



**Hans Schuler
Chairman/CEO**

With a hands-on approach to running Schuler's Restaurant & Pub, Hans Schuler is the leader in the continuing evolution of the family owned business in Marshall, Michigan. The restaurant marks its 103rd year of welcoming guests to its tables. With continuing reinvestment in the restaurant and pub, Schuler has positioned the business for continued success in the years to come.

While working for the restaurant since childhood, Hans became the third generation of Schuler's to 'officially' join the business in 1959. The next year, he took over operation of the famed Schuler's Bar Scheeze production plant and the family's butcher shop. Hans refined the secret Bar Scheeze recipe and introduced the scheeze spread to the retail market where United Airlines became the company's biggest customer. Schuler's Bar Scheeze was featured on United Airlines flights from coast to coast. In 1982, Hans directed the sale of Win Schuler Foods and Bar Scheeze to the Campbell Soup company. Today, a Heritage Cheese spread, lower in calories and fat, is made on site at the restaurant and served to all guests.

Hans introduced the concept for Winston's Pub in the early 1980's and the Pub continues as an overwhelming success. The Centennial Room, the dining room known for its architectural features as well as excellent food and service, remains popular with guests from far and wide and those around the block. The beams in the Centennial Room are painted with sayings from great historical figures and local pundits.

In a challenging economy and changing marketplace, the iconic restaurant continues to thrive while evolving with the times. Great food and hospitality are critically important. The restaurant serves traditional favorites and new menu items, created by the culinary team, with emphasis on local, fresh and flavorful ingredients. Hans continues to develop new approaches while keeping a nod to tradition.

Hans became Chairman and President of the company in 1970. He purchased the family business from his father, Win Schuler, upon Win's retirement.

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Hans served on the Board of AAA Michigan Board/Auto Club Group for 33 years, acting as Chairman from 1987 to 1990.

He serves on the Marshall Economic Development Council and is a founding board member for The National Resource Center for the Healing of Racism. He is the past Chair of Kellogg Foundation's Underground Railroad Committee and past Chair of the Michigan Historical Center Foundation and Junior Achievement.

Hans has been dedicated to supporting the success of the Marshall (MI) community and that of the larger Calhoun County community. In the 1990's he chaired Marshall Forward, a successful strategic planning effort for the greater Marshall area. The Centennial Celebration of the restaurant served as a fund-raiser for the Marshall Community Foundation, specifically targeting the downtown of this historic community.

Hans is a member of the Detroit President's Organization and past Chair of the Young President's Organization. He has recently accepted membership on the Distinguished Restaurants of North America (DiRona) Board of Directors. He has been a member of the Olivet College Board of Trustees and the Board of Director's of the Michigan State University's Restaurant School Alumni, past President of the Optimist Club and former Area Chairman of the United Negro College Fund. Hans received the Embassy Tourism Award for his contribution in making Michigan a convention and vacation destination.

In 2009, Hans was one of four finalists for the George Romney Lifetime Achievement Award, the most prestigious of the Governor's Service Awards. This award was recommended by the Michigan Community Service Commission.

In 2012, Hans was the inaugural recipient of the "**National Restaurateur of the Year**" award, presented by *Independent Restaurateur*. "This award represents the highest level of excellence in all aspects of business, and recognizes an exemplary commitment to owning and operating a successful independent restaurant," said Jim Young, publisher of the magazine. "Winners of this award go above and beyond what is required to become invaluable assets to their communities."

A native of Marshall, MI, Hans attended Cornell University and holds a degree from the Michigan State University Hotel, Restaurant and Institution Management School.

Hans and his wife, Nancy, reside in Marshall, Michigan.