Resorts in Yellowstone National Park.  I have worked with Gallatin College on the Culinary Arts project and assisted in the development of the courses and curriculum.  I enthusiastically support the potential offering of an Associate of Applied Science in Culinary Arts at Gallatin College and the Bachelors of Hospitality Management and Montana State University.  I have worked with Yellowstone National Park Lodges for more than 25 years, and have been responsible for hiring Restaurant Chefs, Sous Chefs, Cooks and Kitchen Crew for the lodges and restaurants in Yellowstone. I believe that having a local culinary arts program will help our business by providing a better skilled employee.  Each summer we hire over 200 culinary positions.  The opportunity to collaborate with Gallatin College and Montana State University to teach the correct skills and develop career pathways into culinary arts or hospitality management will be valuable for local business and students.

The University of Montana’s Institute for Tourism and Recreation Research released a report stating that Gallatin County led the state in tourism spending, which was a 19% increase.  Park County ranked 6th in the state in tourism spending, which made the Yellowstone Country the number one tourism region in the state.  Of this tourism spending, restaurant and bar expenditures make up 20% of the total.  This doesn’t even take into account the culinary and hospitality needs in institutions like hospitals and schools.

Offering our students a chance to study what they enjoy while maintaining the cost by providing local access is a goal we all share.  The additional potential of students continuing on into the MSU Hospitality Management Bachelor’s degree program is exciting for industry.

I look forward to continued collaboration with Montana State University as we both strive to offer new avenues for career readiness, particularly in the area of culinary arts and hospitality.

Sincerely,

[Signature]

Michael Dean, CEC, CCA
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