

Inn Sights of HMTA

MAY, 2004

WWW.MSCD.EDU/~HMT

Ilene Kamsler Honored

On April 21 HMTA held a ceremony at the Warwick Hotel recognizing Ilene Kamsler, Executive Vice President of the Colorado Hotel and Lodging Association, for her support and positive council that she has given to the department, our students, and our faculty. In receiving the recognition, Ms. Kamsler said, "I am humbled and honored by this."

She is also well deserving of the recognition. Under her leadership, the Metropolitan Denver Hotel Association started a scholarship fund specifically for Metropolitan State College hotel students. Ms. Kamsler noted that with the HMTA students, "I can meet them individually. They are in and out of the office a lot. Many are working in the industry. I walk into a hotel and bump into someone who is a scholarship winner. It is a great feeling to know that we are

helping." In fact, she stressed, "Anytime we can work with students in this office, it is a pleasure to do that!"

Ms. Kamsler knows the hotel industry, but she came to the field totally by accident. Years ago she wanted to learn how to ski and went to work for the ski industry in Utah. That led to five years with Snowbird Resort. She then moved to the Utah Ski Association. Next came the position of Director of the Hotel Association of Utah. And eighteen years ago, when her predecessor announced her retirement, Ms. Kamsler moved to her current position with the Colorado Hotel and Lodging Association.

Her vast experience gives Ms. Kamsler the ability to provide good guidance to hotel students and recent grads. "This industry has a reputation for



Ilene Kamsler pictured above was honored April 21 for her support of the HMTA program at Metropolitan State College of Denver

burning people out rapidly," she stressed. "I hope students will learn that it is a wonderful industry for those who stick it out. Once the hotel industry gets in your blood, it never gets out. It is truly rewarding and brings great happiness."

Outstanding HMTA Students Recognized

Every year the HMTA department selects outstanding students from all areas of the curricula. They are people who have gone the extra mile, who have made outstanding progress and who have helped others—both in the department and in the community. The students are selected by the entire HMTA faculty.

On April 21 five students were recognized as the HMTA "Outstanding Students" and

Doctor Dienhart presented them with appropriate certificates. They are Ronald Baker, Dustin Colaizzi, Neil Compton, Tam Nguyen, and Carla Pacheco. These students are to be congratulated and we want to thank them for their contributions. They are graduating and we will miss them.

Outstanding HMTA Students pictured to the right with Ilene Kamsler who was also being honored are, from l to r: Ron Baker, Tam Nguyen, Dustin Colaizzi, Ilene Kamsler, Carla Pacheco and Neil Compton.



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INN SIGHTS OF HMTA

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

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From the Desk of John Dienhart

As a graduate or soon-to-be graduate of HMTA at Metro State, you must realize that an education, in the long term, is a definitive act for your future. Two different kinds of jobs are likely to flourish amid the continuing outsourcing and computerization of jobs. If you can describe a job precisely, or write rules for doing it, it's unlikely to survive. Jobs expected to remain viable or that are newly created in the decade ahead will probably demand more human contact or require more complex skills for recognizing arrangements, patterns, and relationships. Think about teaching and training, selling a well-educated audience, or marketing to American teenagers or baby boomers. To continue your successful future will take increasingly more schooling and more marketing of yourself.

Marketing is the creation of popularity, and I ask that you consider yourself.

I recently read a critique of the book, *The 18 Immutable Laws of Corporate Reputation: creating, Protecting, and Repairing Your Most Valuable Assets*, by Ronald J. Al-sop. I offer six of these laws for you to contemplate as the job market continues to change over the next decade. (1) Maximize your most powerful asset – yourself. (2) Know thyself- measure your reputation. (3) Learn to play to many audiences – you are your first audience. (4) Convey a compelling vision – know where you are going. (5) Create emotional appeal – get excited about what

you do and where you are headed. (6) Make those around you champions of your reputation – read and understand the people around you.

Americans are dining out again, travel is starting to come back, and companies are re-energizing their training and meeting agendas. We can't take this upswing in business for granted. We have to aggressively continue to use creative marketing, because there are plenty of choices available today to be responsive to customers' needs.



Dr. Dienhart—Chair
HMTA Department at
Metro State

.....John Dienhart

Scholarship Endowments Continue to Grow

During the last academic year (2002/2003) Southern Wine & Spirits raised enough money at its golf tournaments to give MSCD \$17,000 for scholarships. That money was awarded to many deserving students. For the first time it was possible to fund "full-ride" scholarships, providing as much as \$2,500 to cover all tuition and book costs for the most deserving of the students who were awarded scholarships funded from these monies. During the current academic year (2003-2004) even more money was received from Southern Wine and Spirits. In fact, it was so

substantial that seven full scholarships were funded and for the first time an academic endowment was established.

By placing \$10,000 into an interest-bearing account and hopefully by placing \$10,000 each year in the future into the interest-bearing account, it is expected that the HMTA academic endowment will eventually fund several full scholarships each year paid for from the interest accruing to the endowment account.

Southern Wine & Spirits has also funded a second academic endowment through the

HHeros awards. These are scholarships provided to Hispanics currently working in the hotel/restaurant industry.

These scholarships allow winners to enroll in the HMTA program with a hotel or a restaurant emphasis. For more information on either endowment, contact Mike Wray at (303) 556-3152.

Did You Know Colorado ranks 5th as a dream destination, but ranks 22nd in actual visitation compared to other states.

2nd Annual College Consumer Trade Show

"Embracing Colorado's Best" was the theme of the Special Events Management Class' second annual College Consumer Trade Show. The show held on April 29, 2004 from 10:00 a.m. to 3:00 p.m. in the Turnhall room of the Tivoli Student Union attracted 30 businesses. All aspects of the show were planned and carried out by the students in the class.

The show was open to all students and faculty on the Auraria campus and presented them with the opportunity to see the latest in products and services.

"Having managed the trade show adds one more tool to the students' knowledge and skill base." Noted Dr. Cynthia Vannucci, Special Events Management professor. The trade show was followed by a reception and awards program honoring the Rocky Mountain Professional Convention Management Association Student Chapter.

Trade show organizers pictured to the right, from back row 1 to r: Jennifer Vaughn, Sara Alonzo, Cheryl Curtis, Dr. Vannucci, Andrew Gillman, Front row 1 to r: Susan Conder, Tara Nordlander, Raquel Najera, and Jennifer Shaw



Slow Food International Conference, July 10th

Taste & Trace the pairing of delectable meats from Colorado and New Mexico's finest wines with award-winning chef-restaurant, cookbook author, and television personality, Rick Bayless at the Westward Slow Conference scheduled Saturday, July 10th on the Auraria campus. Slow Food USA.

ing and processing practices and to promote successful local, national, and global

examples of sustainable farm and ranch production, artisanal producers and cultural traditions to the waiting market and distribution channels. Westward Slow is a forum to share the Rocky Mountain and Southwest regions' examples of responsibility, taste, and culture with the world.



Above HMTA students celebrate after the MSCD Homecoming Alumni game. L to r: Vince Frontino, Christina Rich, Renzo Freitas, Monica Cox, Karina Schlosser (kneeling) & Jacqueline Madera,

Slow Food International and the students of the Hospitality, Meeting, and Travel Administration Department will host this conference to showcase, celebrate, and promote the natural and cultural diversity of food growing practices, production techniques, and traditions in the Rocky Mountain and Southwest regions. The event is designed to open discussion on modern meat rais-

With the help of the Colorado Brewmeisters and the Association of Brewers, fine goat milk cheeses from Haystack Mountain and cows milk varieties from Bingham Hill and MouCou will be paired for tasting with pilsners, lagers, porters, ales and stouts.

For more information contact John Dienhart at 303 556-5638 or dienhart@mscd.edu

Author! Author!

Three HMTA faculty members are authoring books, journal articles, and trade publication articles. Helle Sorensen is hard at work on her third book. While she was the only author of the first two books, *International Ticketing and Travel and Tourism*, she is working with thirty-one co-authors based on three continents for her forthcoming book. The hard-back titled, *Cruise Tourism: Issues, Impacts, Cases* is edited by Ross Dowling, a travel expert residing in New Zealand, and will be published by Cabi Publishing, a British company. Ms. Sorensen's chapter is tentatively titled "The Challenges of Cruise Tourism: A Cozumel Perspec-

ive." Mike Wray has authored an article in the April, 2004 issue of *Beverage Analyst*, a trade publication for Colorado based licensed liquor establishments.

Hard at work on a multitude of publications is Cynthia Vannucci. "The Rise and Fall of Nutrition" is the working title of what will be her first article to be published in the Cornell Quarterly. It should be out in the Fall of 2004.

In June and July Ms. Vannucci will have articles in *Convene* magazine and in *Advantage* magazine. The title of the June *Convene* article is "Learning Environment

Designs for Meeting Professionals" and the July *Advantage* magazine article is "Revving Up Chapter Memberships." She is also working on a nine-chapter book for John Wiley & Sons titled *Hospitality Promotions, Analysis, and Design*. It should be out in the Fall of 2004.

Professor Jim Poynter is in the early stages of writing the text book, *The Travel and Tourism Industry*. This book will be used as an introductory textbook for students initially entering the HMTA program. Given the changes experienced over the last few years in the meeting and travel, this book is most needed.

Congratulations to Spring 2004 Graduates

Tuesday May 18, 2004 is graduation day for 16 HMTA students.

Congratulations and best wishes to:

- Ronald Baker—Travel Administration
- Crystal Carter—Meeting Administration
- Neil Compton—Hotel/Restaurant Administration
- Yukari Fukui—Travel Administration
- Keri Harman—Travel Administration
- John Mackin—Hotel Administration

- Jacqueline Madera—Restaurant Administration
- Maryann McLendon—Hotel Administration
- Tam Nguyen—Travel Administration—Summa Cum Laude
- Bernadette Oneill—Travel Administration
- Shoko Oshima—Hotel Administration
- Nicole Plybon—Hotel/Restaurant Administration
- Anna Saenz—Restaurant Administration

- Michael Steffens—Restaurant Administration
- Sarah Wood—Meeting Administration
- Erych Zimmermann—Meeting Administration, Minor Criminal Justice & Criminology, Minor Sociology

As Alumni of HMTA these fine individuals can stay connected through the newly installed HMTA Alumni Portal that is accessible at www.mscd.edu/alumni.htm.

Europe / Asia / Cruise Tour Rotation

With the success of the HMTA European tour in May, 2003 and the HMTA Borneo Tour in May, 2004, a multi-year tour schedule has been proposed. Now students may plan several years ahead to take the tours of their choice. Because the tours are omnibus courses, students may use them as vehicles to complete the Adventure course, the Tour Management course, the Cruise course or other courses either required or optional (elective) to their graduation agreements.

The proposed schedule is as follows:

- Europe..... June, 2005
- Cruise..... March, 2006
- Asia..... January, 2007
- Europe..... June, 2008
- Cruise..... March 2009
- Asia..... January, 2010

Those interested in going on any or several of the HMTA tours should see Helle Sorensen, coordinator and instructor leading the tours and teaching the classes that go with the tours. Because these are Metropolitan State College of Denver officially-approved tours, credits earned are automatically applied toward Metropolitan State College degree programs and students who wish to do so may apply for financial aid with the MSCD financial aid office.

The June, 2005 European program will be offered in conjunction with the English department. They will be offering the opportunity to study travel writing (a three-credit elective) while on the tour.

Did you know? That more than 200,000 Colorado jobs are directly tied to tourism?

Graduates on the Move

Gay Page, Meeting Administration, is the new president of Colorado Walks, an organization that is the voice for pedestrians in Colorado and promotes walking and fitness in relation to transportation. **Leonardo Bortolotto**, Restaurant Administration, is in pursuit of a Master's Degree in International Relations at the University of Amsterdam. **Steve Gaibler**, Restaurant Administration is a Territory Manager for US Foodservice and continues to own and operate Vallerio's Italian in Longmont. **Trisha Thuesen**, Meeting Administration, is the support services coordinator for information systems with the Archdiocese of Denver Management Corporation. **Scott Tallman**, Restaurant Administration, is the general manager and co-owner of the Bistro Vendome located in Larimer Square.

Mark Your Calendar

May 30-Jun 15	Borneo Adventure Study-Abroad Tour
Jun 1	Summer School Starts
Jun 10	DMCVB Scholarship Golf Tournament
Jun 11-7/19	Swiss Studies Program
Jun 26	MSCD Summer Open House
Jul 4	Independence Day
Jul 10	Slow Food International Conference
Jul 25-27	MPI International Conference in HMTA
	Cosponsor Opening Breakfast
Aug 16	Southern Wine & Spirits Golf Tournament & Wine Tasting for Scholarships.

International Wine Guild Seminars will be offered throughout the summer; visit www.internationalwineguild.com for schedule and other information.

HMTA Photo Briefs



Michael Wray addresses Alumni at a wine tasting event held April 9, 2004



HMTA faculty celebrate the "Take the Cake" award presented by the Dean of the School of Professional Studies. Recognized for their outstanding fund raising efforts within the department.

New HMTA Curricula

The HMTA department will initiate a new, restructured curricula starting in the Fall of 2004. These changes constitute changes experienced across the hospitality industry and constitute the first major alteration to the HMTA curricula in over ten years. This new curricula received the endorsement of the HMTA Industry Advisory Council. Students are encouraged to discuss their specific concerns and potential program adjustments with their HMTA advisors listed below.

Hotel Admin.	H. Cresswell,	cressweh@mscd.edu
Meeting Admin.	C. Vannucci	vannucci@mscd.edu
Restaurant Admin.	M. Wray	wraym@mscd.edu
Travel admin.	J. Poynter	poynterj@mscd.edu
	H. Sorensen	sorensen@mscd.edu

Note: Six hours of electives must be taken in non-HMTA programs. See the list of recommended courses and your faculty advisor.

MAJOR CORE REQUIREMENTS

Course	Semester Hours
ACC 2010 Principles of Accounting*	3
CMS/CSS 1010 Introduction to Computers	3
HMT 1030 Principles of Meeting and Travel	3
HMT 1050 Principles of Hotel and Restaurant	3
HMT 2860 Sustainable Tourism	3
MGT 2210 Legal Environment of Business I	3
MGT 3000 Organizational Management*	3
HMT 3570 Hospitality Marketing*	3
HMT 3580 Hospitality Tourism Law*	3
HMT 3590 Hospitality Administration for Profit*	3
HMT 4640 Hospitality Employee Resource Dev. *	3
HMT 4860 Security & Loss Prevention	3
Total.....	39

*Course has prerequisites. Check current MSCD College Catalog for requirements.

HOTEL ADMINISTRATION CONCENTRATION

Course	Semester Hours
HMT 2500 Applied Hotel/Restaurant Ops	3
HMT 3510 Hotel Front Office Admin & Ops*	3
HMT 3520 Hotel Housekeeping Admin & Ops*	3
HMT 3600 Food & Beverage Cost Controls*	3
HMT 3650 Hospitality Property Management*	3
HMT 3660 The Restaurant from Concept to Ops*	3
HMT 3670 Food Service Purchasing*	3
HMT 4660 Training & Development in Hospitality	3
Total.....	24

*Course has prerequisites. Check current MSCD College Catalog for requirements.

To meet the 120 credit hour requirement to graduate, students studying the hotel administration concentration need to complete 17 credit hours of choice.

RESTAURANT ADMINISTRATION CONCENTRATION

Course	Semester Hours
HMT 1600 Food Production, Service, Sanitation, And Safety	3
HMT 1610 Kitchen Procedures and Production I	4
HMT 1620 Kitchen Procedures and Production II*	4
HMT 3600 Food and Beverage Cost Controls*	3
HMT 3610 Enology: The Study of Wine*	3
HMT 3650 Hospitality Property Management*	3
HMT 3660 The Restaurant from Concept to Operation*	3
HMT 3670 Food Service Purchasing*	3
Total.....	26

*Course has prerequisites. Check current MSCD College Catalog for requirements.

To meet the 120 credit hour requirement to graduate, students studying the restaurant administration concentration need to complete 15 credit hours of electives.

MEETING ADMINISTRATION CONCENTRATION

Course	Semester Hours
HMT 2760 Meeting Administration I*	3
HMT 3750 Hospitality Promotion Materials: Analysis and Design	3
HMT 3760 Meeting Administration II*	3
HMT 3860 Incentive Travel*	3
HMT 4730 Principles of Negotiations*	3
HMT 4790 Seminar in Meeting Administration: Variable Topics*	3
HMT 4810 Tour Management*	4
HMT 4830 Corporate Travel Management*	3
Subtotal.....	25

*Course has prerequisites. Check current MSCD College Catalog for requirements.

To meet the 120 credit hour requirement to graduate, students studying the meeting administration concentration need to complete 16 credit hours of choice.

TRAVEL ADMINISTRATION CONCENTRATION

Course	Semester Hours
HMT 1810 Ticketing and Reservations Procedures	3
HMT 2840 Tour Planning	3
HMT 3870 Cruise Development, Marketing, And Sales*	3
HMT 3860 Incentive Travel*	3
HMT 3890 Cases in Corporate Travel Management	3
HMT4810 Tour Management*	4
HMT4830 Corporate Travel Management*	3
HMT4840 Seminar in Travel Administration: Variable Topics*	3
Subtotal.....	25

*Course has prerequisites. Check current MSCD College Catalog for requirements.

To meet the 120 credit hour requirement to graduate, students studying the travel administration concentration need to complete 16 credit hours of choice.

THE METROPOLITAN STATE COLLEGE OF DENVER
*Department of Hospitality, Meeting
and Travel Administration*

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STUDENT ORGANIZATIONS

Colorado Hospitality Student Association

The Colorado Hospitality Student Association is affiliated as a student chapter with the Professional Convention Management Association. The purpose of CHSA is to provide HMTA students with opportunities to meet with meeting and convention industry professionals to make valuable contacts which will give them real-world working experience and possible employment opportunities.

Contact : Professor Vannucci 303-556-3367 Plaza 124

Colorado Hotel & Lodging Association Student Chapter

This student organization is affiliated with the Colorado Hotel and Lodging Association. The purpose of CHLASA is to offer HMTA students opportunities to interact with industry professionals on a local, regional, and national basis for developing their professionalism and for possible contacts for employment opportunities.

Contact: Professor Cresswell 303-556-2968 Plaza 124

Colorado Restaurant Association Student Chapter

This student organization is affiliated with the Colorado Restaurant Association. The purpose of the CRASC is to give HMTA students opportunities to practice theory learned in the classroom through professional presentations related to the food and beverage industry and to provide networking opportunities with industry professionals.

Contact: Professor Wray 303-556-3393 Plaza 124

Metro State Travel Society

The purpose of the Metro Travel Society is to promote to HMTA students the travel industry through conferences, networking, and education.

Contact: Professor Sorensen 303-556-3241 Plaza 124