

Inn Sights of HMTA

THE METROPOLITAN STATE COLLEGE of DENVER

Volume 1, Issue 2 Spring 2001

2nd Annual Hospitality Internship/Career Fair

“MSCD gears up for a highly effective fair on April 24th!”

The Colorado Hospitality Student Association (CHSA), in conjunction with the Hospitality, Meeting and Travel Administration Department (HMTA) of Metro State, will host its Second Annual Hospitality Internship/Career Fair on April 24th, 2001.

The event will be held at the Tivoli Student Union, Turnhalle, room 250 from 12 pm to 4 pm. Prior to the fair, Ms. Laura Stack, MBA will be presenting an educational lecture. Stack will be speaking in the Tivoli Ballroom, room 320 from 11 am to 12 pm. Stack is an experienced speaker with a knack for engaging an audience. Her “Write On” presentation will be focusing on *Effective Business Writing*, a skill industry executives expect of college graduates. Stack’s presentation emphasizes “Personal Productivity” through entertainment, motivation and useable information. Both the fair and the educational seminar are free to all students.

This fair provides exciting internship and employment opportunities for students interested in beginning or broadening a career in the hospitality industry. Representatives from the travel and meeting industries, as well as prominent hotels and restaurants will be exhibiting at the fair, eager to speak with students.

According to an article in *Hotel & Motel Management*, by Dennis Blank, the industry is facing a hiring crisis. “It used to be that a prospective applicant had to sell him/herself,” said Valerie Fergus, Regional Vice President and Managing Director for the Loews Philadelphia Hotel. “Now, the employers have the job of selling themselves to the applicant. The work shortage is perhaps the most critical issue facing the lodging industry.” Jack Connors, Senior Vice President of governmental affairs for the American Hotel & Lodging Assn., said “This shortage...is felt by year-round lodging properties as well as by seasonal properties, such as ski and seaside hotels.

Last year’s event encouraged students to take an active role in their future. Over 200 visitors attended last year’s fair and took advantage of the opportunities presented from over 50 different hospitality representatives. This year, CHSA students are hoping to double the number of attendees and increase the industry representatives upwards of 65 exhibitors.

This year promises to be cutting edge with representatives from the Rocky Mountain Professional Convention Management Association (RMPCMA); Destination Services of Colorado; Stonebridge Companies; ACE Management and the Inverness Hotel & Golf Resort, to name a few.

Exhibit space is available at \$250.00 per table, on a first come first serve basis, through April 1st. The exhibit price will increase to \$300.00 per table after that date. For more information contact Dr. Cynthia Vannucci at 303-556-3367 or email vannucci@mscd.edu.

All attendees will be eligible for over 20 different door prizes donated by the Hospitality Internship/Career Fair sponsors. Prizes range from T-shirts, dinners, golf weekends, to hotel stays. All winners must be present to claim prizes.

For more information, check out our website: <http://clem.mscd.edu/~hmt>.



Did you know...that there are 197 students majoring in the Hospitality, Meeting and Travel Administration Department at Metro?

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From the desk of Dr. John Dienhart

We in HMTA at Metro State have a busy schedule planned for this semester. HMTA majors can apply for over \$35,000 in scholarships to be awarded through 2001-2002 academic year. Watch the bulletin boards promoting these scholarships, or check in the HMTA office for an application.

April 24th is the Second Annual Hospitality Internship/Career Fair. This day will provide an opportunity for students to interact with industry professionals and to learn more about their chosen field.

Have you made plans for summer? Summer school starts May 29th. Internships will be offered, as well as Senior Research I. The HMTA Internship course has been revamped to include a more structured approach, the use of hospitality industry competencies, and limited supervision through the MSCD Cooperative Education Office.

Next fall, HMTA will offer six online courses and six courses for continuing education credit for certification by the American Hotel & Lodging Association (AH&LA). Three new courses are being offered in the fall; Prep for the Certified Meeting Professional Exam, Healthy Cooking Techniques, and Cheap Travel.

Six CHSA students just returned from the Professional Convention Management Association (PCMA) Conference in Miami. Students in the Colorado Hotel & Lodging Association (CH&LA) are making plans to attend the American Hotel & Lodging Association (AH&LA) National Conference in Chicago later this spring and Michael Wray is working to establish a IFSEA (International Food Service Executives Association) Student Chapter.

Remember my philosophy: **Read it, Study it, Learn it, Experience it, and Teach it--that's management.**

—Dr. Dienhart

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Did you know...that in 2000, a general manager could expect to earn \$47,025?



scholarships

We are pleased to announce the following scholarship recipients:

Aaron Alberding	\$1,000	Metro Denver Hotel Association
	\$1,000	Sage Hospitality Scholarship
Ansley Barnett	\$1,000	Choice Hotels International
	\$1,000	Hospitality Financial and Technical Professionals Association Scholarship
	\$1,000	Metro Denver Hotel Association
Tim Biechley	\$ 250	Rocky Mountain PCMA
Ryan Ikemeier	\$1,000	Metro Denver Hotel Association
Laura Libby	\$ 250	Rocky Mountain PCMA
Derek Schmidt	\$1,000	Choice Hotel International
	\$1,000	Metro Denver Hotel Association
Edward Shahverdian	\$1,000	Hospitality Financial and Technical Professionals Association Scholarship
Ian Todd	\$1,000	Metro Denver Hotel Association



Calendar of Events

Feb 14	Valentine in Venice Luncheon, hosted by Michael Wray's Food Preparation Class
Feb 15/16	Colorado Society of Association Executives, Technology Showcase
Feb 20	HMTA Industry Advisory Council meeting
Feb 22	Guest Speaker, Ms. Gaye Haynes of the Inverness Hotel & Golf Resort, Hospitality Marketing Class
Mar 25	CHSA Dress for Success Seminar sponsored by Brooks Bros. of Park Meadows Mall
Mar 21	Meeting Industry Council of Colorado, Educational Conference & Trade Show
Mar 27	Guest Speaker, Mr. Eugene Dilbeck of the Denver Metro CVB, Hospitality Marketing Class
Apr 19	HMTA Industry Advisory Council meeting
Apr 24	HMTA Internship/Career Fair
May 12	Denver's Salute to Tourism Stars
May 20	MSCD Graduation Cermonies

Gold Key Awarded to Industry Advisor Council Member (IAC)



Congratulations to John Wagner (incoming IAC Chairperson) and the Inverness Hotel & Golf Resort for receiving, for third consecutive year, the Gold Key Award from Meetings & Conventions Magazine. The Gold Key Award honors the finest meeting properties worldwide based on overall quality of staff, meeting rooms, guest services, food and beverage, reservation support, A/V and technical support and recreational activities.

High Marks for Online Classes

by Herb Cresswell

Thirteen students successfully completed the first online course sponsored by **The Metro Denver Hotel Association** offered through the HMTA program at Metro State.

“My experiences with the *Front Office Administration and Operations* online course (taught by professor Herb Cresswell) were all positive.” said Kosta Vasilas. Another student, Derek Schmidt, said, “What I liked was to be able to discuss front office topics with other students from different colleges and universities via the online chat room.”

The course offers a systematic approach to front office procedures by detailing the flow of business through a hotel from the reservations process to checkout and settlement. The course also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and human resource management.

Derek Schmidt will graduate this May and has already accepted a position as the Front Office and Reservations Manager at the Mountain Haus, Vail, Colorado. He is waiting for the results of his *Front Office Procedures Certification* test. Upon passing the test, Schmidt will be certified in front office procedures through the AH&LA. Certification is offered as a part of this online course. “Because computers continue to be an important aspect of everyday life and I will be living in Vail, I’m looking forward to furthering my education after graduation through online and certification courses offered by HMTA at Metro State without the hassles of commuting,” Schmidt said.

The HMTA Department will be a leader in online classes offered at Metro. We look to our students to help us shape future online classes.

Working through college and around the world...

by James Poynter

It will have taken Mike Buchl eight years to work his way through college. Over these past eight years, he has seen the world and is making more money than most college graduates. From mid January to the end of April he attends college, but from April to October of each year, Mike is a tour manager. While not in college, he gets paid to: go on cruises (four of them his first year), travel most continents, and learn his major from personal experience, making money the whole time.

Cruise tours are growing in popularity and the men and women who lead these vacation groups make sure their clients get the best that the cruise line has to offer. They also make certain their clients are taken care of when problems occur. A few years ago when the S.S. Star Princess went aground on its return to Vancouver from Alaska, Mike’s tour members were the first off the stricken ship and the first to get an alternative vacation.

Top tour managers working for the larger tour companies get their choice of tours to lead. With the experience he has gained, Mike selects destinations such as Greece, Bali, and Northern Europe, but his favorite tour is the American Southwest. If he chooses to do so, Mike could spend the whole year taking tour groups to interesting places throughout the globe, but he wants to finish college.

Mike can attend college more comfortably than most students who work their way through school. He earned over \$25,000 his first three months as a tour manager. His salary has just gone up from there. If it were not for his time in class, Mike could easily bring in between \$60,000 and \$80,000 annually. In fact, several tour managers with Mike’s experience are earning incomes exceeding \$100,000, working 11-12 months a year.

Mike is fortunate, he takes classes at The Metropolitan State College of Denver, located within a few miles of the current headquarters of one of the largest tour companies in North America. The Hospitality, Meeting and Travel Administration Department (HMTA) at Metro State offers an emphasis in tour management, providing a unique opportunity for students to get “hands on” education in the field. On-the-job experience allows Mike to draw from his daily work for many of his class projects. The HMTA department also offers both a Meetings Management and Travel Administration emphasis, which allows Mike to apply his work as an Incentive Program Tour Manager directly to his courses.

It will have taken eight years for Mike to get his degree (May 2001), but it has been a profitable, fun and very educational eight years. Mike will graduate as an experienced veteran with a multitude of companies offering him lucrative employment.



Did you know...that hotelnewsresource.com (Hotel News Resource) is one of the best websites for current industry information?



CHSA goes to Miami

Six Colorado Hospitality Student Association (CHSA) members (Kristy Hinderman, Laura Libby, Mollie Van Otterloo, Whitney Giddings, MJ Genualdi, and Tim Biechley and Dr. Cynthia Vannucci) attended the 45th Annual National PCMA Conference in Miami this past January. The conference ran from January 12-15. Students attended a day-long series of meetings with students from nine other student chapters from across the nation. Over 3000 people attended this year's conference in Miami, Fl. Education is the primary reason for attending such a conference. There were over 68 different educational sessions available. Subjects ranged from Macrovision Leadership; Attrition Clauses; Meeting Rage; Intensive Internet; to Getting Inside the Meeting Planners Mind. In addition, there were general sessions and luncheon celebrations each day. The Welcome Reception was unbelievable. The Greater Miami Convention and Visitors Bureau hosted a spectacular "Tropicool" theme party.

There were Salsa dancers, unique hors d'oeuvres, crab races and a live band. The night concluded with an incredible fireworks display to the sounds of Latin music. This reception was pure FUN! There were opportunities to network at receptions hosted by Lowes-Americana and the Fontainebleau Hilton. All the stops were pulled out to impress...and impress they did! PCMA will have their work cut out to try and top this conference. Next year's conference will be January 6-9, 2002, at Opryland, Nashville, Tennessee. The CHSA club is planning on taking the 2001 officers and outstanding student members. The goal for the students is to obtain the "Student Chapter of the Year Award" (SCOTY). The CHSA students would like to extend a special Thank You to the following people who made this trip possible: Dean Robert Mock and Dr. Michael Faragher, of the School of Professional Studies; Ms. Arliss Webster, MA. of the Student Financial Resource Center; Dr. John Dienhart, Chairperson of HMTA; Karen Garcia, Rocky Mountain PCMA President; and Pam McDonald of the PCMA National Office in Chicago.

Inn Sights of HMTA is a publication produced by the students of the Hospitality, Meeting & Travel Administration Department.

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Did you know...internet recruiting is one of the hottest trends in the industry? PCMA offers a student resume posting site.

An Invitation...

Students often look to alumni for leadership, guidance and a connection to the industry. The students and faculty of the program would like to extend an invitation to the HMTA alumni to participate in any of the following events: internship/career fair, sponsorship of club events, student and faculty scholarships, guest lecturers, facility tours, internships, curriculum advisement, Industry Advisory Council service, or student mentoring. If you would like to become more involved please contact Cherrelyn Napue, Director of Alumni Relations, 303-556-6933.

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