Students, faculty, board members and leaders of the hospitality community; the Second Annual Kemmons Wilson Day will be held on Wednesday, March 29, 2006 at the Kemmons Wilson School of Hospitality & Resort Management (KWS). The day’s activities are scheduled to include a full day of shadowing opportunities for KWS and all University of Memphis students, and also a chance for members of the Kemmons Wilson Hospitality Society to meet with KWS Advisory Board members. The Kemmons Wilson Board of Advisors will hold its annual meeting that day followed by a reception for the Board and the leaders of the Memphis hospitality, resort and tourism community. The event will also include the initiation of new members into Eta Sigma Delta, the International Hospitality Honor Society. Invitations to the reception and initiation have been distributed.

Please contact the KWS office at 901.678.8021 to RSVP for the reception or if you have any questions concerning any Kemmons Wilson Day activity. We look forward to seeing you on March 29th.
Kemmons Wilson School Board of Advisors to Meet

The Kemmons Wilson School of Hospitality and Resort Management (KWS) Board of Advisors’ annual meeting will be held Wednesday, March 29, 2006, as a part of Kemmons Wilson Day, at the Holiday Inn – University of Memphis. The Board will meet to discuss the status of the School, its initiatives and plans including curriculum, human resources and fundraising issues. The KWS Board of Advisors also has subcommittees that include the Executive Committee plus; a Networking Committee, Recruitment Committee, Education Committee, and University Outreach Committee. Additionally, KWS board members regularly contribute their time and effort to the KWS through guest speaker activities, hosting field trips and other efforts. We look forward to a great meeting and a great day!

Members of the KWS Board of Advisors include:

Bob Alter, Founder, Sunstone Properties
Jim Barrasso, Executive Vice President, Perkins Restaurant & Bakery
Marty Belz, President, Peabody Hotel Group
Wight Boggs, Executive Director, Memphis Restaurant Association
Bobby Bowers, VP of Research, Smith Travel Research
Kevin Brewer, Principal, Destination King
Doug Browne, General Manager, The Peabody, Memphis
Pace Cooper, President, The Cooper Companies
Phil Cordell, Senior Vice President, Hampton Brand Management, Hilton Hotels Corporation
Kees Eder, Vice President of Hotel Operations, Hollywood Casino
George Falls, Owner, Paulette's/Three Oaks Grill/Downtown Grill-Oxford
Don Farrell, Chairman, Signature, Inc.
Frank Flautt, Jr., President, Sand Castle Hotels & Resorts
Vicki Gordon, Senior Vice President, Corporate Affairs, InterContinental Hotels Group
Mike Harrell, Chairman of the Board & CEO, Vista Host, Inc.
Tim Harvey, Vice President & Chief Information Officer, Hilton Hotel Corporation
Scott Hoffmire, President, Insights Research Group
Tom Johnson, Managing Director, Holiday Inn - University of Memphis
Jereme Kelley, KWS Alumni Representative, Operations Analyst, Davidson Hotel Management
Kathie Long, Senior Vice President & Chief Financial Officer, Vista Host, Inc.
Jeff Mann, President, Mann Investments
Chuck Pinkowski, Owner, Pinkowski & Company
Steve Porter, President, The Americas, InterContinental Hotels Group
Randy Smith, CEO, Smith Travel Research
Mike Sturdivant, Co-Chairman of the Board, MMI Hotel Group
David Sullivan, KWS Board of Advisors Chair, Chairman, Sullivan Investments
Lou Weckstein, Former President, John Q. Hammons Hotels and Resorts
Kemmons Wilson, Jr., Principal, Kemmons Wilson Companies, Wilson Conference Center Group

Kemmons Wilson School of Hospitality and Resort Management faculty are ex-officio members. The agenda will be distributed to the board members prior to the meeting.

A Day with Doug & the Ducks

By Philip Haley

It was a great honor to be able to represent the Kemmons Wilson School as the Peabody Student of the Month. As part of this honor, I spent a day shadowing Mr. Doug Browne, the General Manager of the Peabody Hotel Memphis. I arrived at the Peabody at 7:15 a.m. and met Mr. Browne in his office for our first meeting. Our first two meetings were an Executive Staff meeting and a forecasting meeting. Mr. Browne coached me through these meetings for better understanding of the discussion.

We finally made it out of the board room and into the lobby where we walked and chatted for a bit. Our next meeting was in a second floor meeting area and it involved the Memphis Police Department, the Coast Guard, the FBI, and the Secret Service. Mr. Browne introduced me to this room full of standouts as, "Philip, the Peabody Student of the Month from the University of Memphis." I received congratulations from a number of the meeting participants. This meeting and the next were to plan for the Republican National Leadership Conference to be held at the Peabody in early March. There was also a planning meeting with the production crew of MSNBC's "Hardball with Chris Matthews" that we attended. The show was staged in the lobby of the hotel during the convention.

We made a break for lunch and were accompanied by most of the Executive Team to the Big Foot Lodge, on Second Avenue across from the hotel. In addition to a tour of the hotel and several of the rooms, the afternoon was a series of smaller meetings and conference calls including an operations meeting with several people from every area of the hotel.

I learned a great deal about the operation of a luxury hotel such as the Peabody. I also made some wonderful contacts with very experienced individuals in the industry. I am awaiting a return visit where I will be named an honorary DuckMaster. This has truly been a remarkable experience.
Diversity has become a true “buzz” word in all sense of the terminology. Just a few years ago you rarely heard the word diversity, but now it is all around us. Restaurants have diverse menus. You can diversify your portfolio. You can even create a diverse play list on your MP3 player. Although it is easy to become immune to a word such as diversity because it is almost over-played, we need to always remember its importance in our industry. It is extremely important that our workforce in the hospitality industry is as diverse as our guests who sleep in our beds and check in at our front desk. Many people hear that our industry is diversifying its labor pool and think it means we are hiring people simply because they look different than we look. Practicing diversity in the workforce is actually the opposite of this. Diversity means hiring the best of the best while making sure not to hire people just because they look similar to the person doing the hiring. Diversity means hiring the best and making sure those employees feel comfortable coming to work everyday. If you have an employee who does not feel he/she can be real while at work, it is impossible to receive 100% from that person in their performance on the job. There is another cool reason to become educated on the importance of diversity. You do not have to only follow a diversity initiative at work. You can also practice diversity at home and outside of work in your community.

The Second Annual Eta Sigma Delta (ESD) initiation for Kemmons Wilson School students will be held Wednesday, March 29, 2006, at the Kemmons Wilson Day Reception. There are over 60 active Eta Sigma Delta chapters throughout the world. The growth in chapters is testament to the dedication of both students and professionals in hospitality and tourism to the pursuit of academic, professional and personal excellence.

The guidance and support of the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) has made it possible for ESD to grow. It is the intent that this Society will lead hospitality and tourism educators and professionals to the highest levels of professionalism and achievement. The purpose of Eta Sigma Delta is to recognize the scholastic and professional achievement of students in the field of hospitality management, tourism and culinary arts. The International Hospitality Management Honor Society stands for excellence, leadership, creativity, service, and ethics. Individual members pledge to uphold those values in their professional lives.

To be eligible for membership in Eta Sigma Delta, the International Hospitality Management Honor Society, an undergraduate student must:
- be enrolled in an institution that belongs to International CHRIE
- have completed fifty percent (50%) of the credit hours required for graduation
- have officially declared as a hospitality management major (or related field)
- have a cumulative GPA of at least a 3.0 in a 4.0 system or its equivalent in another grading system, or
- be in the top 20% of the class, and
- agree to uphold the values of excellence, leadership, creativity, service, and ethics.

The following students have been invited to join this prestigious society:

Sara AbouWafita  Miriam Elli  Kimberly McVeigh
Christopher Burk  Ericka France  Meredith Sampson
Jerod Byrd  Christopher Gammel  Jennifer Scocchio
Allison Cox  Philip Haley  Eliza Thurner
Elizabeth Davidson  Lauren Jackson  Michelle Webb
Brian Dodson  Ashley Malkin  Patrick Brent Wilson

We will also have the opportunity to induct honorary members. Last year, Mr. David Sullivan, Chair of the Kemmons Wilson School of Hospitality and Resort Management Board of Advisors received this honor. Honorary membership may be given to individuals who have made outstanding contributions to hospitality management, tourism, or culinary arts. Who will it be this year?

“Chew-and-Chat”: The Legacy Continues

With standing room only, over 40 students representing the University of Memphis and Southwest Tennessee Community College listened and learned about C. Kemmons Wilson, Sr., the Wilson Family businesses, and secret of C. Kemmons Wilson, Jr.’s success. While students dined on delicious soup, salad, and sandwiches, Mr. Wilson profiled the numerous business ventures entered into by the Wilson family and encouraged students to be driven by higher goals and standards. In somewhat of a “take-home assignment”, Mr. Wilson suggested that everyone read the Kemmons Wilson’s Twenty Tips for Success (copies are located outside the main KWS suite office) for a better understanding of what motivated Kemmons, Sr. and “Attitude” by Charles Swindoll for a better understanding of the impact of attitude on life. Mr. Wilson’s words were warm and kind. They spoke of professional possibilities and strengths drawn from within.

Congratulations to junior Danielle Martin for being selected as the Peabody Student of the Month at the Kemmons Wilson School of Hospitality and Resort Management. Danielle will spend a day with general manager Doug Browne and participate in the activities and operations of the Grand Dame of the South. Danielle will report on hers experience in next month’s newsletter.
Attention all students!

The time has arrived to apply for scholarships for the next academic year. The Kemmons Wilson School of Hospitality & Resort Management is very lucky to have the support of industry professionals and organizations assisting our students by providing scholarships.

One of your fellow students, Jennifer Scocchio, an Intercontinental Hotels Group scholarship winner, has assembled a Scholarship Guide for Kemmons Wilson School of Hospitality & Resort Management students. The Guide will be in Room 141 of the KWS.

Specifically, the scholarships associated with the KWS are listed below.

- InterContinental Hotels Group: full tuition; women and minorities
- Perkins Restaurants and Bakery: $1,500; food service industry focus
- Memphis Restaurant Association: $1,500; food service industry focus
- Frank Flautt Scholarship: $1,500; hotel industry focus
- Metro Memphis Hotel & Lodging Association: $1,000 - $1,500; lodging industry focus
- SKAL Scholarship: $1,000; tourism industry focus
- Hospitality Financial and Technology Professionals: Two - $2,500 scholarships; focus on financial and technology management
- Hotel Sales and Marketing Association International: $1,000 - $1,500; (additional essay required once nominated)
- Tennessee Hotel and Lodging Association: $500 - $1,000
- Tennessee Tourism Roundtable: $500
- Gold & Silver Plate Society: $1,000 stipend; food service focus
- American Hotel & Lodging Association Education Foundation Employment Guide Scholarship: $1,000 - $3,000

Applications are now available from the KWS office and are due, March 27th.

Additionally, other scholarship opportunities are listed in the Resource Guide: the American Society of Travel Agents, International Airlines Travel Agent Network, IFSEA, NEWH, Tourism Cares for Tomorrow, the National Restaurant Association Education Foundation, the Tennessee Restaurant Foundation, and more. Copies of their applications are included.

Scholarship criteria differ by scholarship and some will require an essay, all will require that students be full-time, KWS majors and University of Memphis students. Application will also require a resume. Receipt of a Scholarship through the Kemmons Wilson School of Hospitality & Resort Management also requires participation in the activities and events of the School. Participation can be defined as involvement through the Kemmons Wilson Hospitality Society and their scheduled activities and events, High School Career Day Presentations, Chew-and-Chat coordination, Career Fair planning and coordination, High School Recruitment events, Kemmons Wilson Day activities, or other approved activities. These activities help to compliment your education and build your resume.

Stop by to fill out an application and be part of our partnership with industry. We look forward to getting your application.
Three times a year, I head off to the meeting of the National Restaurant Association Board of Directors. This May we meet in Chicago, Illinois in conjunction with the NRA Show® 2006. To me, the NRA Show marks the restaurant industry in all its glory. Watching some 2,000 restaurant-industry suppliers and 75,000 restaurant-industry entrepreneurs engaged in an aggressive quest to find new ways to deliver excellence in guest service and operational efficiency makes me proud to be part of this dynamic, creative, ever-changing industry. Most of all what jumps out at me each time I go to the NRA Show or an NRA board meeting is the restaurant industry’s sheer economic impact. Forty years ago, Americans spent about 25 percent of their food dollar in restaurants. Today, it’s nearly 48 percent.

At our last NRA board meeting, the NRA unveiled the “state of the industry” for 2006. Let me just list a few of the numbers. We will ring up $511 billion in sales this year; the first time we have crossed the half-trillion-dollar mark. 2006 marks our 15th consecutive year of real sales growth. NRA research shows that every $1 spent in restaurants generates an additional $2.34 in sales for other industries allied with the restaurant industry (industries like agriculture, manufacturing and transportation). It adds up to an amazing overall economic impact of $1.3 trillion, about 10 percent of the gross domestic product in America. Our 925,000 foodservice locations employ 12.5 million people. We’re the largest private-sector employer in the country, providing jobs for more than 9 percent of all working Americans. We’re the largest employer of immigrants, of young people, and of female and minority managers. We expect our labor force to grow to 14.4 million people over the next 10 years.

So whether you see our impact when you visit the NRA show or you see it in the NRA’s leadership on issues ranging from immigration reform to food safety, I think we all can be extremely proud of what restaurants do for America’s economy, career opportunities and local communities.

Meet Frank Grisanti

I think that our success can be attributed to a strong management team that demands customer satisfaction at all times with no excuses, as well as a kitchen that is constantly supervised with all dishes inspected.  ~ Frank A. Grisanti

Frank A. Grisanti, president of Foodline Services, Inc., has been a longstanding member of the board of directors for the National Restaurant Association (NRA) and was just re-elected to serve a new four-year term. He operates four restaurants in the Memphis area including the fine dining establishment, Frank Grisanti’s restaurant at the Embassy Suites Hotel, and three Bol a Pasta eateries in Cordova, Germantown and at the Memphis International Airport. In addition to providing all the food service for Embassy Suites, his restaurant also services nearby Hampton Inn & Suites. His diversified business operation also consists of a Retail Food Division under his name producing marinara and Italian meat sauces for distribution in 115 Kroger stores in West Tennessee, Arkansas, Mississippi, Kentucky and the Missouri Bootheel as well as in Memphis area Schnucks and Super-Lo Supermarkets. In addition, Grisanti’s Maitre d’Livery service provides home delivery in the East Memphis area. Grisanti is a third-generation Memphis restaurant operator who followed in the footsteps of father, Elfo and grandfather, Rinaldo. The family business dates back to 1909. Grisanti began working in restaurants at the age of 13. In December of 2005, he released a cookbook, The Main Course (Wimmer Cookbooks), which features a collection of family recipes, historical accounts and photos to celebrate 96 years of Italian cooking. A graduate of Christian Brothers High School and a current member of the school’s Hall of Fame, Grisanti attended Memphis State University and later took extension courses from Mississippi State University. He also earned a two-year apprenticeship with Paul Bergeron, chef de cuisine at the George V Hotel in Paris and the Ritz-Carlton Hotel in Montreal. He received his executive chef certification through the American Culinary Foundation and his food management professional (FMP) certification through the National Restaurant Association Educational Foundation. The FMP is the highest credential awarded by The Educational Foundation to foodservice professionals. Grisanti continues the family business through his sons Larkin and Frank, Jr. Larkin is general manager at Embassy Suites and also assists with the Retail Food Division. Frank Jr. runs the Bol a Pasta restaurants in Germantown and Cordova. Both sons are vice-presidents of the operating company, Foodline Services, Inc. Grisanti was awarded the TN Restaurateur of the Year award in 1994 given by the TN Restaurant Association for longevity in the business, community service and involvement in association activities. In addition to his current position on the board of the NRA, he also serves on the boards of the TN Restaurant Association, and is an inductee of the TN Restaurant Association Hall of Fame. Frank and his wife, Ellen, reside in Germantown, TN.
SAVE THE DATE!

Monday, April 17, 2006

The Kemmons Wilson School of Hospitality & Resort Management Presents:

“A TIGER FOR THE DAY”
Think of the Possibilities

For high school administrators, counselors, instructors, and most importantly high school and college students

University of Memphis
Kemmons Wilson School of Hospitality & Resort Management
Holiday Inn - University of Memphis
3700 Central Avenue, Memphis, TN 38152
8:30 AM - 1:00 PM

- Hear current students discuss their tips for college success.
- Learn about U of M admission requirements, financial aid & scholarship offerings, majors, campus life, and satisfying career choices.

TO RESERVE SPACE FOR YOUR CLASS OR FIND OUT MORE INFORMATION CONTACT
Mrs. Sharon Beasley by telephone at 901.678.8021 or via e-mail at sbeasley@memphis.edu

“Education ~ where the business of hospitality began!”
Upcoming Events

March 29, 2006  12:00 – 1:00pm  Kemmons Wilson Day
Lunch with KWS Board of Advisors
2:00pm  Open to paid KWHS Members Only
Information Session with undeclared majors
in Fogelman College of Business &
economics and other undeclared university
majors
Holiday Inn - University of Memphis
“Chew-and-Chat”
Owen Brennan, 6510 Poplar Avenue
Meeting
Kemmons Wilson School, Suite 140
Site Visit
The Memphis Zoo
Enjoy a behind the scenes look
Community Service
Kids Café

April 8, 2006  10:00 – 12:00pm
April 14, 2006  12:45pm
April 15, 2006  10:00am – 2:00pm
April 20, 2006  4:00 – 6:00pm

“Chew-and-Chat” On the Move

Austin Baker, Vice-President/Owner of BakCo, LLC. d.b.a. Owen Brennan’s Restaurant will host
the April Chew-and-Chat. The family owned and operated restaurant dedicated to bringing the taste
and tradition of New Orleans to Memphis. The Brennan's name has always been synonymous with
fine Cajun cuisine, and Owen Brennan’s certainly upholds this standard!
Since opening in 1990, Owen Brennan’s has enjoyed 16 years of success in its East Memphis loca-
tion. The awards for our outstanding Sunday Brunch are too numerous to list, and our impressive
lunch menu has not gone unnoticed!
With an extensive menu and innovative nightly specials, Owen Brennan’s is the perfect environment
for family get togethers, business lunches, or just a relaxing evening on our newly renovated
patio! We hope to see you soon, and as they say in the bayou, Laissez Les Bonnes Temps Roulez!

Date: April 8th
Time: 10:00am – 12:00pm
Location: Owen Brennan’s Restaurant, 6510 Poplar Ave ~ Memphis, TN
Sign-Up Sheets are located in the department, so reserve your space now!!

K.W. Hospitality Society T-Shirt and Polo Shirt Sale Continues!!

Orders for K.W. Hospitality Society T-Shirts ($15.00) and Polo Shirts ($30.00)
are still being taken. To place your order, please contact the office at
hospitality@memphis.edu or 901.678.8021. Thanks in advance for
your support.