The Memphis Chapter of SKAL International presented a check for $1,000 to the Kemmons Wilson School of Hospitality & Resort Management (KWS) to support the educational goals of a KWS student. SKAL, a worldwide organization of tourism professionals, continues to support the KWS through many efforts. In December their silent auction proceeds went to support this scholarship, and recently through the efforts of Bob Bader, SKAL International VP of Finance and Doug Owings of Owings Properties and Memphis SKAL Chapter President and many others, the organization hosted a “Trivia Night” to raise money for this scholarship fund. Twenty teams participated in ten rounds of tough questions. The event was hosted by Steve Smyka, General Manager of the DoubleTree Hotel in East Memphis. Steve is also a SKAL member.

The KWS through the sponsorship of Mr. Owings participated with a team comprised of recent Alumnus, John Harris as Team Captain, and team members Sharon Beasley; KWS Properties, Professor LaChelle Wilborn, Meghan Rishel, KWS Adjunct Instructor and Bob O’Halloran, Director. The team and the event were also supported by the efforts of two Kemmons Wilson Hospitality Society student volunteers; Lauren Jackson and Brian Dodson, which were a huge help. We finished 4th! It was a great evening of good company, good fun with a great goal. Mr. Owings presented Professor O’Halloran with the check at the end of the evening. Many thanks to all the SKAL members for their continued support of KWS and the University of Memphis. The “SKALarship” will be put to good use.
Scholarship Corner

The Mid-South Chapter of the Hospitality Financial and Technology Professionals has created a scholarship for students at the Kemmons Wilson School of Hospitality and Resort Management (KWS) at the University of Memphis beginning in the Fall of 2006. Scholarship details and criteria include two (2) scholarships of $2,500 each for 2006-07 academic year.

- An upperclassman, either junior or senior, that has declared hospitality as their major
- An overall GPA of at least 2.5 on a 4.0 grading scale
- The permanent address of the student must be in Tennessee, Arkansas, or Mississippi
- Interest in hospitality Accounting, Finance, or Technology
- Not already committed to another full scholarship

In addition to the KWS Scholarship application form, students will be required to complete an essay of no longer than two pages on what their career interests are in the hospitality industry after graduation and attach a resume indicating their previous experience in the hospitality industry.

Any student interested in hospitality finance or technology might consider joining HFTP (Hospitality Financial & Technology Professionals) as a student member. You can go to www.hftp.org to get information and student memberships are free. You will also have access to all online services including the ‘Job Mart’ section.

Marriott International’s Management Development Program Opportunity

Marriott University Relations will conduct a presentation on Marriott International and the Management Development Program, Monday, February 27, 2006 at 4:00pm in the Wilson School, Room 129. All 2006 KWS graduates and/or 2006 graduates currently enrolled in HPRM classes are encouraged to attend and take advantage of this outstanding opportunity. Resumes should be sent to lrwilbrn@memphis.edu no later than Wednesday, February 22, 2006 at 2:00pm. Interviews will be scheduled for Tuesday, February 28, 2006 in the KWS Conference Room, Suite 140. For more information, please contact LaChelle R. Wilborn at 901.678.5504.

Way To Go Aubrey!

Congratulations to Aubrey Gillespie, Kemmons Wilson School Fall 2005 Graduate, for being selected as a new Peabody PLUS trainee with the prestigious Peabody Hotel, Memphis.
KWS Adjunct Faculty

Meghan Rishel is Training Manager for Gold Strike Resort in Tunica Resorts, MS. Meghan started at the Beau Rivage Resort and Casino in Biloxi, MS, in May of 2002 as a Human Resources intern. In July 2002, she became a Human Resources Training Specialist, and in 2003 she was promoted to Hotel Training Manager. She became certified as a CHDT (Certified Hospitality Department Trainer) through the Educational Institute of the American Hotel and Lodging Association and is a certified CARE instructor. She has been a member of the American Society for Training and Development since March 2005 and a member of the Society for Human Resource Management since October 2005. Meghan is a native Mississippian. She attended the University of Mississippi in Oxford where she received a Bachelor of Arts in Psychology. She received a Master of Science in Psychology with an emphasis on Industrial Organizational Psychology from William Carey College in Gulfport, MS.

Peabody Student of the Month

A Day with Doug and the Ducks

Congratulations to junior Philip Haley for being selected as the Peabody Student of the Month at the Kemmons Wilson School of Hospitality and Resort Management. Philip will spend a day, Wednesday, February 22, 2006, with general manager Doug Browne and participate in the activities and operations of the Grand Dame of the South. Philip will report on his experience in next month’s newsletter.

From the Director’s Chair

By Robert O’Halloran

It’s the Season to Think of Your Internship!

Attention all Kemmons Wilson School (KWS) students! We are in the season of job posting, recruiting and constant telephone calls and emails to the KWS looking for interns, employees and help! We have added five to ten positions a week to the postings in the school and it is time for you as students to conduct your own research and match yourself with a job that will best position you for your career. The demand for quality employees is very strong and many local and national businesses are posting their opportunities with the KWS—Marriott Hotels and Resorts, Sam’s Town, Levy Restaurants, Grand Events, Ride the Ducks, Pebble Beach Resort, Sage Dining Services, Holiday Inn Select - Airport, NBA & WNBA Interns, Walt Disney World Intern Program, Princess Lodges: Alaska, Ovation Food Service: AutoZone Park, Bone Fish Grill, Danville Braves, Aramark, Memphis Grizzlies House and many, many more. Student employment to fulfill the requirements of the KWS curriculum consists of a minimum of 1000 and as many as 1200 hours of work experience in the business of hospitality (operations and/or support services) in the following sectors:

- Lodging: hotels, resorts, inns, motels, bed & breakfasts, etc.
- Food & Beverage: restaurants, bars, clubs, contract foodservice, etc.
- Transportation: airlines, car rental firms, rail, boat or ferry, etc.
- Tourism: tourism attractions, tour operators, tourism marketing organizations, travel agencies, tourist information offices, etc.
- Recreation: theme parks, national parks, ski areas, golf courses, marinas, sports organizations, etc.

All jobs should be approved by a KWS faculty member or the Director prior to employment. This goal of this requirement is to have students experience the industry first hand and provide them the opportunity to build a bridge between academia and the hands-on hospitality. Both are learning experiences for the students and the combination of practical experience and a college education means a manager that is both a thinker and a doer.

Students should begin their field experience after one complete semester in the Hospitality and Resort Management program. Employers will be asked to evaluate students based on the following characteristics:

- Quality of Work
- Quantity of Work
- Dependability
- Competence
- Ability to Learn
- Initiative
- Attitude
- Personal Relations
- Reliability
- Judgment
- Communication Skills
- Overall Performance

Each position or internship experience will be different and students should strive to use each opportunity to learn and be exposed to areas of the industry they have not participated in before. When it comes time to graduate recruiters will be looking to see what you have done with your internship opportunities. If you have started yet the season is here to explore job and internship opportunities. Stop by the office to check out the possibilities.

Student Research Project: DeSoto Civic Center

Students in HPRM 4350, Properties Planning and Development visited the DeSoto Civic Center Monday, February 13, 2006 as part of their field research for the course project. The project was initiated by Mr. Chuck Roberts, Chairman of the DeSoto Convention and Visitor Bureau. He was referred to the Kemmons Wilson School (KWS) by alumnus and KWS Executive Advisory Board member Frank Flautt. Mr. Roberts met with Professor O’Halloran and discussed the possibilities of the class conducting a preliminary market study for a full-service hotel on the Civic Center grounds. The students are organized into eight teams.

- Hotel Concept Team
- Site Analysis Team
- Competitive Supply Analysis Team
- Demand Analysis Team
- Penetration Analysis Team
- Rate Analysis Team
- Food and Beverage Team
- Estimated Operating Results Team

The tour of the current facility included all the meeting spaces, the arena (home of the Memphis River Kings and the Xplorers), and the theater. The class was greeted by Mr. Roberts who provided students with an overview of the concept and Ms. Kim Terrell, Director of DeSoto County Tourism, who is the liaison for the project. Ms. Terrell attends classes periodically to keep in touch with the project’s progress. The students will research, analyze and present results to the DeSoto Convention and Visitor Bureau in April.
Most of my life I have lived and breathed the passion for the restaurant industry. I have worked through my teen and early adulthood years in this intense business. At the tender age of 23, my three brothers and I decided to enter the world of entrepreneurship. I promised myself that when I owned my own business that no one would work harder than me. The commitment, long hours, dedication, people skills, self discipline and most of all the understanding from loved ones are the elements for operating a successful restaurant. I opened the doors in the morning and locked them at night. If you were ever looking for me, you didn’t have to look far. I was at Neely’s Bar-B-Que. I literally ate, slept and breathed Neely’s Bar-B-Que. When I opened my first restaurant 18 years ago; it was my “newborn baby”. I was with my “baby” 7 days a week, 15 to 18 hours a day. My brothers and I were the cashiers, busboys, wait staff, cooks, bookkeepers, managers and owners. For the most part I enjoyed every minute of it; Neely’s was my entire LIFE.

After my “newborn baby” started to walk on its own two feet, I was reunited with my high school sweetheart, Gina. My life then became a juggling act; add in two daughters and it was on. These events meant some serious changes needed to take place. Neely’s was no longer the main focal point in my life. I now had a lovely wife and two adorable daughters. The business still required a substantial amount of my time. At times I felt like I was being pulled from one end to the other. Fortunately for me, I married a woman who understood the importance of what it took to be successful and the sacrifices that must be made in order to achieve it. Gina was compassionate, understanding (even when she didn’t want to be), and very committed to my professional goals. Her patience and support kept me balanced. After several years in the corporate world, Gina decided to join me in my business. She wanted to continue to help my “baby” grow. The partnership is difficult to adequately articulate. Work and play became synonymous. I considered myself the lucky one; how many people have jobs that they completely enjoy and the support of their personal partner? Her understanding of what it requires to operate three successful restaurants, a catering business and wholesale products to two major Sports Arenas has been remarkable. Most restaurateurs who have a passion for this industry must understand the primary purpose of the business is to serve your life, not for you to serve it. Achieving balance will make you and everyone around you much happier. If you are able to comprehend and apply these principles your professional and personal life will flourish.

High School Career Fairs

On Friday, February 3, 2006, the Kemmons Wilson School of Hospitality and Resort Management (KWS) participated in the Kingsbury High School Career Fair. High school students were given the opportunity to speak with college seniors enrolled in hospitality and resort management (HPRM) classes regarding the KWS and college in general. Robert DeBerry, Brian Dodson, Kathryn Downey-Smith, Chris Gammel, and Denise Heard were all in attendance. One KWS representative wrote “the career fair proved to be a success in marketing the School, University of Memphis (U of M), and the hospitality industry on a whole to those students who showed an interest in higher education.” The Kingsbury Career Fair gave students the opportunity to learn more about the programs offered at U of M and specifically within the HPRM department. Students also collected information about HPRM courses, scholarships, and faculty. As one student wrote “it was a rewarding experience for all involved.” KWS will also participate in the Third Annual Career and Technical Fair at Cordova High School on February 28, 2006.
Kemmons Wilson Hospitality Society
Presents

“Chew-and-Chat”
A Guest Lecture Series

Come chew and chat with nationally respected strategic planner and business leader, Kem Wilson, as we explore his secrets to success.

The Kem Wilson Story

Born in 1946, C. Kemmons Wilson, Jr. received a B.S. from the University of Alabama and an OPM from Harvard Graduate School of Business. He is currently the Chairman of the Board for the Wilson Hotel Management Company, Inc. and Principal & Executive Vice President of Kemmons Wilson, Inc.

The Kemmons Wilson Company is a family-owned holding company involved in the ownership and management of various diversified businesses. The company was founded in 1952 and Mr. Wilson has been active in the day-to-day management since 1969. Starting out initially in the real estate development business, it has evolved into four primary areas of concentration: Hotels/Resort Management, Real Estate – Commercial and Residential, Private Equity and Venture Capital, and Aviation.

Mr. Wilson has several businesses under his umbrella including:
Orange Lake Country Club - Time Share Resort - Full Service,
Holiday Inns - Owned and Operated in six states, Wilson Worlds & Wilson Inns - Owned and Operated in eight states, Subdivision Developments and home building in two states, Real Estate Management in three states and Retirement Housing in one state. His involvement in private equity and venture capital equates to the buying and selling of approximately 100 various businesses over the years.
Wilson Air Center – Memphis, TN and Wilson Air Center – Charlotte, NC are a part of his responsibility.

Mr. Wilson is actively involved in numerous business and civic associations including, but not limited to: Regions Financial Corporation – Board of Directors, Furman University – Board of Trustees, University of Alabama – Board of Visitors, Baptist Memorial Healthcare Foundation – Board of Directors, Hope Christian Community Foundation – Board of Directors, and the Kemmons Wilson School of Hospitality and Resort Management – Board of Advisors.

Mr. Wilson is married to the former Norma Thompson and they have five children. He is a member of Second Presbyterian Church. He enjoys reading the Bible, a weekly prayer group and being with his family. He also enjoys hunting, fishing and golf.

Date: Tuesday, March 14, 2006
Time: 12:15 - 1:30 pm
Location: Kemmons Wilson School
3700 Central Avenue, Suite 140
Featured Guest: Mr. Kem Wilson ~ Wilson Hotel Management Company, Inc.

RSVP: Sharon Hyman Beasley
sbeasley@memphis.edu / 901.678.8021

Open To All Hospitality Majors
And
HPRM Students.
Space Is Limited; Sign Up Now!

“The University of MEMPHIS.”

“Education – where the business of hospitality began!”
Kemmons Wilson Hospitality Society Corner

KWHS Upcoming Events

February 17, 2006  7:30 – 10:30am  MMHLA State of the Industry Breakfast
Meeting
Memphis Hilton East

February 18, 2006  10:00 – 12:00pm  Site Visit
Memphis Grizzlies House Tour

March 2, 2006  4:00 – 6:00pm  Community Service
Kids Café

March 14, 2006  12:15 – 1:30pm  “Chew-and-Chat” with Kemmons Wilson, Jr.
Kemmons Wilson School, Suite 140

March 17, 2006  12:45pm  Meeting
Kemmons Wilson School, Suite 140
Community Service

March 18, 2006  10:00am – 12:00pm  Site Visit
Memphis Hilton East (Tentative)

March 23, 2006  4:00 – 6:00pm  Community Service
Kids Café

March 29, 2006  12:00 – 1:00pm  Kemmons Wilson Day
Lunch with KWS Board of Advisors
Open to paid KWHS Members Only
2:00pm  Information Session with undeclared majors in Fogelman College of Business &
Economics and other undeclared university
majors
Holiday Inn - University of Memphis

April 4, 2006  12:15 – 1:30pm  “Chew-and-Chat”
Kemmons Wilson School, Suite 140

April 14, 2006  12:45pm  Meeting
Kemmons Wilson School, Suite 140

April 15, 2006  10:00am – 12:00pm  Site Visit
The Memphis Zoo (Tentative)

April 20, 2006  4:00 – 6:00pm  Community Service
Kids Café

Kemmons Wilson Hospitality Society T-Shirt Sale

Please help the KW Hospitality Society kick off its first fundraising activity by purchasing at T-Shirt and/or polo style shirt. T-Shirts can be purchased for $15.00 each, ranging in sizes small to 3X and may be ordered in blue with white writing or gray with blue writing. Polo-style shirts can be purchased for $30.00 each, ranging in sizes small to 3X, and are Blue with white writing. Please contact the office for additional information at 901.678.8021 or hospitality@memphis.edu

Kemmons Wilson Hospitality Society Spotlight

Miriam Elli
Who is she…?
◊ A Senior HPRM Major Student and KWHS Secretary
◊ Employed with the Holiday Inn - University of Memphis
◊ Chose this major because it gives a way to give back to the community through excellent customer service
◊ Future plan is to work in event planning or conference coordinating after graduation in December
◊ Excited about the success of the Kemmons Wilson Hospitality Society and looks forward to all of the future events

KW Hospitality Society T-Shirt Sale

The University of Memphis
Kemmons Wilson Hospitality Society
Front View

Back View

We’re on the web!
Visit us at:
http://wilson.memphis.edu

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Do you have information that you would like us to consider for future newsletters? Email: hospitality@memphis.edu by the 10th of the month.

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