Perkins Dinner

On September 23, 2004 representatives of Perkins Restaurants welcomed students and faculty from the Kemmons Wilson School and the Fogelman College of Business & Economics to their test kitchen on Shelby Oaks Drive in Memphis. The facility is used to test products and develop menu items for the chain. The host for the evening was alumnus, Jim Barrasso, now Executive Vice President of Perkins Restaurants. Along with Mr. Barrasso, Vice President of Human Resources, Bill Forgione and Vice President of Product Development and Certified Master Chef, Tony Seta hosted seventeen students and faculty including John Pepin, Dean of the Fogelman College of Business and Economics to a gourmet meal. Students were provided a brief overview of the company and then learned about the processes used in menu development as well as the franchise process used in the Perkins system. Students and faculty asked questions and exchanged ideas during a great evening event.

KWS Calendar of Events

**November 12-16:** International Hotel/Motel & Restaurant Show, NYC, exhibit, Javitz Center

**November 17-19:** InterContinental Hotels Group, E-Commerce Training, KWS Computer Lab
Field Experience Opportunities

If you want to add to your portfolio of experiences there are a number of events coming up in the spring semester that you should watch for.

The Special Event course being offered this spring will feature as a key piece of the learning experience a partnership with Destination King, a Memphis special event management company. In this scenario you can earn a credit for the class and have field experience hours counted towards your 1000 hours of required work experience.

Also in February (12th to the 16th) Memphis will host the Travel South Showcase, one of the largest trade shows in the tourism industry. They are in need of volunteers and this is a great opportunity for students and faculty to participate and learn about different aspects of the industry and network with tourism professionals from across the country. Contact: Shirley Davis Conner at Graceland 901 332-3322.

Additionally, in March, Memphis will host the Conference USA basketball tournament at the FedEx Forum. The Memphis & Shelby County Sport Authority in conjunction with Destination King are looking for volunteers to work the Welcome Reception to be held at AutoZone Park on Tuesday, March 8th. Your work experience here would be credited towards your required work hours and represents another opportunity to work on significant events in the region.

Get as much diverse experience as you can!

Papers Presented at Southeast CHRIE Conference

Papers written by Kemmons Wilson School faculty members were presented at the Fall Meeting of the Southeastern Council of Hotel, Restaurant, and Institutional Educators (CHRIE) Conference in Lexington, Kentucky on October 22nd and 23rd. The paper titled Leaving a Restaurant: What are Some of the Underlying Reasons for Selling or Closing a Restaurant? is a joint effort of Cynthia S. Deale of the Kemmons Wilson School of Hospitality & Resort Management at The University of Memphis, Larry Stalcup of the Department of Hotel and Restaurant Management at Georgia Southern University, James Chandler of the Department of Nutrition and Hospitality Management at East Carolina University, and Steven Morse of the School of Hotel, Restaurant, and Tourism Management at the University of South Carolina. A second paper titled Community Service and Charitable Giving in the Hotel Community was co-authored by Cynthia S. Deale and Robert M. O’Halloran of the Kemmons Wilson School.

Memphisopoly

The fourth and final training session for the Memphis Train a City (MTAC) program was held September 21st at the Kemmons Wilson School. The KWS is partnering with the Memphis Convention and Visitor Bureau and Signature, the leading customer service training company in the country, to provide training for the front line guest service employees in the Memphis tourism market. The photos shown with this column illustrate the final exam, Memphisopoly, that each of the participants had to take. Participants rolled the dice and landed on squares that represented local attractions and answered questions about attractions, directions, itineraries and customer service.
The fall semester is well under way and we need to think about careers and getting experience in the field. Our 1st Annual KWS Career Fair was held on Wednesday, October 27, 2004. We hosted twenty-three companies and fifty recruiters on the campus. Recruiters met with students and discussed career opportunities. The career fair focused on the Kemmons Wilson School students but we also welcomed students from across the campus and from neighboring schools. I want to congratulate all the Kemmons Wilson School students who attended. You presented yourselves professionally and represented the school, the college and the University of Memphis extremely well. We, as a school, are building a niche and our goal is to be the focal point for careers in the hospitality industry for the Mid-South region. Our effort was to attract a wide variety of companies and provide them the critical mass they need to attend such an event. For the twenty-three companies our goal was to provide over two-hundred interested and career minded students. The feedback from our recruiting partners was very positive about the event and our students. To those of you who did not attend, you missed a huge opportunity. The career fair was for students at all levels and was a chance to meet and network with industry professionals you may want to know in the future. Networking and job searching is a process. Be part of it from the beginning. We already know of several students who have job offers as a result of the Career Fair. The following companies participated in the 1st Annual Hospitality, Entertainment & Tourism Management Career Fair. We thank them for supporting the KWS.

- Aramark
- Back Yard Burgers
- Caesar’s Entertainment (Grand Casino, Sheraton: double booth)
- Club Corporation of America (Crescent Club)
- Doubletree Hotel (Cooper Companies)
- Drury Inns
- Elvis Presley Enterprises
- Enterprise Rent A Car
- Firebirds Rocky Mountain Grill
- Gordon Food Service
- Hollywood Casino
- Huey’s Restaurants
- InterContinental Hotels Group
- Levy Restaurants
- LSI Temps
- Madison Hotel
- Marriott International (Marriott downtown)
- Memphis Hilton (Davidson Hotels)
- Memphis Marriott East (Columbia Sussex)
- Peabody Hotel Group
- Sodexho

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 online 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.
Work only a half a day; it makes no difference which half - it can be either the first 12 hours or the last 12 hours.

Work is the master key that opens the door to all opportunities.

Mental attitude plays a far more important role in a person's success or failure than mental capacity.

Remember that we all climb the ladder of success one step at a time.

There are two ways to get to the top of an oak tree. One way is to sit on an acorn and wait; the other way is to climb it.

Do not be afraid of taking a chance. Remember that a broken watch is exactly right at least twice every 24 hours.

The secret of happiness is not in doing what one likes, but in liking what one does.

Eliminate from your vocabulary the words, "I don't think I can" and substitute, "I know I can."

In evaluating a career, put opportunity ahead of security.

Remember that success requires half luck and half brains.

A person has to take risks to achieve.

People who take pains never to do more than they get paid for, never get paid for anything more than they do.

No job is too hard as long as you are smart enough to find someone else to do it for you.

Opportunity comes often. It knocks as often as you have an ear trained to hear it, and eye trained to see it, a hand trained to grasp it, and a head trained to use it.

You cannot procrastinate - in two days, tomorrow will be yesterday.

Sell your wristwatch and buy an alarm clock.

A successful person realizes his personal responsibility for self-motivation. He starts himself because he possesses the key to his own ignition switch.

Do not worry. You can't change the past, but you sure can ruin the present by worrying over the future. Remember that half the things we worry about never happen, and the other half are going to happen anyway. So, why worry?

It is not how much you have but how much you enjoy that makes happiness.

Believe in God and obey the Ten Commandments.