

Inn Sights of HMTA

THE METROPOLITAN STATE COLLEGE of DENVER

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HMTA Students Receive the 2001-2002 Leadership & Involvement Award

The events of September 11, 2001 changed the structure of the HMT 4840: Travel Industry Management class and the lives of eight students enrolled in that class: Jenna Baker, Amber Betts, Rebecca Boardman, Shanle Donovan, Rei Haneda, John Le, Theresa Pello, and Krista Spears along with instructor, Sherry Pennypacker-Meints. The group decided they had to go to New York to do something to help.

They contacted the Red Cross/Salvation Army to volunteer in any way needed at the World Trade Center Ground Zero. They were told they could volunteer in February 2002. The group quickly organized the responsibilities for planning travel arrangements, timelines, budgets, fundraising activities, and documentation of their experiences.

Their visit was scheduled for February 7-10. They knew they needed to raise funds for this trip. Receiving support from the HMTA Department, they conducted three bake sales, and started to solicit sponsorships. Through their initial efforts, the "Have a Heart" silent auction was created. They quickly put together a list of over 180 possible donors that, in turn, offered a list of more than 80 items to be auctioned on February 20th at the Hotel Monaco in downtown Denver. Balloon rides, Harley-Davidson weekends, a pack-in horse ride week, weekend get-away packages, dinner for two, massages, pet grooming, books for children, haircuts, and various other items were put up for bid.

The interest in the Auction lead the students to reach out to Metro's Office of Institutional Advancement. They coordinated with Alumni Relations (this office advanced funding for the group to visit Ground Zero prior to the auction date) to promote the event to HMTA alumni. The students worked with Metro's Development Office and Office of Communications to coordinate the fund raising activities and in marketing the auction. Invitations were sent to over 500 prospective guests, supported with news releases and list serve-e-mails across the Auraria campus.

Through a collaboration with Airline Ambassadors, a non-profit, humanitarian organization, the group arrived in New York February 7, and for five days volunteered at the World Trade Center disaster. They offered assistance at the relief tent inside Ground Zero to rescue, fire, and police officers. They served food, helped move a service center, and conducted data entry duties. The students, to their surprise, were asked to return at a future date, and five of the eight students returned to New York on March 14-18 to continue their relief efforts.

Over 80 people were in attendance at the "Have A Heart" auction at the Hotel Monaco. The auction raised nearly \$9,000 but more importantly, the auction put Metro State's best image forward.

This group of eight students demonstrated exceptional leadership not only to their department and fellow students but also across the Auraria campus and to the Metro Denver community. They set an example for other students and invested much of their own time to make a significant impact of community outreach, involvement with a variety of folks, organizational skills, role models, creating positive outcomes, and a sense of togetherness. Jenna Baker, Amber Betts, Rebecca Boardman, Shanle Donovan, Rei Haneda, John Le, Theresa Pello, and Krista Spears have proven their abilities in creativity, initiative, potential, and have taken risks as student leaders.



Did you know...the HMTA website was revamped? Check it out at www.mscd.edu/~hmt

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From the desk of Dr. John Dienhart

Recognition is defined as being acknowledged, appreciated or approved. Hospitality, Meeting, and Travel Administration at Metro State received a special recognition in the summer edition of the *Journal of Hospitality & Tourism Education*. Our program ranked in the top 25 hospitality educational programs located in the United States.

Why is HMTA ranked so high among the hospitality management schools? First and foremost, we have created an environment in which our faculty live our vision. They encourage students to have a strong sense of inquiry, an openness for discussion, a willingness to share, and a desire to do one's best.

The ultimate reputation of an academic program is built upon the quality of its students who graduate with a baccalaureate degree. Our students are successful as they perform well in the variety of industries and agencies they serve. While our faculty have to be the best teachers, our graduates create positive impressions and rank HMTA at Metro State at the top of their list for helping them achieve and move forward.

We are indebted to other groups of individuals who continually go out of their way to assist HMTA at Metro State. The newly formed HMTA Alumni Chapter is a group that will provide guidance not only to the HMTA program, but also to fellow alumni. Our Industry Advisory Council, made up of industry leaders, also provides guidance to the program.

By creating an environment lived through our vision, we have become more learning centered. We have increased and improved our teaching and scholarly activities. With our new tagline... "Learning through Theory and Experience"... we intend to be relentless in strengthening our efforts. Best regards,

—Dr. Dienhart

The HMTA faculty:

Herb Cresswell	303-556-2968	cressweh@mscd.edu
John Dienhart	303-556-5368	dienhart@mscd.edu
Jim Poynter	303-556-3254	poynterj@mscd.edu
Helle Sorensen	303-556-3241	sorenseh@mscd.edu
Cynthia Vannucci	303-556-3367	vannucci@mscd.edu
Michael Wray	303-556-3393	wraym@mscd.edu



Did you know...that Las Vegas' annual bureau budget of \$125 million dwarfs other trade show destinations in the US & Canada?



scholarships

We are pleased to announce the following scholarship recipients:

Karen Allen	\$1,000	Colorado Scholars
Natalie Allen	\$1,000	Colorado Scholars
Luke Bodenschatz	\$1,000	Conrad N. Hilton Memorial Scholar
Joslyn Brough	\$ 532	Denver SKAL
Vincent Busmire	\$1,000	Colorado Scholars
Dustin Colazzi	\$ 500	Choice Hotels
Dustin Colazzi	\$ 532	Denver SKAL
Neil Compton	\$1,000	Colorado Scholars
Amanda Corbin	\$ 500	Choice Hotels
Heather Davies	\$1,000	Colorado Scholars
Amy Heidtman	\$1,000	Colorado Scholars
Amy Heidtman	\$1,000	Conrad N. Hilton Memorial Scholar
Amy Heidtman	\$2,000	Karl Mehlmann Memorial Scholar.
Amy Heidtman	\$1,000	Metro Denver Hotel Association
Tiffany Holt	\$1,000	Metro Denver Hotel Association
Tiffany Holt	\$1,999	Stonebridge Companies
Tam Nguyen	\$ 500	Choice Hotels
Tam Nguyen	\$1,000	Sage Hospitality
Carla Pacheco	\$1,000	Colorado Scholars
Nicole Plybon	\$1,000	Colorado Scholars
Kate Rafferty	\$1,000	Colorado Scholars
Kate Rafferty	\$3,000	Denver Metro Convention & Visitors Bureau
Karolina Sutherland	\$ 500	Choice Hotels
Karolina Sutherland	\$1,000	Ronald & Elisa Ramirez Scholarship
Abbey Teixeira	\$1,000	Conrad N. Hilton Memorial Scholar
Abbey Teixeira	\$2,000	Karl Mehlmann Memorial Scholar
Abbey Teixeira	\$1,000	Metro Denver Hotel Association
Abbey Teixeira	\$1,000	Stonebridge Companies
Eric Zimmerman	\$1,000	Colorado Scholars
Eric Zimmerman	\$1,000	Stonebridge Companies

HMTA students can apply for over \$35,000 in Scholarships and Awards for the academic year, 2002-2003. To apply for a scholarship or award stop by the office, Plaza 124 or check online at www.mscd.edu/~hmt/resources.



Calendar of Events

Sept 12	National Scholarship Services College Fair, Colorado Convention Center (CCC)
Sept 20	MSCD Alumni BBQ & Rockies Game
Sept 24	Colorado Career & Job Expo, CCC
Sept 25	HMTA/CRA Career Fair
Oct 26	IATM Certification Testing at HMTA
Dec 15	Metro Graduation, CCC
Jan 5-8	PCMA Annual Conference, Anaheim, CA

Alumni Program Announced

The Hospitality, Meeting and Travel Administration Department is pleased to announce the formation of the HMTA Alumni Chapter at Metro State.

HMTA alum, Joe David, approached Dr. Dienhart back in February with an idea to form an alumni program. "I really felt that with the economy the way it was and that the HMTA department had grown so much, that maybe now was the time to think about an alumni program", David said. "Dr. Dienhart put me in touch with a couple of other graduates from each of the concentrations." Lisa Monarez, MJ Genualdi, Kitty Kurtz and Kristin Magill from Metro's Alumni office; all agreed to help form a new chapter.

"We met together over the past few months and came up with a strategy." The first part was to survey other graduates to see if there was enough interest and if so, what would graduates want/need. David responded, "We found that there was a need for reconnecting and networking. Let's face it, our industry is all about networking."

The first Alumni meeting took place August 8, 2002. Nine graduates came to the meeting and ended up forming three committees; a chapter committee, fund raising and networking committee. "We need to become an official chapter of the Metro State Alumni" Monarez said. "This will be a short lived committee. Once established, the chapter committee will disband or move to another committee."

All three committees will meet independently and then get back together in Oct. to reconnect and report on progress.

If you are interested in joining a committee or want to be sure to get mailings, please contact Joe David at jodan@mindspring.com or contact the HMTA office at 303-556-3152.



Did you know...that 34 HMTA students graduated during the 2001-2002 school year?

Cynthia Vannucci—Woman of the Year



Dr. Cynthia Vannucci, CMP, received the 2002 Outstanding Faculty Women Award. The award was presented by the Metro State College Institute for Women's Studies and Services. The award recognizes those female faculty members who make a contribution to the Denver community. Dr. Vannucci and her students were acknowledged for their work with foster children in the Denver area. Collecting over 1000 pieces of luggage and over 1000 new toys for these special children.

Event Management Software donated

Kevin Raasch, vice president of Dean Evans & Associates, Inc. announced an educational partnership with HMTA. They have donated Event Management Software which will be integrated into the meeting administration courses through the direction of Professor Cynthia Vannucci. Valued at \$150,000, this program will provide students with access to leading edge meeting planning software.

New Food Prep Classes Announced

Starting fall semester, HMTA will be introducing two new classes: **HMT 390E: Catering and Menu** (taught by Ralph Dobson on T, 1:00-3:50 pm) and **HMT 290B: Garde Manger** (taught by Executive Chef, Jackson Lamb, on R, 5:30-9:40 pm)

The Catering and Menu course will provide a solid foundation in designing, costing, marketing, and merchandising a menu. Students will develop workable, quality menus as tools for planning profitable foodservice operations. The Garde Manger course will introduce students to modern and traditional techniques in the preparation of cold entrees, pates, terrines, galantine, chaud-froid, sausages, cheeses, and hors d'oeuvre preparation. Students will plan, organize, and direct buffets. This course will also concentrate on the practical techniques of showpieces and centerpieces and serve as a preliminary to competition level cold food management and skills.

Students Promote Denver as a Venue

Students, Neil Compton and Amy Heidtman accompanied Professor Herb Cresswell to the American Hotel and Lodging Association's Conference held in Philadelphia, April 3-5, 2002. Through Ilene Kamsler's efforts, the Colorado Hotel & Lodging Association enlisted these students to promote Denver as a possible venue for the 2003 Annual Conference. Las Vegas was ultimately chosen, but Denver will be considered for other conferences.

Studying Beer

Metropolitan State College's Art of Brewing 101 celebrated "graduation" on April 12, 2002. President Sheila Kaplan looked on at the diploma-presentation ceremony held in the Stadium District Conference Room at Coors Field. The brewing class studied the major categories of beer including the practical brewing of beer styles at the Sandlot Brewery.



The HMTA Department is partnering with Coors and Southern Wine and Spirits of Colorado in teaching this new course, Beer and Spirits.

Coors is sponsoring the making of beer through its Sandlot Brew Pub located at Coors Field, and Southern Wine and Spirits is supplying the spirits for the teaching of mixology skills and bar codes. The classic spirits of the world were studied and the history of spirits and modern production methods were reviewed. Practical application of mixology, training and evaluation in bartending skills will be applied through the new HMTA culinary arts classroom laboratory.

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

John Dienhart, Ph.D., Chair, Department of Hospitality, Meeting and Travel Administration

Cynthia Vannucci, Ph.D., Assistant Professor, Director Meetings & Conventions Administration, Faculty Advisor for Inn Sights of HMTA

Layout & Design for Inn Sights of HMTA: MJ Genualdi

All questions and comments should be directed to Dr. Cynthia Vannucci, 303-556-3367, vannucci@mscd.edu

HMTA Department, Auraria Campus, Plaza Bldg., Room 124
The Metropolitan State College of Denver
PO Box 173362, Campus Box 60
Denver, CO 80217-3362

Phone: 303-556-3152, Fax: 303-556-8046

E-mail: dienhart@mscd.edu

Website: <http://clem.mscd.edu/~hmt>



Did you know...that two HMTA students attended the Study Abroad Program in Switzerland: Lacey Moran and Abbey Teixeira.

Adventure Travel Society Partners with HMTA

Adventure Travel Society (ATS) is the leader in the adventure travel industry. Through research development and international consulting, ATS promotes adventure travel activities without jeopardizing natural environments or cultural integrity.

Students from *Sustainable Tourism Management (HMT2860)* and *Adventure Travel and Ecotourism (HMT4890)* assisted ATS in one of its research projects during the spring semester 2002. ATS wished to evaluate Azerbaijan and Armenia as potential adventure travel destinations. The goal was to analyze the possibility of developing adventure tourism in the region and to evaluate its marketability.

Azerbaijan and Armenia are located in Trans-Caucasia region, squeezed between Russia to the north and Middle East to the south. Trans-Caucasia is a region troubled by severe political, economic, environmental, and social challenges.

Student teams worked collaboratively to prepare a tourism plan for Azerbaijan and Armenia. Each team produced a map of the region. One map showed all major existing land use that should *not* be developed for tourism. A second, shows the environmentally sensitive areas, while a third map contains population characteristics.

Based on these maps, the region is divided into tourism zones for which sustainable tourism activities can be recommended. In an accompanying paper, the students evaluated the measures that can be taken to minimize the negative effects of tourism development on the host community. They also identified the sustainable tourism measures that can be implemented to maximize positive impacts of tourism development.

The students attempted to answer the following questions: if developing tourism in rural area(s), how does one prevent the rural communities from becoming dominated by and dependent upon the larger tourism stakeholders? Should foreign ownership of tourist facilities and tourist services be prevented, why/why not? Who should own and control the various components of an adventure travel or eco-tourism package?

Upon completion of this project, seven students with Professor Helle Sorensen visited the ATS office in Salida to present the research results to Jerry Mallett, President of ATS. This was a great opportunity for the HMTA students to get hands on experience researching possible tourism areas of the world.