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,

[Signature]

Dirk S. Adams
Lazy SR Ranch
Wilsall, Montana
Provost Potvin,
Office of the Provost and President for Academic Affairs
Montana State University
P.O. Box 172560
Bozeman, MT 59717-2560

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

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

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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,

Rob Watson
Superintendent
Bozeman School District
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.

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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

Candy Lubansky, Superintendent
Belgrade Public Schools, 312 N. Weaver, Belgrade, Montana 59714
Phone: (406) 924-2006 Email: clubansky@belgradeschools.com
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:

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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
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

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LaRell Baldwin
General Manager
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

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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.

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Sincerely,

[Signature]

Meg O'Leary  
Director  
Department of Commerce
October 13, 2014

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

To Whom It May Concern:

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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

Matthew R. Caires, Ed.D.
Dean of Students
174 Strand Union
P.O. Box 174220
Bozeman, MT 59717-4220
Tel (406) 994-2826
Fax (406) 994- 5931
Email mcaires@montana.edu
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,

[Signature]

Alan Merrill
President
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,

Michael Dean, CEC, CCA
Executive Sous Chef
Xanterra Parks and Resorts,
Yellowstone National Park Lodges
P.O. Box 165
Yellowstone National Park, WY 82190
307-344-5513
mikedean63@hotmail.com
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
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
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
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

BIG SKY
Mike Scholz (co-chair)
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STAFF
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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 program 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,

[Signature]

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 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
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,

Rob Watson  
Superintendent  
Bozeman School District
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
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
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
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.

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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,

Michael Dean, CEC, CCA
Executive Sous Chef
Xanterra Parks and Resorts,
Yellowstone National Park Lodges
P.O. Box 165
Yellowstone National Park, WY 82190
307-344-5513
mikedean63@hotmail.com
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.

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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
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
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
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 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,

Michael Dean, CEC, CCA
Executive Sous Chef
Xanterra Parks and Resorts,
Yellowstone National Park Lodges
P.O. Box 165
Yellowstone National Park, WY 82190
307-344-5513
mikedean63@hotmail.com
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
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
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
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,

[Signature]

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

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STAFF

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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
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
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
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