

News & Notes



Hospitality from the Harts

Couple gives more than \$3 million to name school in College of Business

Alumnus G.J. ('84) and Heather Hart have announced a gift commitment of more than \$3 million to name the Hart School of Hospitality, Sport and Recreation Management at JMU. Their gift represents JMU's first named school.

President Jonathan Alger made JMU's announcement at the Annual Stewardship Luncheon on March 20. The Harts appeared on video at the luncheon. They had announced their gift

'Our intention is that this gift might have others thinking about how can they give back to the university and make a long lasting imprint. We need to help our young people be successful.'

— G.J. ('84) AND HEATHER HART

March 18 at Camp Pendleton, Calif., as part of the Annual Operators Conference of California Pizza Kitchen, of which G.J. is CEO.

Ten JMU students and School of Hospitality, Sport and Recreation Management Director Michael O'Fallon were part of the CPK conference, one day of which is set aside for service. The JMU contingent

and 800 CPK operators worked alongside U.S. Marines to improve facilities for returning veterans at Camp Pendleton. This is the seventh year G.J. and Heather have engaged JMU hospitality students to work the California Pizza Kitchen's Annual Operators Conference.

Service, leadership and passion have characterized G.J. Hart's rise from poultry processor to executive chairman and chief executive officer of California Pizza Kitchen, an international chain of restaurants with more than 280 locations in the United States and 15 other countries.

As a student at JMU, G.J. worked full time at the Shenandoah Valley Poultry Company in Bridgewater, Va., to put himself through college and help pay the bills at home. Hart calls the experi-

When the Hart family (center) announced their gift, 10 JMU students and leaders (including school director Michael O'Fallon, far right) were involved again this year in CPK's Annual Operators Conference in California.

CONTINUED ON PAGE 10 >>

NEWS & NOTES

Hospitality FROM PAGE 8

'G.J. and Heather's gift exemplifies the service, leadership and passion that they live out each day. Their generosity will touch the lives of many in the Madison family for years to come.'

— JONATHAN ALGER, *president, James Madison University*

ence "far from glamorous," but, he said, it was during those years toiling in the poultry plant that he learned many of the leadership lessons he has followed throughout his successful career in the hospitality industry.

"My hope for the School of Hospitality, Sport and Recreation Management is to become a world-class program, a program where we turn out students who are going to do great things in the world and they are going to do it with purpose," says G. J. Hart.

The Harts expressed their hope that their gift would encourage others to follow suit.

"Our intention is that this gift might have others thinking about how can they give back to the university and make a


long-lasting imprint. I would encourage everyone to think about it. We need to help our young people be successful. And hopefully everyone will join with us," they said.

"James Madison University is extremely grateful for the Harts' investment in our community," Alger said. "G.J. and Heather's gift exemplifies the service, leadership and passion that they live out each day. Their generosity will touch the lives of many in the Madison family for years to come."

O'Fallon says that the association with the Harts is invaluable to the university.

"The Harts investment of time and talent to James Madison University over the years has been instrumental to the suc-

cess of our relatively young program," says O'Fallon. "We are so pleased to partner with this titan of the hospitality industry to bring even greater value and prestige to the school."

G.J. serves on the College of Business' Board of Advisors, hosts JMU hospitality students at CPK, and spoke at JMU's fall 2013 Commencement Ceremony. He has been a loyal JMU donor. Heather was a keynote speaker at the Second Annual Women in Leadership Conference at JMU. She spearheaded the establishment of CPK's charitable foundation, Inspired Acts. The Harts have created their own family foundation, Hart of Six. They have four children, Ashley, Hillary, Ashley and Randall. 

How much would *you* give to sustain the best of Madison?

\$25? \$250? MORE?



www.jmu.edu/give

Every **DUKE.**
EVERY year.