

# ***SOUTHERN UTAH UNIVERSITY***

## ***SCHOOL OF BUSINESS***

### ***DEPARTMENT OF MANAGEMENT AND MARKETING: HOTEL, RESORT AND HOSPITALITY MANAGEMENT***

**LISA MARIE ASSANTE, PHD**

#### **FAVORITE EDUCATIONAL QUOTE**

**DONALD KENNEDY, PAST PRESIDENT OF STANFORD UNIVERSITY ONCE  
WROTE,**

**“TO THE FUTURE PROFESSORiate, I WILL SAY ONLY THAT YOU ARE ENTERING A  
LIFE FULL OF THE MOST INTERESTING CHALLENGES—AND THE MOST  
IMPORTANT MISSION THAT CAN BE FOUND IN MODERN SOCIETY. THE  
UNIVERSITY IS ABOVE ALL ELSE ABOUT OPPORTUNITY: THE OPPORTUNITY TO  
GIVE OTHERS THE PERSONAL AND INTELLECTUAL PLATFORM THEY NEED TO  
ADVANCE THE CULTURE, TO PRESERVE LIFE, AND TO GUARANTEE A  
SUSTAINABLE HUMAN FORCE. COULD ANYTHING POSSIBLY MATTER MORE  
THAN THAT?”**