



Hans Schuler
Chairman

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. This year, 2009, the restaurant marks its 100th Anniversary of welcoming guests to its tables. With continuing reinvestment in the restaurant and pub, Schuler is positioning the business for continued success in the many 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.

Hans became Chairman and President of the company in 1982. He purchased the family business from his father, Win Schuler, upon Win's retirement. It was Hans' decision in the mid-1980's to concentrate the business of the large company on the restaurants in Marshall and Stevensville (Michigan). Hans' eldest son, Larry Schuler, has now joined the family business and has been appointed President with Hans remaining Chairman and CEO.

Hans is one of the longest serving members of the AAA Michigan Board/Auto Club Group. 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, scheduled April 23, 2009, will serve as a fund-raiser for the Marshall Community Foundation, specifically targeting the downtown of this historic town.

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) Marketing Committee. 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.

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

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