Inside this issue:

From the KWS Advisory Board 2
Working in the Maldives 2
Support for KWS Continues 3
KWS Scholarship Information 4
From the Director’s Chair 4
Scholarship Awards 5
High School Day 6
50th Anniversary of Rock n Roll and Soul 6

Special points of interest:

- HOPE Scholarships
- Student Perspective—Micaela Redmond
- Volunteer Opportunities

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

From left to right: InterContinental Hotels Group representatives: Jerome Miller, Bill Burton, Gordon Ross, Patrick Certion and Sylvia Cooper (KWS Scholarship recipients), Vicki Gordon, Lynne Zappone and Roderick Eggleston, also with IHG.

The Faculty Corner

by LaChelle Wilborn

PURPOSE - One of my all time favorite songs is the Theme from Mahogany. It asks the all so important questions, “Do you know where you are going to, do you like the things that life is showing you, when you look behind you there are no open doors, do you know?” While yes, it was taken from a 70’s movie with actors and actresses you may not know, the question remains the same….do you know? Do you have a plan, path and/or purpose? While searching for greater career direction some time ago, I asked a corporate executive about his path. His words were simple, yet oh so profound. “Find your passion and therein will lay your purpose.”

Students, begin today by writing down your goals (short and long term) and the plan by which you shall achieve them. Remain flexible with your path and prepare for the curves, detours, straight away, and lights of all colors (green, yellow, and red). Place your plan in plain eye view and tuck another copy in your pocket, just in case you get lost or even a little confused. Strap on your running shoe and get out there. The future is yours only if you want it to be. Take advantages of free seminars, lectures, scholarships and various work experience opportunities. Network and find out about the paths of those who inspire you. Keep an updated resume on file and always ask yourself….Do you know?
From the KWS Advisory Board

It seems like only yesterday that I was quietly scheming with Spence and Kemmons Wilson, Jr. on a secret plan to raise funds to endow a chair or (better yet), rename the entire School of Hospitality Administration at Cornell University in honor of their father. The process was moving along great. The plan was not to ask Mr. Wilson for anything. We would raise all the funds from others in honor of Kemmons’ life work. Hotel stocks were booming and we could quickly identify dozens of millionaires collectively worth over a billion dollars who had benefited immensely from their relationship over the years with Holiday Inns. It made sense to me, personally, because of the tremendous gratitude I felt as the son of a successful Holiday Inn franchisee, as a Cornell Hotel School graduate and as a former Holiday Inn corporate headquarter employee at their offices here in Memphis. My blood flows Big Red but was tinged with Holiday Inn green and it was time to say a collective “Thank You” to a man who gave so much to the hospitality industry.

After over a year of clandestine meetings and telephone conversations, we had accomplished much and were just starting on the initial fundraising letters of introduction. Our secret was safe and Mr. Wilson didn’t have a clue as to what we were doing, but he shocked us all; including The University of Memphis, with his next great idea. Mr. Wilson beat us to the punch and walked in unannounced to then President Rawlins’ office at The University of Memphis and asked him if he would like a new hotel and hotel school program. President Rawlins was understandably very supportive but when nothing immediately happened, Mr. Wilson came back a week later and said something to the effect of “…well do you want it or not?”. Of course the answer was yes and the next great Hotel School was born just a few minutes away from where it all started on Summer Avenue almost fifty years ago.

The calls to our increasingly enthusiastic Cornell professors, professionals and friends were not pretty. They were understandably disappointed. The more familiar you are with the KWS program, the better you can understand Cornell’s disappointment and Kemmons’ magic at work once again in the innovative growth, development and expansion of the School.

The Kemmons Wilson School of Hospitality and Resort Management was officially opened in August of 2002. Robert O’Halloran, Ph.D., the director of the program, started in 2002 and literally just got his telephone plugged in and computer working about ten minutes before the first class. Since then, there has been an incredible number of accomplishments. It is easily the fastest growing program of its type in the country and the word is just starting to get out. Consider some of the other achievements of the program, its faculty and the students.

- Students - From zero to over 140 declared majors in three semesters;
- Corporate Partners & Recruiters - A growing portfolio of corporate partners and recruiters including Inter-Continental Hotels, Marriott, Hilton, the Memphis Convention & Visitors Bureau, Caesars Entertainment, The Hospitality Consulting Group, Inc. (shameless plug, I know) and numerous local restaurants and hotels;
- School Leadership - An active and 100% hospitality dedicated Director and staff who bring increasing awareness to the program through a variety of measures including: holding a High School Hospitality Day; serving on the advisory boards of local high schools; working with the Shelby County School system; and by publishing and presenting articles and papers to industry peers and professionals in Switzerland, China, India, New York and elsewhere, all in the last three semesters alone;
- Industry Experience - A growing integration with the management and operations of the award winning Holiday Inn, thereby creating a rare educational opportunity to immediately integrate thoughts and theory into real world applications;
- Industry Leaders - A distinguished speaker series that has brought a diverse group of industry leaders to the students including the President of the International Food Safety Council; the President and COO of Backyard Burgers; and the CFO of major hotel REIT; and
- Student Scholarships - The awarding of numerous first-time student scholarships including MRA, Perkins, MMHLA, HSMAI, THLS and IHG.

The Kemmons Wilson School was gifted with a tremendous endowment and heritage. The hotel, dedicated classrooms, a team of respected and enthusiastic hospitality faculty, an increasing core of capable students, a growing number of companies who want these knowledgeable and talented hospitality graduates and a spark of Kemmons that breathes a sense of what the Kemmons Wilson School program is destined to become long term. The University of Memphis captured the brass ring others would have loved and it is clear that Kemmons’ spark of innovation and success lives on in his last project.

Patrick E. Culligan is President of The Hospitality Consulting Group, Inc.. His company is a joint-venture partner with the Wilson Hotel Management Company in the oversight of the Holiday Inn and Fogelman Executive Conference Center. He is also a member of the Board of Advisors for the Kemmons Wilson School and is the father of Patrick Culligan, Jr., a U of M freshman and HPRM major.

Student Scholarships

The awarding of numerous first-time student scholarships including MRA, Perkins, MMHLA, HSMAI, THLS and IHG.

MMHLA Scholarship Awards for 2004

The scholarship committee of the MMHLA has announced the winners of their 2004 scholarships. The following students were selected after review of their application packages by the scholarship committee.

Katrina Hart $1,500
Michaela Redmond $1,500
Aubrey Gillespie $500
Brian Dodson $500

Congratulations!
Catfish is a hot food product right now. In the Mid-South it is a traditional dish served up all over the place, but it is quickly gaining national popularity. From New York City to Portland, Oregon, you will find catfish on restaurant menus and available frozen in many grocery stores. Fried catfish is the dish that most of us are probably familiar with, but catfish lends itself to a wide variety of preparations and flavors. It is low in fat and high in protein and relatively low in cost. It is also available year-round and much of it is grown within 100 miles of Memphis. The popularity of this item led two KWS faculty members, Dr. Robert O’Halloran and Dr. Cynthia Deale, to visit the Pride of the Pond catfish processing plant in Tunica, Mississippi in January. Ralph Potter, the knowledgeable, gracious plant manager showed them the entire process from harvesting the fish to making them ready for the plate. Catfish are grown in shallow ponds and harvested by using a large seine (net) that is stretched across the entire pond. The catfish are then herded into a smaller net and scooped up and deposited in containers on a truck. Next, they are delivered to the plant and each load is inspected via a visual assessment and taste test before delivery. If acceptable, the load is weighed and the fish are sent through the plant to be processed into steaks or fillets or whole fish (minus the head). The process is quick, efficient, and yields a plump, white catfish product that is ready to be used in traditional, ethnic, or trendy recipes.

Pride of the Pond

Support for KWS Students Continues

As mentioned in the December newsletter, SKAL International has decided to create a scholarship for Kemmons Wilson School students. Scholarships that will also be added in 2004 include:

**John Q. Hammons Scholarship**
We are pleased to announce that the John Q. Hammons Corporation has created a scholarship for Kemmons Wilson School Students. The scholarship will be targeted towards out of state students wanting to attend the Kemmons Wilson School. John Q. Hammons. John Q. Hammons Inc is based in Springfield, Missouri. Details of the scholarship process are forthcoming.

**Hilton Hotels Scholarship**
The Hilton Hotels Corporation has created a scholarship for students attending the Kemmons Wilson School. The scholarship is targeted towards females and minorities in an effort to promote diversity in hospitality education and future managers. Details of the scholarship process will be forthcoming.

**Caesars Entertainment Foundation Scholarship (Park Place Entertainment)**
Through an ever growing partnership with Park Place Entertainment, PPE through the Caesars Entertainment Foundation is creating a scholarship for Kemmons Wilson School students. Details to follow...

HOPE Scholarships

The first HOPE scholarships funded by the Tennessee State Lottery will be available for fall 2004. Tennessee residents with a B or better average are eligible. Depending on lottery revenues the targeted amount for students will be $3000 per year. More details will become available in the future.

Hospitality Professionals

Students are invited to join the Society of Hospitality Management a network of hospitality professionals. Please see their website for more information.

[www.hospitalitysociety.com](http://www.hospitalitysociety.com)

Volunteer Opportunity

Work with the leading caterers in Memphis.

**Oscar Gala Night at the Pink Palace Museum**
Build your resume!

Get 5 hours towards your required work experience.

Caterers will feed their volunteers.

February 29th, Sunday evening, 5:00-9:30
We’re on the web!  
Visit us at:  
http://wilson.memphis.edu

From the Director’s Chair

Attending college is a giant step in the development of your career. Wouldn’t it be nice to have someone or some organization, support you in that effort? The Kemmons Wilson School (KWS) and the FCBE can provide you with career counseling and academic advising. The KWS can also steer you to many potential opportunities for financial support. Diverse organizations have recognized the value of the hospitality business education and the KWS as its vehicle to advance the potential of its students and graduates. I urge all students to take a look at the scholarship opportunities that are available through the school and the industry. We have multiple scholarship opportunities for students. However, it seems, at times, difficult to get students to apply. Take the time to check the bulletin board at the school, pick up an application from Lee Anne.

Kemmons Wilson School  
University of Memphis Scholarships

The following scholarships are dedicated to students enrolled in the Kemmons Wilson School of Hospitality & Resort Management

Caesars Entertainment Scholarship  
Gold & Silver Plate Society  
Hotel Sales and Marketing Association Int’l  
InterContinental Hotels Group Scholarship  
John Q. Hammons Scholarship  
Memphis Restaurant Association

Metro Memphis Hotel & Lodging Association  
Perkins Restaurants Scholarship  
SKAL International  
Tennessee Hotel & Lodging Association  
International Association of Holiday Inns (IAHI)  
Hilton Hotels Corporation Scholarship

Please check the requirements for each scholarship and only apply for those for which you qualify. If a scholarship requires the student to demonstrate financial need, please submit a copy of your FAFS form with each application.

General Scholarship criteria for all students:  
(These criteria differ depending on the specific scholarship.)

Kemmons Wilson School declared major
Currently enrolled in the program
Good academic standing (typically a 2.5 GPA or above see the individual award)
A copy of the resume
A letter stating why you are deserving of the scholarship and why you are interested in a career in hospitality and resort management
A letter of reference.

Individual scholarship Criteria:
Perkins: Student must have an interest in the restaurant business
Six Continents: Student must be interested in the hotel business
MMHLA: Minimum 250 hours of work experience, 12 hours towards the major and business core (Decisions made by the scholarship committee of the MMHLA).
MRA: GPA of 3.0 or higher, interest in the restaurant industry

Students should monitor the bulletin board and listen for announcement of scholarship opportunities in class.

Students in the Kemmons Wilson School of Hospitality & Resort Management can also participate in scholarship programs operated by other industry trade organizations including these and others...

- National Tourism Foundation http://www.ntfonline.org/scholarships/
- Educational Foundation of the National Restaurant Association http://www.nraef.org/
- American Hotel Foundation http://www.ahlef.org/scholarships.asp
- Network of Executive Women in Hospitality http://www.newh.org
- International Association of Convention and Visitor Bureaus http://www.iacvb.org/iacvb/index.asp
- American Resort Development Association http://www.arda.org/
- Food Service Consultants Society International http://www.fcsi.org/education-student.html
- IFSEA http://www.ifsea.com/scholarship.htm

Take the time to fill out an application. Help could be around the corner.
Congratulations to KWS Students

Scholarship recipients, Brian Dodson, Aubrey Gillespie, Katie Hart and Micaela Redmond receive checks from MMHLA President, Mike Tabor.

Mike Blakely received a Star of the Industry Award for his work at a local hotel. He was nominated by his manager and selected from a competitive pool of nominees by a committee of judges, (members of the association).

Wesley Fowler accepts a check from Dr. Raines. He was chosen to receive a scholarship from HSMAI. Pictured from left to right are: Cindy Gregory, Dr. LaChelle Wilborn, Wesley Fowler and Dr. Shirley Raines.

Justin Proffer was our second HSMAI scholarship recipient.

Dr. O’Halloran accepts the scholarship award from SKAL Representatives Noe Cerrato and Bob Bader.

Student Perspective

As a junior at the University of Memphis: Kemmons Wilson School of Hospitality and Resort Management, it has been a privilege to learn from and work with some of the best people in this industry. I am fortunate to be participating in an academic program that is indicative of what is to be my life’s work.

I have loved the hospitality field since I was a little girl but for some reason never considered pursuing it. It was not until I started working towards a business degree at The University of Memphis that I decided to turn my passion into a career by joining the Kemmons Wilson School.

I started a small company, Watercolors Events & Video out of a growing clientele requesting my help with special event organization. The Kemmons Wilson School is providing me with guidance and valuable foundation to be successful in this industry. This semester, I am even doing an independent study with Dr. O’Halloran, Director of KWS, concentrating in Special Events Management. Upon graduating, I hope to work for a company in the special events field and increase clientele for my own business.

My time here at the Kemmons Wilson School been nothing but rewarding. I enjoy my other HPRM classes, experiences, professors and all the industry professionals that I encounter as part of this program. Plus, the instructors at KWS encourage each of us to reach our career goals. KWS focuses on the growing need for excellence in the hospitality field and upon my graduation next year I intend to become one of many joining those ranks.

Micaela Redmond
HPRM Junior
First Annual High School Hospitality Day

On Thursday, February 5th, the Kemmons Wilson School hosted 300 area high school students for the 1st annual High School Hospitality Day. Representatives from Industry Partner companies were in attendance including a panel and guest speaker from InterContinental Hotels Group. Other participating companies included: CMAA, NACE, HFTP, Memphis CVB, HSMAI and SKAL Int’l Memphis.

2004 marks the 50th anniversaries of Rock ‘n’ Roll and Soul. The Kemmons Wilson School will participate in this year long celebration as part of the history of Memphis and its role in music history. Music is one of the key cultural tourism attractions Memphis offers. Remember, Kemmons Wilson recommended that Sam Phillips sell the contract of Elvis Presley for $35,000, who knew? Come and celebrate with us in Memphis!