Personalizing Service for our guests all begins with understanding NEWS

**Needs:**
Necessities are the basic services and products our guests seek.

**Emotion:**
The feelings associated with a particular brand, product, or service.

**Wants:**
The added-value services guests seek beyond their basic needs.

**Stereotypes:**
The perceptions our guests have about our products and services.

Congrats to Jenny Niergarth on graduating tomorrow! We will miss you!

Happy Monkey Day!
“The one day a year when monkey business is encouraged!”

Spartan Greats Return to Campus Tonight!
For the first time since 1989, Michigan State basketball is returning to Jenison Field House on Dec. 14 at 7 pm. See greats like Mateen Cleaves, Magic Johnson, and many more!
Tickets for are available at MSUSpartans.com or through the Spartan Ticket Office at 1-800-GO-STATE. Tickets are only $10!

Did you know?
It takes a 15-year-old tree to produce 700 grocery bags.