

The Added Touch

Hotel and Restaurant Management Program

Fall 2011

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The Added Touch

The Auburn University Creed states that, "I believe in the human touch, which cultivates sympathy with my fellow men and mutual helpfulness and brings happiness for all." This statement in conjunction with our program's mission statement supports our program's unstated belief in "The Added Touch" which is the extra "je ne sais quoi" which our students possess. This quality is what allows for our students to emerge as "exceptional leaders for the Global Hospitality and Tourism industries." The ability to transform the hospitality industry from a science into an art form comes from "The Added Touch" which Auburn students put on everything they dedicate themselves to.

- Anna R. Michal, title winner

Greetings from the Program Director



Greetings once again from the loveliest village on the plains and another great big War Eagle to one and all at the end of our year as the 2011 BCS National Football Champions. It's a real pity this past season was not as good as last year's - but hey, we still have a good bowl game to go to and we can be there in numbers given the location. I still don't pretend to understand the first thing about the game, but it sure is fun watching and joining in the spirit of achievement when they lift those trophies. I have my fingers crossed for the Chick-Fil-A Bowl game and look forward to sharing in the continued success of our athletics program.

Programmatically, we have had a very busy year at Auburn. The really big news is that the program has now been professionally accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). We are now one of 35 four-year programs in the United States to have this honor bestowed. Other programmatic news relates to the reintroduction of the internship program as part of our major curriculum. Students are now required to complete 400 hours of on-program work experience prior to qualifying for the internship course and must also complete a leadership practicum experience with West Paces in their final year at Auburn. I believe wholeheartedly that the combination of all three educational experiences will position them uniquely for employment upon graduation. The HRMT team is also in the preliminary stages of developing a Graduate Certificate Program in Brewing Science/Operations. This program is being developed in partnership with the Colleges of Agriculture and Veterinary Medicine and aims to capitalize on a national boom in craft brewing and the related need for professional qualifications within this sector.

On the faculty front, we are in search of a foods-

oriented faculty member who can teach food production and food and beverage management courses. We will identify the right candidate within the year and have the opportunity to introduce them to you in the fall 2012 issue of "The Added Touch." If you know of any suitably qualified candidates, please point them our way.

I would also like to once again remind you that we are fast approaching the beginning of our 25th Anniversary Year, 2012. We will start the year by hosting the 17th Annual Graduate Research Conference in Hospitality and Tourism Education, Jan. 5-7th at The Hotel at Auburn University and Dixon Conference Center. This event will mark the beginning of a year of celebration for the program.

In closing, I would like to say a very special thank you to Mr. Ryan Magnon, former Vice President of Quality Improvement for the West Paces Hotel Group and our Industry Advisory Board Chair for the past two years. Ryan has recently accepted another senior position in the food sector in the southeast and stepped down as Board Chair in October. I would like to extend a huge Thank You to Ryan for all of his assistance in recent years - he is very much a part of the Auburn Family and someone I am delighted to report will remain engaged as a board member into the future. On a related note, I am also delighted to welcome two new members to our board. Mr. Phillip M. Colicchio, founding member, Taylor, Colicchio and Silverman, LLP and Colicchio Consulting, LLC, comes to us with a considerable background in the food and beverage industry. Additionally, Mr. Lee Sentell, director of the Alabama Bureau of Tourism and Travel, has been responsible for directing the state's tourism portfolio for the last 10 years. Welcome on board Phillip and Lee.

War Eagle!
Martin

Vision Statement

The HRMT vision is to be recognized globally as a leader in Hospitality and Tourism education and a program of choice for students, faculty and employees.

7th Annual California Epicurean Tour, 2011

For the 7th consecutive year, 15 lucky undergraduate and graduate students of the HRMT program at Auburn have had an opportunity to visit and experience the very best of Epicureanism in the California wine region. As in previous years, students were competitively chosen to spend a week touring the vineyards of notable wineries, resorts and a number of the region's finest eateries. This year's tour was as action packed as ever and included stops at Testarossa Winery, Bernardus Lodge, Will's Fargo Restaurant, Talbott Vineyards, Pisoni Vineyards, Far Niente, Opus One, Franciscan Estates, Quintessa, Solage Calistoga Resort, the Bouchon Bakery and French Laundry Gardens, as well as a visit to the Culinary Institute of America and Master Barrel Makers Seguin Moreau.

The annual tour offers students the opportunity to gain exposure to the entire wine production cycle, from grape growth to final production and, of course, its pairing with the finest and freshest produce the region has to offer. This is an once-in-a-lifetime experience to interact with those professionals who have dedicated their lives and careers to creating the best that California has to offer. During the trip, students not only visit the vineyards, but have the opportunity to learn about viticulture practice, sensory evaluation, and food pairing. They come to appreciate the factors that influence the creation of a truly great wine, its quintessential pairing with the finest local produce, and the success factors driving the California wine tourism success story. An early highlight of this year's trip was a wonderful morning and early afternoon spent

many said the steep, exposed site with its massive shale boulders was "too cold," "too difficult to plant," and "too challenging to grow on," Robb had a vision to create "unique and exceptional chardonnays and Pinot Noirs; wines that took their inspiration from the traditions of Burgundy, but had their roots in California's soils." So it was the original Diamond T Estate and the legendary Sleepy Hollow Vineyard in the Santa Lucia highlands that were to yield some of the regions richest and most distinctive wines, each embodying its own unique terroir. Students spent a remarkable morning with head winemaker Dan Karlsen and, over the course of a four hour visit, were treated to his firsthand insight and unique perspective on everything from the history of wine making, to the influence (or not) of terroir, viticulture practice and the future of the region's wine industry. It was absolutely wonderful! This year's Pisoni visit was as momentous as ever as students enjoyed the normal round of wine tasting, hell



-raising jeep tours of the vineyard, home-cooked barbeque and the very best wines from the family's private selection. Gary was unable to join us this year, but Mark and the others did a wonderful job entertaining the group. In truth, the visit just got better morning to afternoon to evening of each day and from day to day from day one to day seven.

Everything – from dinner with Beth Nickel at Far Niente, to our vineyard tour with Michael Silacci of Opus One, to lunch with Agustin and Valerie Huneus of Quintessa, to our private Magnificat Meritage blending exercise and competition with Franciscan Estates to lunch at the MacMurray Ranch with Gallo of Sonoma and our farewell dinner with Trinchero Family Estates – was truly exceptional. To say that the students enjoyed the experience would be a huge understatement. The educational experience has had a profound influence on each student and will continue to shape their thinking, performance and career

development long into the future. It was without question an exceptionally unique experience for all concerned!

Of course, none of this would have been possible without our wonderful donors and the industry support that the program continues to enjoy. The students interacted wonderfully with the Arbizzanis, the Gehegans, Drs. Leanne Lamke and Art Avery, Sue Groce (Miss Sue as she affectionately became known), the Compo family, Pam and Tim Wellborn, Barry Zeidwig of Southern Wines and Spirits, the Keenan family and, of course, Chef Tim Creehan – we are all indebted!

European Study Tour

This past summer, the HRMT program was excited to continue the tradition of taking students abroad as part of the NUFS 5380 European Study Tour class. Eight students under the direction of Dr. David Martin traveled across Europe in 28 days. Along the way, they visited 12 different cities in 9 different countries. Paris, Dublin, Prague, Munich, Florence and Rome are just a few examples of the great diversity associated with this trip. The class is offered every summer and there is the possibility of earning credit that will count towards a degree. Those interested in the class should email Dr. David Martin at martida@auburn.edu

Hospitality Career Fair

The 23rd annual Hotel and Restaurant Management Career Fair was held Nov. 3, 2011 at The Hotel at Auburn University (pictured below). The fair was open to every student. More than 24 companies were in attendance.



with the good folks at Talbott Vineyards. Talbott was established by Robb Talbot in 1982 when he began planting his original Diamond T Estate Vineyard on a cold, wind-swept mountaintop in Carmel Valley. While conventional wisdom was against him and

Student Organizations

NSMH: The HRMT program is proud to announce the creation of the first chapter at Auburn University of the National Society of Minorities in Hospitality. The national organization is open to any students majoring in Hotel and Restaurant Management. NSMH hosts two conferences a year: a regional conference (in Atlanta Nov. 4-6, 2011) and the national conference (in Washington, DC Feb. 16-19). Membership dues are only \$20 for the year. The group plans to engage in a variety of activities including resume and interview training. They are also looking for creative ways to raise money to help offset the cost of attending conferences. Anyone interested in joining the Auburn chapter of NSMH should email chapter president Angela Ennels at ase0002@tigermail.auburn.edu.



CMAA: CMAA Auburn University Chapter is proud to announce that the chapter has 34 members for 2011. Members are preparing to attend the World Conference on Club Management and Golf Industry Show, which is the Association's most visible event of the year in New Orleans, LA, Feb 24-28, 2012.



Alumni Update

Stacey Benefield graduated from HRMT in spring 2010 and began work immediately for Susan Gage Caterers in Oxon Hill, MD. Her role as Account Executive consists of meeting with clients, creating proposals, designing events, and managing onsite staff. She has been exposed to many different venues and working with prominent individuals in the Washington, DC area. Stacey is confident that the HRMT program at Auburn equipped and trained her well for her position. She also believes the support and encouragement from the faculty enabled her for such a smooth transition in pursuing her career.

Sam Davis has been working for the Hampton Inn Fairhope – Mobile Bay for a year as of Oct. 27, 2011. Currently, his position is Assistant to the General Manager. Pictured are hotel owner Charlie Bassett, an Auburn alum, and general manager Crystal Kantaroglu. This is the second time in his professional career Sam has worked at hotels owned by Auburn alumni.



Faculty Update



Oct. 19-22, 2011.

Dr. Martin O'Neill attended the 2011 International CHRIE Conference in Denver, CO from July 28—Aug 1, 2011 and the Euro-CHRIE meeting in Dubrovnik, Croatia from



Dr. Kyungmi Kim received a grant from 2011 Auburn University Intramural Grants Program. The \$97,000 award will help support her research involving the Introduction of New

Crops for Farmers and Economic Growth in the City of Valley.



Dr. Baker Ayoun was recognized as the recipient of the SGA Outstanding Faculty Member Award for the College of Human Sciences for 2010-2011. The selection is based on excellence in

teaching, respect of peers and students, concern for students, availability to students, and involvement in assignments.

Community Connection

The Hotel and Restaurant Management Program at Auburn University will be connecting with the Auburn community and the state of Alabama with its upcoming Reaching out to Alabama High Schools initiative. The Reaching out to Alabama High Schools program will focus on increasing high school students' awareness about present and future career opportunities in the hospitality and tourism industry.

Southeast CHRIE Conference

This semester's meeting of SECHRIE took place at historic Tuskegee University in Tuskegee, AL. HRMT graduate student Kyle Townsend presented a paper titled *"Critical Success Factors in Alabama Wine Tourism: a Case Study of the Providers"* as part of the refereed proceedings. This meeting also featured presentations by graduate students and faculty from across the southeastern United States, including the University of Mississippi, the University of Kentucky and the University of South Carolina. Topics presented included *"The Perceptions of Appearances by Career Fair Recruiters, The Training Needs of Bed and Breakfast Operators, and Perceptions of Green Practices in a University Foodservice Operation."*

Southeast TTRA annual conference

Alana Dillette, a Master's student studying HRMT at Auburn, hails from the beautiful archipelagic Islands of The Bahamas. Last spring, Alana was awarded two prestigious research grants for outstanding work in tourism research. Internally, she received the Nicole M. Zallen Graduate Research Fellowship to aid her first graduate research project, "Swim Bahamas: An exploratory study comparing the perceptions of Bahamian Islanders and U.S. college students on an alternative volunteer tourism spring break program." Alana also received a grant from the Southeast States Chapter of Travel and Tourism Research Association at the SETTRA annual conference in Destin, FL. In the off-season and in between academic commitments, Alana collaborates with The Bahamas Ministry of Tourism and intends to work to expand the scope of alternative tourism ventures in The Bahamas upon graduation.



She has been selected for a prestigious internship aboard "The World Residences at Sea" program, starting this fall in Istanbul, Turkey. She plans to swim in the 2012 London Olympics and pursue a PhD after completing her Master's degree in 2012.

HRMT Graduate Program Highlight

The graduate programs are a source of great pride for the HRMT program. The programs are carefully designed to offer graduate students a rich and complete hospitality and tourism education, while simultaneously allowing room to explore areas of interest or specialties.

As of fall 2011, the PhD and Master's programs had 26 graduate students, creating one of the best student-to-faculty ratios for hospitality programs in the country. HRMT graduate students are provided a solid and contemporary education, geared to accommodate the varied areas of student interests. Faculty members welcome the smaller class size, but are continually working to recruit additional strong graduate students.

The PhD program provides an environment in which students can begin their academic careers while in graduate school. Several HRMT courses, including *HRMT 1010 Introduction to Hospitality Management* and *HRMT 2400 Food Production in Hospitality*, are taught by two new HRMT doctoral students, Jennifer Calhoun and Kyle Townsend, respectively. Some have co-authored publications and conference proceedings with faculty members, laying the foundation for a more successful academic career. Despite a tough job market, Auburn's HRMT PhD graduates are consistently placed in tenure-track jobs. For instance, recent graduate Doug Murray obtained a faculty position at Montclair State University.

The Master's program provides a similar environment for those interested in pursuing professional careers in the broader hospitality and tourism industry. The program is also designed to prepare students who are interested in pursuing a doctorate degree. Ben Nemec, Kyle Townsend, Yang Cao, and Sara Ghezzi are recent graduates of the Master's program. Kyle and Yang are continuing toward a PhD at Auburn University and the University of South Carolina, respectively. In the fall 2011, McDaniel Ubi, Charles Marvil, and Mary Owens were welcomed to the program.

In its efforts to prepare graduate students to enter the profession, the Department is currently offering a 4-seminar series on sharpening grant-writing skills of our graduate students.

Last but certainly not least, the HRMT program is proud to host the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Jan. 5-7, 2012 at The Hotel at Auburn University and Dixon Conference Center. It is a premier meeting dedicated to the latest research and scholarly work of graduate students in hospitality and tourism in the United States and abroad.

Those interested in learning more about HRMT graduate programs should contact Dr. Baker Ayoun, graduate programs coordinator, 360 Spidle Hall, bayoun@auburn.edu, or (334) 844-8196.

Advisory Board Meeting

The Hotel and Restaurant Management program hosted its 4th Advisory Board Meeting at the Russell Lands at Alexandria, AL on Oct. 6 and 7, 2011 and welcomed a new director of the HRMT Advisory Board, Roger Holliday, Vice President, Russell Lands, Inc.



Mr. Roger Holliday joined Russell Lands in 2006 as vice president, initially focusing on strategic planning and business development efforts. In addition to exploring new business opportunities (such as the development of Russell Crossroads, a town center), he leads the marketing efforts for Russell Lands On Lake Martin, ERA Lake Martin Realty and Russell Marine. Roger's duties also include the operational oversight of many of the company's amenities and hospitality businesses, including Willow Point Golf & Country Club, The Ridge Club, Catherine's Market, SpringHouse

Restaurant, The Stables and Adventure Center of Russell Crossroads.

For more than 20 years, Roger was with Russell Corporation where he served in various senior management positions, including president of the Jerzees division, president of Russell Athletic Licensed Products, and vice president of Investor Relations.

Besides serving on the HRMT board, Roger is also a current board member for the Department of Camp McDowell (The Episcopal Diocese of Alabama), Quail Forever Covey Rise, and Alexander City Chamber of Commerce Foundation. He has been a board member for the Alexander City Chamber of Commerce, Cobb County (GA) Chamber of Commerce, and Columbus (GA) Chamber of Commerce. Roger also previously served as senior warden and member of the vestry, St. James Episcopal Church, Alex City; member of the vestry, Trinity Episcopal Church, Columbus, GA; president, Alexander City Chamber of Commerce; and president, Lake Martin Area United Way. Roger received a bachelor's degree from Emory University, summa cum laude, and an MBA from Georgia State University.

In his spare time, Roger enjoys playing golf, cruising Lake Martin on his pontoon boat, hunting, and anything with his family. He and his wife, Cindy, live at Willow Point and have three children, Hamilton, 26, and wife Lauren, of Huntsville; Henry, 24, of Birmingham; and Hayes, 22, a student at the University of Alabama.

HRMT Advisory Board members:

- Mr. Phillip M. Colicchio:** Founding member, Taylor, Colicchio and Silverman, LLP and Colicchio Consulting, LLC.
- Mr. Tobin L. Counts:** Area Director, Residence Inn
- Dr. Alleah Crawford:** Assistant Professor, East Carolina University
- Chef Tim Creehan C.E.C.:** Chef Tim Creehan and Company
- Mr. Alain Gruber:** Vice President, Residence Sea – The World
- Mr. Sandy Heely:** Captain, United Airlines (retired)
- Mr. K. Roger Holliday (Chair):** Vice President, Russell Lands, Inc.
- Ms. Katy Law:** Director of Sales, The Americas Design Hotels
- Mr. Ryan Magnon:** Senior Manager, Hospitality and Service Design, Chick-fil-A
- Mr. Pedro Mandoki, CHA:** President, Mandoki Hospitality, Inc.
- Mr. Trip Schneck:** President, TIG Global
- Mr. Peter Schwartz:** Chief Executive Officer, International Beverage Company, Inc.
- Mr. Lee Sentell:** Director, Alabama Bureau of Tourism and Travel
- Ms. Pam Wellbarn:** Business Owner, Wellborn Forest
- Mr. John Wild:** Director, Auburn-Opelika Convention & Visitors Bureau



Mission Statement

To educate exceptional leaders for the Global Hospitality and Tourism industries. We concentrate on service excellence, social and ethical responsibility, and diversity in a practically oriented and intellectually challenging environment

Many recently announced developments have created a lot of excitement within The West Paces Hotel Group. This comes as welcome news after slow economic activity worldwide has hindered growth within the luxury hotel market. With the latest announcements of new hotels and developments, it is clear that West Paces is on track to make rapid progress in the development of new properties in the U.S. and around the world. Raithwaite Hall, an 18th century manor-turned-luxury-hotel located in the northern English countryside, opened Oct. 21, 2011, as the first 5-star property in the area. The 45-room hotel features a gym, spa and indoor pool, as well as an impressive 180-seat ballroom surrounded by glass walls. Raithwaite Hall's restaurant boasts a menu specializing in the area's famous seafood, as well as local produce and ingredients. The hotel offers access to the nearby coast, as well as a wide array of activities, including mountain biking, horseback riding, walking trails and golf. This English country retreat serves as an impressive addition to The West Paces Hotel Group's independent hotel portfolio.



In anticipation of the 2014 Olympics in Sochi, Russia, West Paces has begun three separate developments near the city. The town of Gorky Gorod, just outside of Sochi, will play host to the Olympic village and will be the site of a new Capella property, an Auriga Spa and two Solis hotels. Located in Southwestern Russia on the coast of the Black Sea, the highly desirable village of Gorky Gorod boasts magnificent scenery and access to year-round activities. Capella Sochi, the most recently announced addition to the Capella brand, will be the accommodation of choice for VIP guests of the Sochi Olympics. Capella Sochi will be perched atop the town at 960 meters above sea level, allowing guests breathtaking views of the Caucasus mountain range. The property will feature 59 guest rooms, indoor and infinity swimming pools and ski in/ski out access, all while maintaining the Capella philosophy that defines the brand. Auriga, the world famous spa brand, will come to Gorky Gorod, bringing total relaxation for rejuvenation-seeking travelers. Other Auriga locations can be found at the Capella properties in Cabo San Lucas, Velden, Austria, Singapore and New York City.

The Solis Hotel and Solis Suites will offer fine dining options, ski cafés, lobby bars and meeting space. These properties, located in two different buildings will offer international and business travelers alike with spacious guest rooms, picturesque views and memorable experiences. Each development is scheduled for completion in 2013.



After a stifled development, the previously postponed construction of Capella Georgetown in Washington, DC will soon be resumed. Through a joint venture between Castelton Holdings and ICG Properties, funding has been raised for the conversion of a former office building into what will be the newest ultra-luxury hotel property in DC (a \$45 million project). Capella Georgetown will no doubt attract world leaders visiting the nation's capital on political business who seek the highly personalized service offered by Capella. The five-story boutique hotel will have 49 guest rooms, a rooftop lounge and an indoor/outdoor pool (a rarity in luxury DC properties), as well as a destination restaurant and bar overlooking the C&O Canal. The recent progress of Capella Georgetown is a sign of slowly resurging growth and development of luxury hotel companies, especially in big city markets. Capella Georgetown is slated to open in December 2012, just in time for the presidential inauguration on Jan. 20, 2013.



The Added Touch

HRMT News Letter
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If you have any questions or require additional program related information please feel free to contact: Mrs. Tanya Stringer (334) 844 4261



The Hotel at Auburn University and Dixon Conference Center

The West Paces Hotel Group Leadership Development Program is part of the dynamic vision and legacy of Horst Schulze, President & CEO, of The West Paces Hotel Group.

The West Paces Hotel Group has partnered with Auburn University in developing a world leading curriculum for the University's bachelors and masters programs in Hotel and Restaurant Management. This program allows for the hotel executive management team and HRMT faculty to work together in team teaching courses. This program offers students classroom and laboratory experience based on the operation of The Hotel at Auburn

University and Dixon Conference Center with its 236 rooms and 28,000 sq ft meeting space. This partnership was designed to provide students with both classroom theory and laboratory experience based on a model of continuous quality improvement as part of their degree requirements.

The Hotel at Auburn University and Dixon Conference Center

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Lobby Sitting Area

