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Congratulations Graduates

Congratulations to the KWS graduating class of 2004. May graduates include: Justin Proffer, Wesley Fowler and Mario Grisanti.

KWS Hosts AR Students

The KWS recently hosted 23 students from Wynne, Arkansas on a tour of the Kemmons Wilson School and the Holiday Inn. Students toured both heart and front of the house aspects of the hotel and were provided an overview of the KWS curriculum. This was one of approximately 25 tours that are given annually by KWS faculty and staff.

Memphis Service Training

The faculty and staff of the Kemmons Wilson School of Hospitality & Resort Management recently participated in the first stage of a guest service training program sponsored by the Memphis Convention and Visitors Bureau. There are four stages and the KWS is committed to participating in this process and become Ambassadors for our city and its products. Thanks to Mary Schmitz for her efforts in organizing this process. The KWS is partnering with the MCVB to endorse this process and faculty members will continue to participate at subsequent levels of the training.
Scholarship Opportunity

HSMAI announces entry call for Foundation Scholarship Program

MCLEAN, VA (March 26, 2004) Providing students with financial assistance to pursue a career in hospitality sales and marketing, the Hospitality Sales & Marketing Association International (HSMAI) has announced applications for the 2004 HSMAI Foundation Scholarship program are now available.

The HSMAI Foundation, which has been providing scholarships since 1983, will provide two $2,000 merit scholarships to full-time students in the Baccalaureate/Graduate Degree Candidate category, and two $500 merit scholarships will be given to part-time students pursuing Associate, Baccalaureate or Graduate Degrees.

The application deadline is May 1, 2004 and recipients will be notified by June 1, 2004.

The funds will be forwarded to the colleges of the scholarship recipients and be applied directly to their tuition for the following semester. Additionally, the awarded students will be the guests of the HSMAI Foundation at an upcoming HSMAI industry event.

To be eligible, students must be enrolled in a hospitality management or related curriculum and be pursuing a degree; have demonstrated hospitality work experience; have an interest in a career in hospitality sales and marketing; and be in good academic standing.

Application requirements are as follows: a typed application form; transcript from current college or university; two recommendation forms; a current resume; and three personal essays.

To apply, please visit our web site http://www.hsmai.org for more details and to download an application.

For more information on HSMAI or the HSMAI Foundation, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024; fax (703) 610-9005. You can also visit the website at http://www.hsmai.org.

Contacts:
Richard S. Kahn, (516) 594-4100
Richard@Kahn-Travel.com
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From the Director’s Chair

Thanks to our Guest Speakers!

One of our greatest assets is the support we get from the professional community. We have called on our partners, friends and professional colleagues to assist us in class and offer our students a different perspective on course materials. We have been fortunate to have such a large breadth and depth of guest speakers available for all our classes. In any course for any topic we have been fortunate to be able to call on our colleagues for assistance.

In my own classes, (Property Planning and Development and the Integrative Leadership Challenge), I have been particularly fortunate to have a wide spectrum of assistance. For example, this past fall in the leadership class we were joined by a cross section of executives in the hospitality industry. We kicked off the series by visiting with Pace Cooper, President of the Cooper Companies at the Doubletree Hotel. For our part, the students prepared a series of leadership questions ranging from demographics to organizational structures and mission to assist our speakers in preparation for the class. In this instance Mr. Cooper shared his own career development, critical junctures in the company history and interesting facets of the Memphis market, topped off with Doubltree cookies. In subsequent weeks speakers that joined us included Mr. Orr Rivero, Vice President of Human Resources for the Hilton Hotels Corporation; Howard Silver, President of Equity Inns and a University of Memphis, FCBE graduate; Bill Forgione, Vice President of Human Resources for Perkins Restaurants; Bob Moister of the Hollywood Casino; Mark Ricketts of Master Hospitality; and Pat Lupsha from Davidson Hotels.

Each speaker brought something different to the class experience and augmented course materials for students. For example, Howard Silver shared his career experience and discussed the buying and selling of hotel properties and discussed creating value; Bob Moister discussed quality issues and the Malcolm Baldridge award process and Bill Forgione shared his perspective for the restaurant industry and several critical incidents and their leadership implications. Each speaker brought a unique perspective that was appreciated and welcomed by students. In other classes local restaurateurs, food and beverage directors, attraction managers and marketers, as well as destination marketing organizations professionals have been integrated in to the classroom learning experience. Of course the management team of the Holiday Inn at the University of Memphis is an invaluable resource for our students. A previous issue of this newsletter listed all our guest speakers and as the school year winds down we want to take the opportunity to say thank you again for sharing our teaching and learning experience. I have not had the chance to list every company in this brief thank you but I know that I am joined by Dr. Deale and Dr. Wilborn in thanking our industry partners from Memphis, Tunica and beyond for their assistance.

Mary Schmitz from the Memphis Convention and Visitors Bureau

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Have you ever washed your clothes in a Laundromat and wondered where you could get food while you waited for the spin cycle to end? Well, Wesley Fowler, a senior in the Kemmons Wilson School of Hospitality & Resort Management at the University of Memphis, opened his new business “Wash ’n Wings on Saturday, April 3rd to wet the appetites of his Laundromat customers and others who happen to drive by the location at 1624 North Parkway in Jackson, Tennessee. The business is an unusual concept that combines a Laundromat with a take-out and drive through stand serving “hot wings, subs, salads, and more.” Wesley and his father have owned the Laundromat for a while and had a dry cleaning business in part of the building that was not doing well. After doing some research, they decided that a quick service restaurant might fill the empty business and Wesley has some hospitality experience that he felt would help him in this new entrepreneurial endeavor.

Wesley worked for many years at FedEx, moving from being a handler or courier to an assistant manager position. His food service experience includes cooking at McDonald’s and managing a Subway sandwich shop. Wesley has also competed for several years on a team at the Memphis Barbeque Festival and he and his brother have catered barbeque for several organizations. He and his wife also ran the concession for the Dixie Girls Softball games.

First, Wesley thought of doing barbecue because of his experience, but realized that it would be too time consuming and complicated in the current location. Instead, he decided to try a hot wings shop. Wesley went to the kitchen to experiment with recipes and consulted Chef Edward Nowakowski from the Holiday Inn at the University of Memphis for suggestions. Wesley also noted that his hospitality courses have already been “very beneficial”. He believes that the courses in food and beverage operations, human resources, and property development have been especially helpful. He has developed standardized recipes for all of his menu items and thinks of ways to motivate his employees based on the courses he took at the University of Memphis.

Wesley’s food is delicious and the place is spotless and bright. The wings can be ordered with inferno, extra hot, hot, mild (BBQ), or honey mustard sauce and come cooked to order with carrots, celery, and ranch dressing. Several kinds of subs add to his menu and fries can be ordered plain or spicy. One of the highlights of the menu has to be the fried bologna sandwich consisting of thick cut bologna on a big squishy bun with all the fixings such as lettuce, cheese, tomato, pickles, and onions. The food is fresh, hot, inexpensive, and filling.

Wesley’s story is particularly interesting not just because it is the tale of an American entrepreneur, but because of Wesley’s own personal journey. In 1999, due to a congenital heart condition, Wesley had a heart transplant. He realized that he could either sit back and give up or “keep at it”. Wesley believes that he has been given a second chance at life and that he is blessed to be here. He started back to school at the University of Memphis in the fall of 2000 and will earn his degree this May. He is making the most of his second chance and serving up some great hot wings and fried bologna just a few miles east on I-40 in Jackson. If you are headed that way, stop by and try his food and congratulate this enterprising soon-to-be U of M graduate.
Holiday Inn Hosts Annual Easter Brunch

Every Easter, the Holiday Inn at The University of Memphis hosts an Easter brunch that is fit for a king. Holiday Inn staff members stopped long enough to pose for a photo before gearing up to serve over 700 guests at this year’s event. Pictured from left to right are Barbara Garth, Brent Cothern and Willy Taylor.

Kemmons Wilson School Special Event Interns

Who: University of Memphis Students

What: Three (3) special event intern positions, 15 hours per week, stipend provided.

When: Academic year 2004-2005

Where: The Kemmons Wilson School of Hospitality & Resort Management Office Suite 140, HI University of Memphis

How: Work on the development and delivery of special events for the Kemmons Wilson School during the 2004-2005 academic year; working with the director, the KWS administrative assistant and HPRM faculty and the external stakeholders.

Criteria for selection:
University of Memphis student, KWS and FCBE students a plus.
At least 45 credits, 2.5 GPA
Interest in special events (experience a plus, but not required), good communication skills.
Applicants must submit a cover letter expressing interest in the internship and a resume with references
Applicants will be screened and interviewed by KWS faculty & staff.

Why: As part of the positioning and growth of the KWS a series of special events, for students and KWS stakeholders will be developed and delivered throughout the 2004-2005 academic year.

Such events could include:
KWS Career Fair
High School Day
Kemmons Wilson Day
IAHI Conference
Smith Travel Research Educator Conference
Kemmons Wilson Society of Innkeepers events
Distinguished Speaker Series (5 per semester)
Speaker reception
Catfish cook off event
Grit grinding event

Duties and responsibilities:
Research events, promote events both internally and externally, coordinate student volunteers, work the operations of the events including registration, coordination and evaluation, work with hotel staff as well as the KWS faculty and staff to coordinate food and beverage, event sites, Audio/Visual etc…
Work with stakeholders external to the university
Create and present written reports on events
Update and add to the KWS special event manual
Other duties as assigned.

Apply to: Lee Anne Brigman, Kemmons Wilson School of Hospitality and Resort Management, 901-678-8021, lbrigman@memphis.edu
KWS Faculty Publications & Presentations 2003-2004

DR. CYNTHIA DEALE


REFEREED JOURNAL PUBLICATIONS


(2003) Classroom Exercises for Hospitality and Tourism Educators, the Educational Institute of the American Hotel & Lodging Association, Orlando, Fla.

REFEREED CONFERENCE PUBLICATIONS


(2004) Managing the Food Supply Chain, accepted paper and presentation for the Administrative Sciences Association of Canada annual conference in Quebec City, Quebec, Canada, June 2004, with O’Halloran, R.

(2004) Integrating the Food Supply Chain, Presentation and publication in the proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education, February 13, 2004, Atlanta, Georgia, with O’Halloran, R.


(2003) The Importance of Writing Across the Hospitality & Tourism Curriculum, with R.M. O’Halloran. Presentation and publication in the proceedings of the International Society of Travel and Tourism Educators (ISTTE) annual meeting, October 2003, Providence, Rhode Island.

INVITED PRESENTATIONS


(2003) The Importance of Writing Across the Hospitality & Tourism Curriculum, with R.M. O’Halloran. Presentation at the International Society of Travel and Tourism Educators (ISTTE) annual meeting, October 2003, Providence, Rhode Island.
PRESENTATIONS TO THE UNIVERSITY, THE COMMUNITY AND INDUSTRY
(continued from previous page)


Service Matters: Workshop on service given to all Shelby County Schools administrators, Memphis, Tennessee, January 2004.

Certified Hospitality Educator (CHE), the Maldives Hospitality Faculty, Male, The Republic of Maldives, December 2003, through the American Hotel & Lodging Association (AHLA).


Management of International Chains, Ecole Hoteliere de Lausanne, Lausanne, Switzerland, December 2003.

Career Day, speaker on hospitality field, Raleigh-Egypt Middle School, Memphis, Tennessee, December 2003.


DR. ROBERT O’HALLORAN

PUBLICATIONS


Authored Case Chapters; Adirondacks a Human and Nature Partnership with C. Deale, Border Synergies for Tourism Development with C. Deale, Evaluating Franchise Services, Jordan Tourism Development with C. Deale, Marketing and Ingenuity: Creating a Niche, Mt. Evans Loved to Death?, Redesign of a High School Cafeteria, Vending Opportunities with C. Deale.


(2004). Food Tourism Supply Chain Management, ASAC, June, Quebec, Quebec, Canada with C. Deale.


PRESENTATIONS

2004

A Profile of the Kemmons Wilson School, Casino Managers Association of Tunica, Mississippi, April 1.

Certified Hotel Administrator (CHA), Shanghai Labor Board in conjunction with the Asian American Training & Marketing Inc., February 25-March 10.

The Kemmons Wilson School and the Holiday Inn-U of M a Partnership, National Association of Catering Executives (NACE) Memphis Chapter, January 13, Memphis.

Certified Hospitality Educator (CHE), Art Institute of New York City: Culinary Arts (AINYC), January 6-9.

2003

The Kemmons Wilson School, Hospitality Financial & Technology Professionals Mid-South Chapter, Memphis Chapter, Dec. 11.

Management of Contract Catering Companies, Ecole hoteliere de Lausanne, Lausanne, Switzerland, Dec. 1-5.

DR. LACHELLE WILBORN

PUBLICATION