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Look for our next newsletter in February!

Happy Holidays

Kemmons Wilson School of Hospitality & Resort Management

“Dreamers. Thinkers. Doers.”

Education — where the business of hospitality began

Kemmons Wilson School of Hospitality and Resort Management:
Where ideas grow stronger!

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Bonnes Fêtes

Feriados Felizes

Gelukkige Vakantie

Счастливые Праздники

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December 2004
Volume 3, Issue 4
There are many of us in the hospitality industry (and in particular the hotel end of that industry) who occasionally pause during our busy day and wonder why we are doing what we are doing. So what’s the attraction? Why do we stay? Well…answering that “why” is easy: we love what we are doing and we are getting paid to do what we love. How cool is that?

Still, we know that not everyone is suited to a calling in the hospitality business. To be sure, there are other businesses that offer better pay and dramatically better hours. Ours is a 24/7 business and in the course of those hours, every facet of human life comes into play: joy and sorrow, health and sickness, good fortune and misfortune and yes, even life and death. It takes a special kind of personality, a desire to say “yes” more often than “no” when a request is made, a drive to turn problems into challenges (a cliché, I know) and then to respond to and resolve those challenges.

Many years ago I saw an ad for a competing hotel that stated simply, “The finest service often goes unnoticed. The key lies in anticipating a guest’s needs.” That message was then repeated in several languages within the simple ruled lines that enclosed the ad. No fancy color pictures of long-stemmed roses, deluxe suites and beautiful people. Just a simple but compelling message about hospitality.

Anyone can supply a place to sleep, but true “hospitality” comes from people. It’s a hospitality mindset that motivates those professionals who choose our business for their life’s work. In other businesses, customers are…well,…customers. In this hospitality business we call our customers “guests” and because it is a business, they pay for the privilege of being our guests. It is therefore incumbent upon our hospitality professionals to fulfill the expectations and respond to the needs and wishes of “our guests.”

Frequently as general manager of a hotel, I have the pleasant task of taking a bow for the excellence of “my” hotel and to hear the compliments our guests pay to members of “my” staff. I confess that while it is always a pleasure to hear a guest say “thank you,” it gets a little embarrassing at times because in our hotel, the excellence comes from everyone doing their job well and not simply from me being the general manager.

Our success is truly the success of teamwork. Our team members know that it is our responsibility to treat people as we would like to be treated. That philosophy is not simply directed to our guests, but to our co-workers as well, regardless of job description or position. We cannot provide proper service and hospitality without doing the same for every member of our team. Show a lack of concern for our fellow team members and we can be sure that before long, our guests will be shown the same lack of concern.

So, we take pride in what we do and in seeing others being treated fairly. We enjoy what we do and seek to pass along that very special feeling to our guests and our teammates. In the end, there is no way to "fake" hospitality and no magic mint on the pillow that can remove the bitter taste of poor hospitality. True hospitality doesn’t just happen. It requires a commitment to “being of service” and the satisfaction it brings. True hospitality grows almost organically, in the atmosphere of mutual respect that lives and breathes in our place of business.

Industry Partner
by Thomas Negri : General Manager, Loews Vanderbilt Plaza Hotel Nashville, TN

It’s All About Hospitality

Congratulations Seniors
The Kemmons Wilson School would like to congratulate our graduating Seniors: Katie Hart, Jody McCormack and Patrick Mulhern.
Chef’s Kitchen

by Edward Nowakowski

Christmas desserts are simply irresistible, especially when shared in the company of family and friends.

Bourbon Balls

Ingredients:
- 8-ounces semisweet chocolate (chopped)
- 1 cup pecans (finely chopped)
- 1½ cup of sugar
- ½ cup bourbon
- ¼ cup light corn syrup
- 60 vanilla wafers, finally crushed with a rolling pin or ground in a blender. (about 3 cups)

Method:
In a small mixing bowl over a double broiler, melt the chocolate over low heat. Remove the bowl from the heat and let the chocolate cool to lukewarm.

Combine vanilla wafer crumbs, pecans, and half of sugar amount in the a large bowl. Pour the chocolate, bourbon, and corn syrup and stir until the ingredients are well combined.

To shape each bourbon ball, use the sorbet scoop or scoop up a tablespoon of the mixture and shape it into a ball about 1 inch in diameter.

Roll the balls in the remaining sugar and, when they are lightly coated on all sides, place them in a container with a securely fitting lid.

Moisten the paper rounds with a little additional bourbon and press them tightly into the lid.

Seal the container with the paper-lined lid and set the bourbon balls aside at room temperature for 3 to 4 days before serving.

Tightly covered, the bourbon balls will keep 3 to 4 weeks.

For help or more information please call (901) 678-0540
or E-mail Chefemm@aol.com

Faculty Travel Abroad

Professor Cynthia Deale recently traveled to Barbados to deliver a Certified Hospitality Educator (CHE) program to Caribbean hospitality educators and trainers. The workshop was hosted at the Hotel Pom Marine which is the heart of the Hospitality Institute of the Barbados Community College. Workshop participants came from across the Caribbean including representatives from Trinidad, Surinam, St. Vincent, Grenada, Tobago, Dominica, Martinique and Barbados.

Professor O’Halloran will head to New Delhi, India at the end of the month and participate in a faculty development program sponsored by the Wang Center for International Business and Education Research. Previously, Dr. Cynthia Deale of the KWS participated in the program. The faculty development program is coordinated by the University of Connecticut and faculty members from UConn, the University of Pittsburgh and other institutions will participate. Meetings with representatives of the Federation of Hotel & Restaurant Association of India Secretary General and the Head of Academics at Rai University are also being scheduled to discuss possible strategic alliances with the Kemmons Wilson School. The program runs from December 30th to January 12th.

Thought for the Month

A tourist approached three men working with huge blocks of stone and asked, “What are you doing?” One said, “Bustin’ my butt cutting hard stone.” “Earning only five dollars a day,” frowned another. “Building a great cathedral!” said the third with a smile.

-Unknown source

MMHLA Scholarships

The scholarship committee of the Metropolitan Memphis Hotel and Lodging Association has announced that three students at the Kemmons Wilson School of Hospitality and Resort Management have been selected to each receive $1,500 scholarships. The recipients are Shawna Thomas, Tephane Rainey and Brent Wilson. The scholarships will be awarded at the Annual MMHLA Awards luncheon held at the Peabody Hotel on January 19th, 2005.
2004 has gone by very quickly and are looking forward to a productive and happy 2005. The holidays are a busy season and as the semester winds down, student projects and exams take center stage. A handful of our students will graduate this semester and become our alumni and the leaders of the future in our industry. We continue to work with our industry partners and have begun to cultivate our alumni though small in number. We are fortunate to keep in contact with many of our students who have secured positions with a cross section of organizations including: Marriott, Hilton, Davidson Hotels, Caesar’s Entertainment and others. Also as previously reported in an earlier edition of our newsletter we even have a successful entrepreneur.

Our students are graduating prepared for careers in business and focused on the hospitality industry. We, as a faculty and as a school, have been able to provide our students with opportunities to connect with our industry partners and create a learning community. A recent discussion in one of our classes focused on the value of a degree in our field. The students naturally want to know what the pay off is at the end (these things become more important as they get closer to graduation). My response is consistently that a degree from the University of Memphis with a major in hospitality and resort management will open doors that may have otherwise not been available to them. Industry recruiters, familiar with hospitality programs across the nation, look for the blend of academic and experiential learning that a student has emerged him or herself in. We offer rigorous courses that require substantial amounts of effort. Students are faced with decisions about time management, career choice and experience. Those students that jump on board clearly get the most out of these educational experiences. Preparing for class, read, research, and write will be traits that will help you always. Gain experience that will assist you to get the first job that you ultimately want to begin your career. Be flexible, get a balance of academic, technical and managerial experiences. Know what you want but make reflective judgments concerning personal life, positions, geography and salary. My holiday wish is for all to find the paths they are looking for and enjoy walking those paths.

Best holiday wishes to all from a New England guy, see picture attached.

CHE Workshop

The Kemmons Wilson School of Hospitality and Resort Management will host a Certified Hospitality Educator (CHE) workshop February 3-5, 2005 at the KWS. The program is in conjunction with the Educational Institute of the American Hotel & Lodging Association. The workshop is intended to develop educator teaching skills through a two and a half day workshop. To earn their CHE, attendees must take an examination within a month of the class and turn in for evaluation a video tape of their teaching. Anyone interested in attending should contact the Educational Institute of AH&LA at 1-800-349-0299 and can register on line at http://www.ei-ahla.org/certification_che.asp. If you have questions about the site please call the KWS at 901 678 8021.

Recommended by:
• Council on Hotel, Restaurant, and Institutional Education (CHRIE)
• Club Managers Association of America (CMAA)
American Culinary Federation Educational Institute (ACFEI)
For free application information, call (407) 999-8100; fax (407) 236-7848.

Student Conference

Professors Bob O’Halloran and Cynthia Deale were recently featured speakers at the 2004 Florida Hotel & Motel Association student conference. The event held at the Coronado Springs Resort in Orlando hosted 150 students over a two day conference that engaged high school students and faculty from all over Florida. Topics presented were “Service Matters” and “Service Learning: Education with a Twist”. Professors O’Halloran and Deale were invited as speakers by FHMA Education Director Carol Parker. The conference was held November 22-23.

Semester Abroad

Consider a semester abroad. Preliminary plans are underway to offer a KWS summer abroad program in the summer of 2005. Discussions are being held to consider possible sites: Scotland, England and Switzerland. Stay tuned!
Student Opportunities

As you may know, Memphis is host to the Conference USA Men’s Basketball Tournament set for March 9-12, 2005 at the FedEx Forum. The Memphis & Shelby County Sports Authority is working in partnership with Destination King to execute the Welcome Reception for this Tournament.

The Welcome Reception will be held on Tuesday, March 8, 2005 from 7:00 pm until 10:00 pm at AutoZone Park. We estimate 500 people will attend.

We would like to request a pool of Hospitality Students who might be interested in volunteering to work that evening’s event. We could use them in any of the following capacities:

- Outside Greeters
- Ticket Takers (Admission at Main Gate)
- Directional Assistance
- Food & Beverage (managed by Ovations Food Service)
- Entertainment Coordination
- Club Level Greeters
- Event Day Setup

Volunteers are needed for the Travel South Showcase that will be held in Memphis on February 12—16, 2005.

Let’s put the spotlight on Tennessee at one of the largest trade shows in the U.S.

Contact Shirley Davis Conner at Graceland, 901-332-3322 to sign up!

For Sponsorship Opportunities or more information about Travel South Showcase call Debbie Naioti, Memphis CVB at 901-543-5341 or Lee Curtis, Tennessee Tourist Development at 615-741-9045.

SKALarship—Silent Auction

The Kemmons Wilson School was recently featured in the SKAL International USA newsletter. In an article written by Bob Bader, Region VII Vice President, Bader introduced SKAL members nationwide to the Kemmons Wilson School. At the December meeting of the Memphis Chapter of SKAL, the organization held a silent auction to benefit the annual “SKALarship” for a Kemmons Wilson School student.

Thanks to SKAL and its memberships for their continued support.

KWS Student selected for Caesars Entertainment Internship

Robert DeBerry, a student in the KWS was selected for a Caesars Entertainment Tunica Internship this summer (2005). In a very competitive process, Robert was selected to participate in the internship program at the three Tunica properties. Caesars Entertainment describes the internship as follows; Caesars Entertainment-Tunica seeks through our internships, to give college students an opportunity to align their college education with career-related experience. The University and Caesars Entertainment will integrate education, practical training and professional work experiences; thereby building a relationship that fosters opportunity for both the student and the company. Information on the internship follows:

- Students will work 40 hours per week.
- A salary of $11.50 will be paid to the student.
- Furnished apartment housing will be provided to the students.
- One meal per shift will be provided to students.

Congratulations to Robert for being selected for this outstanding opportunity!