

INN Sights of HMTA

VOLUME 5, ISSUE 2

DECEMBER, 2004

The Metropolitan State College of Denver

VANNUCCI WINS

Every year the School of Professional Studies recognizes the outstanding performance of a faculty member for professional development. This year the award went to HMTA's Cynthia Vannucci. Dr. Vannucci's professional development is indeed a model for other academicians both at Metropolitan State College of Denver and at other institutions of higher education.



Dr. Cynthia Vannucci (center) receives congratulations from School of Professional Studies Interim Dean Haynes (right) & Interim Associate Dean Kathy Heyl (left)

Professor Vannucci directed three annual HMTA Internship/Career Fairs and in 2004 she directed the successful HMTA College Trade Show. She has been on the forefront of HMTA's service with philanthropic associations through leadership and involvement of her students in and out of the classroom. Her conception of the philanthropic events, "Luggage for Kids," "Kids R Santa," and

"Santa's Corner," with the Denver Human Services Department for foster children is exceptional. Professor Vannucci collects and contributes gifts and certificates for foster children who graduate for various vocational and school programs. In addition, she has been able to bring in many in-kind donations of software, airline travel, hotel accommo-

dations, and convention registrations for the HMTA department and for its students.

Some people show their certifications in the form of initials after their name. Dr. Vannucci has earned so many certifications that if she put all of them after her name, it would take up the whole line. A few of

them include the CMP, CHME, CHSP, and CHSE. She has been named Educator of the Year by the Professional Convention Management Association and Outstanding Woman of the Year by the Institute of Women's Studies at Metropolitan State College of Denver. But in the HMTA department, we just call her Wonder Woman.

A CSAE SALARY/BENEFITS STUDY

A first-time salary and benefits study of CSAE (Colorado Society of Association Executives) members is being conducted by two HMTA meeting planning students. Over 250 association members will be asked questions regarding their compensation and benefits in an effort to establish comprehensive data for the Rocky Mountain area in

general and for the Colorado area in specific. It is expected that the results of the empirical study will be published in the ASAE (American Society of Association Executives) magazine. Students Carla Pacheco and Rachel Najira will conduct the study and write up the results. They will present their findings at the May, 2006 CSAE annual meeting.

FALL 2004 HMTA GRADS

HMTA wishes to congratulate the following 2004 Fall Graduates:

- Vincent Busmire
- Dustin Colaizzi
- Naomi Kosaka
- Melissa Massey (*summa cum laude*)
- Carla Pacheco
- Kimberly Spallone
- Kevin Treese
- Kayo Ushiro

INSIDE THIS ISSUE:

Desk of Dr. Dienhart	2
Dick Vickery Featured	2
Give a Gift a Success	2
Prof. Wray Inducted	3
Travel Tourism Book	3
Guest Lecturers	3
Job Opportunities	4
2005 CHRIE Event	4
Mark Your Calendars	5
Spring Scholarships	5
Student Organizations	5
Apply for Awards	5

INN SIGHTS OF HMTA

A publication produced by the faculty of the Hospitality, Meeting & Travel Administration Department.

John Dienhart, Chairman

Jim Poynter, Author

Chuck Martinez, Editor

Questions & comments should be directed to: John Dienhart at (303) 556-5638, email: Dienhart@mscd.edu, Auraria Campus, Plaza Bldg. Room 124, P.O. Box 173362, Campus Box 60, Denver, CO. 80217-3362, Fax (303) 556-8046

Students be sure to meet with your faculty advisor regularly

From The Desk of John Dienhart

We in HMTA at Metro State are closing out our current Strategic Plan in this year of 2005. Over the last five years we have improved our image with the community with enrollment growing by 60%. The HMTA curriculum experienced two major reviews in an effort to keep pace with the changing hospitality industry. A full-service culinary arts laboratory is in full use and the addition of three new faculty added to the expertise of HMTA. Beverage management is now being taught through continuing education classes in the eve-



*Dr. Dienhart—Chair
HMTA Department at
Metro State*

nings and on weekends. The strategic planning process has served HMTA well.

Plans are now taking shape to develop the next Five-year Strategic Plan. The word, strategic, means to calculate and deliberate through intentional and premeditated actions to be taken. Planning is defined as the preparation, forecasting, development, and making of arrangements for the future. Therefore, HMTA is beginning to calculate, deliberate, prepare, and forecast for the future.

What knowledge and skills will employers want HMTA to develop in its future graduates? What might HMTA be doing right? What might HMTA be doing wrong? What is HMTA's competitive advantage? What do other successful academic programs do that HMTA does not do? Who better to ask for input than those who are using or have used HMTA at Metro State. Given that you may be a student, alumni, or friend of HMTA at Metro State, your assistance is needed. Please take a few moments and answer, from your perspective, the above five questions and email the results to dienhart@mscd.edu.
..... *John Dienhart*

Meetings Major Dick Vickery featured in Convene Magazine

On page 108 of its October, 2004 issue, PCMA Convene magazine featured an article on HMTA meeting student, Dick Vickery. The two-page article discusses Mr. Vickery's pursuit of a meeting planning career after thirty-eight years in church ministry. He plans to take the CMP (Certified Meeting Planner) exam in January, 2005.

"The two fields are more similar than they may seem," notes article author, Nancy Mann Jackson. "For 32 years, I have shared in the design for the confer-

ence for our denomination," Mr. Vickery stated. "I have always thoroughly enjoyed that work, so I thought that meeting planning would be a good next step for me."



Mr. Vickery enrolled at Metro State three years ago and at first he was both apprehensive and excited. "It was really reas-

suring to return to school and be able to keep up and do well," he said. "And I thoroughly enjoy both the class work and my work with associations and conference facilities," he stressed.

Over the years the HMTA program has benefited from having a number of "mature" students enroll for anything from one or two courses to full degree programs. Their life experience adds substantially to the classroom ambiance and the faculty always look forward to having them in class.

PCMA-HMTA Give a Gift Foster Program a Great Success!

For the 5th consecutive year the Student Chapter of Professional Convention Management Association and HMTA are aiding Denver Health and Human Services (DHHS) in their holiday toy collection program.

"Santa's Toy Bag" is the program selected by the students of the club to champion for the 2004 Christmas Season. "I have always been impressed by the philanthropic spirit of the students in

the HMTA department at Metro. It has been 5 years of commitment and hard work by each semester's club members. Christmas has historically been our time of greatest need. Each year the student's step up to the challenge and we appreci-

Another great year and another reason to cheer the efforts of HMTA students and faculty.

*Visit the HMTA website at
www.mscd.edu/~hmt*

ate them for it," said Chrisanne Wilhelm, Marketing Coordinator for DHHS and coordinator of the holiday projects.

The project ended December 2, 2004. HMTA students went into the community and to local businesses collecting over 2,000 toys, personal items, and over \$600 in cash donations. Another great year and another reason to cheer the efforts of HMTA students and faculty.— Job Well Done!

HMTA 2004 Inductees to Chaines des Rotisseurs

Assistant Professor Michael Wray is seen below being inducted into the Chaines des Rotisseurs.



The Chaines des Rotisseurs is a gastronomy society celebrating the professionals in the food and beverage industry. The ceremony was held at the Brasserie Rouge here in Denver where the National and Regional Officers installed Wray as well as HMTA part time faculty members Claude Robbins, and Sherry Robbins.

Congratulations to Michael, Claude and Sherry! For more information about the Chaines des Rotisseurs go to their website www.chaineus.org.

HMTA Majors Help Bring 1st Soccer NCAA Championship to Metro

HMTA majors Amy Leichliter (the first ever declared Meeting/Travel major) and Jodi McGann (Hotel/Restaurant major) contributed to the women's soccer team's (25-1) season. The season culminated in the greatest way Saturday December 4th, in Wichita Falls, TX as the squad defeated Adelphi University 3-2 at the Midwestern State University soccer field for the 2004 national championship. The title is Metro State's first women's soccer national championship. Congratulations from HMTA to Amy and Jodi!

Did you know: HMTA now offers a class in Essentials of Wedding Planning. (HMT 479C) The course is designed to introduce students to basic concepts involved in becoming a professional wedding planner.

Southern Wine & Spirits Golf Tournament

Southern Wine & Spirits (SWS) held its 4th Annual Charity Wine & Spirits Showcase on Monday August 16h at the Lakewood Country Club. \$23,000 in scholarship funds were raised at the golf tournament benefiting the HMTA program at Metro State. Thanks to SWS as well as to the HMTA students that helped make this event a huge success! We are looking forward to next year!

Guest Lecturers Fall 2004

Every year speakers from all areas of the hospitality and business fields give of their time to speak to HMTA students. We want to thank each of you for generously sharing of your expertise. Some of the more recent speakers are:

Rebecca Dillahunt, CMP, Senior Sales Manager with the Denver Metro Convention and Visitors Bureau who spoke on Convention and Visitor's Bureaus for the Seminar in Meetings.

Judge Gerald Rafferty, Eighteenth Judicial District of Colorado who spoke on Issues of Negligence for the Hospitality Tourism Law class.

MJ Genualdi, with the Meeting Professionals' Resource Center

spoke on Creative Promotional Strategies for the Hospitality Promotional Materials class.

Lynette Schick with the Emergency & Bioterrorism Response Unit of the Colorado Department of Public Health and Environment spoke on Ethics to the Seminar in Meetings class.

Steve Kaverman, Assistant director of operations for the American Orient Express spoke on the American Orient Express to the Principles of Meetings/Travel class.

Connie Cornelius, former tour leader with Gohagan & Company spoke on planning tours to the Tour Planning class.

Amber Betts, an HMTA graduate and now in Group Sales with Globus & Cosmos, spoke on planning tours for the Tour Planning class.

TRAVEL & TOURISM BOOK

A new book titled Travel and Tourism will come off the press in December of this year and will be a textbook for HMT 1030, Principles of Travel/Meetings starting in January, 2005. Edited by Helle Sorensen and Jim Poynter, the chapter-authored book includes one chapter (on meetings) written by Dr. Vannucci and three chapters authored by Jim Poynter.

As noted on the back cover of the book, "Experts from ten colleges and universities came together in this book to bring the reader a unique insight into one of the largest industries in the world. This book gives the reader an overview of the major components of the travel and tourism industry and it also provides an outstanding introduction to the most important issues relating to tourism in the current century. Those seeking to work in travel and tourism will find major jobs described together with salary ranges. In addition, a historical perspective is presented for all major segments of travel and tourism. The reader of this insightful textbook will come away having gained a thorough introduction to the industry from experts with hundreds of years of combined expertise."

HMTA Job Opportunities Now Online

Many of the current job postings are now placed on the new HMTA website www.mscd.edu/~hmt/resources/job_opportunities.shtml. This is not an all inclusive jobs posting location; it only reflects those positions that have been submitted to the HMTA department via email.

The HMTA Department receives notice of available positions from the industry. These announcements are posted on the department bulletin boards in the Auraria Campus just outside Plaza 128. In addition positions advertised are maintained in a "Jobs Binder" located in Plaza 124.

If you are looking for a position, please contact your faculty advisor. They can aid you in your search.

The HMTA department has work study positions available throughout the school year. If you have Federal or State work/study grants, visit Metro's website at Office of Financial Aid for work study information.

Did you know that The Colorado Convention center has already booked 128 Conventions since its expansion, generating \$1.3 billion in economic development.

HHEROS Fundraiser

The Hispanic Hospitality Employees Recognition for Outstanding Service (HHEROS) award presentation took place on October 24, 2004 at the Omni Interlocken Hotel in Broomfield, CO.

The HHEROS Awards recognizes outstanding Latinos who excel in their jobs in eleven categories of hospitality positions across Colorado. In addition the program provides scholarships up to \$3,500 per year to outstanding working Latinos.

Congratulations to the award winners to be announced in January!

Rocky Mountain CHRIE Conference 2005

The Rocky Mountain CHRIE is excited to announce the Fourth Annual Winter Regional Conference hosted by the HMTA Department at Metro State in Denver, Colorado January 28-29, 2005.

Invitees include hospitality and tourism educators from secondary schools, community colleges, technical and trade schools, and four year institutions, as well as professionals from the hotel, restaurant, travel, and meeting industries throughout the Rocky Mountain region.

The Conference will feature networking

events as well as educational presentations on the following topics: student motivation, introduction to planning the course, creating a successful syllabus, personal presentation techniques, and content presentation methods. The conference will also hold two different tracks, which will include current research and improvement of teaching skills.

The standard registration fee for the conference is \$60, which includes the networking events and educational sessions. The conference hotel is the Warwick Denver Hotel that is offering dis-

counted rooms at \$99 per night plus tax. For reservations call (303) 861-2000 or go to www.warwickhotels.com.

For information on the 2005 Winter Regional Conference, call Cynthia Vannucci of MSCD at (303) 556-3367, or visit the website at www.mscd.edu/~hmt/new/05CHRIEConf.htm.

MSCD is the third largest public higher education institution in the State of Colorado with more than 24,000 students enrolled in the college each semester.

European, Castles, and Legends

Vikings, Vistas, and Legends is an active, participatory, and unique exploration of medieval cultures and gorgeous seaside landscapes in the oldest kingdom in world. This trip into remote areas of Denmark and Germany provides an opportunity to encounter three major dimensions of the human condition and explore how these dimensions create cultural, natural, and textual landscapes. The first dimension is the Viking civilization: ship, exploration, life, and death. The second dimension is the built environment: thatch house, church, castle, and vineyard. The third dimen-

sion is the story: myth, tale and legend.

For information contact Helle Sorensen at 303 556-3241 or email at soreseh@mscd.edu

PAYMENT

- Price: \$3,175 per person, excluding tuition and nine meals
- Application Fee: \$250 (*non-refundable*)
- Deposit: \$800 by 20 January 2005 (*non-refundable*)
- Final payment: \$2,125 by 20 April 2005

A refund may be granted after 20 April

but before 26 April 2005 with a written request, less \$1,000. No refund will be granted on and after 27 April 2005. Single supplement is \$500.



SCHEDULE OF EVENTS

- *January 9-14, PCMA Student Chapter conference in Honolulu, Hawaii. Dr. Vannucci presenting.*
- *January 18, Spring '05 Semester begins*
- *January 20-21, Metro Travel Society to the Adventure Travel Conference in Chicago*
- *January 28-29, Rocky Mountain CHRIE sponsoring 2005 Educators Conference in Denver.*
- *February 1-2, Colorado Restaurant Association WESTEX2005 Food show.*
- *February 9-11, CRA Student chapter to International Restaurant Show in New York City*
- *February 13, CRA Student Chapter to cater Homecoming VIP Alumni Pre-game party.*
- *April 23-24, College Spring Fling*
- *April 28, PCMA Student Chapter presents the HMTA Spring Bridal Show*
- *May 3, Outstanding HMTA Student Awards & Reception Sponsored by HMTA Alumni*
- *June 1-16, European Vikings, Castles, and Legends Study Abroad Tour; Denmark, Germany*

Spring Semester is the Season for Scholarships

Even if you don't have a financial need, take the time to complete scholarship applications. By doing so, you will be conducting a self-evaluation of yourself. As a college student, you are and will continue to change as you proceed through your college education, thus you need to periodically complete a self-evaluation of your likes / dislikes and strengths / weaknesses; such an evaluation should be completed each semester for your own benefit.

Application Process: Online at: <http://www.mscd.edu/enroll/finaid/scholarship>

1. Complete the Metro State Scholarship Application
2. Complete Federal-Aid/State-Aid (FAFSA) Scholarship Application
3. Complete Business & Industry Scholarship Applications-these applications are not managed by Metro State but are made available through the HMTA office in Plaza 124.
4. Check with your faculty advisor for assistance in completing applications.

\$41,895 IN SCHOLARSHIPS AWARDED TO HMTA STUDENTS!

(please note \$12,000 in scholarships are scheduled to be awarded in the Spring '05 semester)

Congratulations to:

Samuel Anderson \$500	Aimee Burns \$1,000	Amanda Corbin \$3,000
Monica Deberdiales \$1,500	Adam Edwards \$2,595	Amy French \$2,595
Vincent Frontino \$2,595	Caroline Jones \$1,880	Jennifer Levy \$1,000
Ari Lewis \$2,595	Richard Lista \$3,000	April Mueller \$1,000
Tara Nordlander \$1,600	Anne O'Neill \$3,000	Sara Patton 1,250
TJ Sazama \$2,595	Karina Schlosser \$1,000	Brittany Swa \$2,595

Travel & Build Relations Through HMTA Student Organizations

Students affiliated with the HMTA student organizations are provided with occasions to interact with industry professionals on a local, regional, and national basis for developing their professionalism. Students benefit through such opportunities to travel and to participate in conferences that provide networking, internship, and future career employment opportunities. The **Colorado Lodging and Hotel Student Chapter** recently attended the International Hotel and Lodging Show in New York City in November. In January the **Professional Convention Management Association Student Chapter** will be attending the International PCMA conference in Honolulu, and the **Metro Travel Society** will be attending the International Adventure Travel Show in Chicago. In February, the **Colorado Restaurant Association Student Chapter** will be attending the International Restaurant show in New York City.

Junior & Senior HMTA Students-Apply for Awards in the Spring

As an HMTA junior or senior contact your faculty advisor, because they will be making nominations for the various awards listed here during the spring semester.

- Dean's Outstanding HMTA Senior Student Award
- HMTA Outstanding Fortitude and Growth Award
- HMTA Outstanding Hotel Senior Student Award
- HMTA Outstanding Meeting Senior Student Award
- HMTA Outstanding Restaurant Senior Student Award
- HMTA Outstanding Travel Senior Student Award
- President's Outstanding Student Award
- Outstanding Students At-Large
- Outstanding Students of the School of Professional Studies
- Special Service Award-Academic Affairs
- Special Service Award-Student Services
- Student Leadership Award
- Students to Watch Award

Latest research from the Colorado Tourism Office shows that each dollar spent on promoting Colorado results in a whopping \$205 in spending by tourists, including \$13 in state & local taxes.

www.mscd.edu/~hmt

Visit the HMTA website at:

- Fund Raising/Endowment
- Networking
- Chapter Creation

Want to get Involved? Join one of our Alumni committees:

Alumni Association Re-Organizers.

Questions or problems? Contact Julie Sandusky (007) at julie@jdsdesignvents.com or Laura Libby (017) at libby@historicedenver.org HMTA
Go to www.mscd.edu/alumni.htm to get set up. Once you are set up you can connect via MetroConnect.

An online directory and website for all hospitality (HMTA) alumni and current students has been established. This directory allows hospitality alumni to network, research, mentor students, and work together on many different levels.

Attention all Metro State Hospitality Graduates! The Hospitality Alumni Association is now online!

HMTA ALUMNI

THE METROPOLITAN STATE COLLEGE OF DENVER

*Department of Hospitality, Meeting
and Travel Administration*

Campus Box 60

P.O. Box 173362

Denver, Colorado 80217-3362

AAVP70