

FALL
2013

THE ADDED TOUCH

Hotel and Restaurant Management Program

A LETTER FROM THE DEPARTMENT CHAIR

It is my great pleasure to once again bring greetings from the Hotel and Restaurant Management Program at Auburn University and to invite you to read the latest installment of "The Added Touch" Newsletter. It has been an especially busy year and as you will see faculty and students have much to report on, so I will do my best to keep my comments brief.



Dr. O'Neill accompanied by Dean June Henton, Stenden University Administrators and other AU Faculty and Partners during a recent visit to Stenden's University's Campus in Port Alfred South Africa.

First and foremost please join me in welcoming Dr. Yee Ming Lee to our faculty. Yee Ming

joined us last fall from Kansas State University and is responsible for teaching a variety of hospitality and foods oriented classes across both the hospitality and nutrition oriented curricula. She has been very well received by both faculty and students and is a welcome addition to our team. Please be sure to stop by Spidle when next on campus and say hello. Mrs. Gwen Lloyd has also joined us as an adjunct faculty member. Gwen also comes to us with an array of senior level foods oriented experience and is working closely with students across a variety of courses. Please take a moment to also offer congratulations to Dr. Baker Ayoun, who was recently tenured and promoted to associate professor. It is quite a milestone in any faculty member's career. I should also alert you to the fact that we are in search mode again for a new faculty member and we hoping to have this person in place by the start of the next academic year.

Without question, this year's highlight was our annual Hospitality Gala, held on April 11 at The Hotel at Auburn University and Dixon Conference Center. Since 1992, HRMT has staged a formal benefit dinner and silent auction as our annual signature fundraising event for the program. This year, we continued our tradition of excellence by honoring Agustin and Valeria Huneus, two of the most respected and renowned winemakers in the global wine industry and proprietors of the much lauded Quintessa Wine Estate in Napa Valley, Calif. Agustin and Valeria were presented with the Horst Schulze Award for Excellence in Hospitality which was presented by none other than Mr. Schulze himself. Please join me in congratulating both Agustin and Valeria on this achievement and thank them for all that they continue to do in representing and supporting our program.

As you will read later in the Newsletter, this year's Hospitality Gala also showcased the work of four renowned international chefs and one renowned winemaker. Chefs Kevin Sbraga, Sean O'Toole, Marco Bustamante and Adam Thomas paired up with renowned Chilean winemaker Aurelio Montes to put on a phenomenal gastronomic event. With such an array of talent and wonderful silent and live auction prizes, it is easy to understand why this year's event was another huge success raising just over \$225,000 to help support continuing programming efforts for both faculty and students. As in previous years, I take my hat off to the faculty and students for the work they put into planning and executing this event. (Continue on Page 2)

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Other news relates to faculty involvement in international programming this past summer. Increasing our efforts in the field of international education has become a real priority for the program as of late. Our long term goal is to mandate an international study abroad experience for all students on the program with a view to making them much more competitive upon graduation. There are, of course, two obstacles to this goal! Firstly and most important the availability of suitable study abroad opportunities for students and secondly the funding to support them when they engage.

While we continue to work hard on identifying a funding source to support this goal long term, faculty has been working hard on developing a suite of suitable study abroad programs for our students. This past summer faculty led three very successful study abroad programs to Jordan, the Bahamas and Europe. Feedback thus far has been fantastic and I look forward to continuing to work with faculty and you all to find a way to mandate this sort of experience for all of our students into the future. Put simply, I believe it is a great way of differentiating our students upon graduation.

Students have once again been as industrious as ever on the professional engagement front with visits to the American Hotel and Lodging Show, the Club Managers Association of America Annual Meeting, the National Society of Minorities in Hospitality annual and regional meetings and, of course, the Eta Sigma Delta National Honor Society annual meeting and breakfast. Similarly at the graduate level, our students have once again represented the program in excellent fashion at the annual Graduate Research and Education Conference for Students in Hospitality and Tourism. Three of our students presented competitive papers at this year's event in Seattle, Wash.

Students have also enjoyed considerable scholarship success both regionally and nationally. Of particular note is the fact that six of our brightest and best were awarded a total of \$9,500 in scholarship monies at this year's Alabama Governor's Tourism Conference. I am delighted to report that our Student Advisory Board is up and running for the second year representing student interests and engaging campus wide in philanthropic activity. In truth we have a wonderful board that is committed to continuously improving the educational and social experience of all students on our program. They give freely of their time and are very focused on accomplishing a lot over the course of the next year.

In closing, I once again want to take my hat off to all of our HRMT family: alumni, students, donors, faculty, advisory board and industry partners. Without your support this would be a much more difficult road to travel. Put simply, we are indebted to you all. Particular thanks goes out to our education partners, the Capella Hotel Group, represented on campus by Mr. Hans van der Reijden and his hard working team at The Hotel at Auburn University and Dixon Conference Center. We are currently celebrating our 10th year in partnership with Capella and they continue to work hard every day with the faculty and staff on this side "of the street" to make the AU HRMT educational experience an exceptional one for all students.

Please do take a few minutes to read the following updates in detail and drop by and say hello any time you are on campus.

War Eagle and fingers crossed for a successful season of Auburn Football!

Martin

UPDATES ABOUT FACULTY MEMBERS

Dr. Martin O'Neill has been elected as the vice president of International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) for 2013-14.

Dr. David Martin has been elected as president of Southeast, Central, and South American Federation of ICHRIE.

Dr. Baker Ayoun has been promoted to associate professor, effective October 2013. As part of his professional development, Dr. Ayoun completed a professional internship with the Jordan Hotel Association this summer. Dr. Ayoun also served as an external reviewer for the Master's and doctoral programs of Restaurant, Hotel and Institutional Management at Texas Tech University.

Dr. Alecia Douglas attended the STR Share Center's workshop, "Certification in Hotel Industry Analytics," or CHIA in Hendersonville, Tenn., in September. She plans to take the upcoming exam to obtain certification through The Educational Institute, formerly AHLEI.

Dr. Yee Ming Lee is currently doing her dietetic internship at West Georgia Hospital in LaGrange, Ga. She is expected to take the national exam administered by the Commission on Dietetic Registration in the spring to obtain her registered dietitian credential.

STUDY ABROAD PROGRAMS

The Bahamian Touristscape Study Abroad Program

By Dr. Alecia Douglas

Headed by Dr. Alecia C. Douglas, with the assistance of HRMT Graduate Student, Alana Dillette, nine AU HRMT students enrolled in The Bahamian Touristscape program island hopped to three islands in The Commonwealth of The Bahamas (New Providence, Eleuthera, and Exuma) for the first ever Auburn Abroad experience of the islands and cays. The program provided a learning environment where authenticity and cultural immersion would meet the educational challenge of an exciting 10-day (May 16—May 25, 2013) island-hopping experience. The Bahamian Touristscape provided an in-depth insight into the composition and competitive-

ness of tourism destinations as well as explored

what goes into the design of tourist spaces and their supporting tourism experience networks. Students were exposed to the issues facing small state tourism destinations and their ability to achieve and maintain a competitive advantage in today's dynamic global business environment. The program featured daily site visits and instructor-led discussions, along with presentations by practitioners in the Bahamian tourism industry. Students got to see first-hand the impacts of tourism on a people, community, and nation as they experienced different forms of tourism offered by small, large and mega businesses in the Bahamian tourism trade.



Over the course of 10 days, students interacted with more than 40 individuals from 10 different organizations in the Bahamian tourism industry. Students engaged with prospective hospitality recruits, front-line employees, and executive management as well as college professors, entrepreneurs, and a former government official.





Auburn Tiger Study Abroad Program in Jordan

By Dr. Baker Ayoun

During the summer, a number of AU students spent three weeks in Jordan as part of the *Auburn Tigers Study Abroad Program in Jordan*. The program was developed and led by Dr. Ayoun, who is originally from Jordan.



Because Jordan is generally considered one of the greatest hosts of many world's civilizations, participants in this program gained a greater insight into not only the rich Arab culture, but also the ancient civilizations of Rome, Greece and Persia as well, providing for a truly unique international experience. Students witnessed firsthand the contrast between profoundly ancient and progressively modern systems of culture and behavior.



With excursions to Jordan's archaeological, historical, and natural wonders, AU students demonstrated the ability to appreciate and interact constructively with people from drastically different cultural and linguistic backgrounds. Furthermore, through an array of relevant academic courses and activities planned by the host institution, *Jordan Applied University College of Hospitality and Tourism Education (JAU)*, AU students were provided with an excellent opportunity to place the hospitality and tourism discipline in its international context, while at the same time making a serious effort to adapt to local pedagogues and an academic setting significantly different from their own. Students left Jordan with what they described as a "life-changing experience."



European “Backpacking” Tour

By David Martin

Every summer, faculty from the Hotel and Restaurant Management program engage with students on a 28-day trip through Europe. Originally developed and implemented by Dr. Martin O'Neill, the trip is now under the direction of both Dr. O'Neill and Dr. Martin. The trip involves two distinct phases; the planning and research phase and then the actual execution of the plan in the real world, namely Western Europe.



During the planning and research phase, students meet with Dr. Martin once a week with several goals in mind. These include determining an academic theme for the trip, planning the route, which usually consists of 12-14 different cities across nine countries, developing a safety and security plan and finally developing an itinerary for each city. Every student is charged with leading the group through a city and as such, must plan every detail from where we are going to stay, to where we are going to eat, what we are going to see, how we are going to get their (public transportation only) etc. Then in the summer, immediately after graduation the actual trip takes place.



This trip is perhaps the most in-depth and far reaching study abroad opportunity on the Auburn campus. We see more cities, experience more cultures and travel farther in 28 days than most people do in a lifetime. Academic components consist of a learning diary, a research paper about the academic theme for the trip as well as a critical evaluation of the trip and the students' performance. The first year of the trip consisted of four travelers. Since then, it has grown so much, interviews have to be conducted to select a maximum of 12 students, along with a graduate student and the faculty member of record. In 2012, 26 students applied and interviewed for the 12 spots.



HRMT EVENTS AND ACHIEVEMENTS

Eta Sigma Delta News



By Dr. Alecia Douglas

The Auburn University student chapter of Eta Sigma Delta (ESD) International Hospitality Honor Society held its annual initiation ceremony on Nov. 6, 2012 at The Hotel at Auburn University and Dixon Conference Center. The guest speaker was Chef Rob McDaniel (AU Class of 2002; 2012 Outstanding HRMT Alumnus; 2013 James Beard Foundation nominee for Best Chef South; general manager and executive chef at SpringHouse at Russell Crossroads on Lake Martin, Ala.). With the support of faculty, family and close friends, the ceremony honored 20 outstanding undergraduate students in HRMT. The new inductees were Andrea Boren, Cassi Busby, Jennifer Calhoun, Darian Cheshier, Jennifer Dillenback, Maggie Hannum, Anne Carlton Head, Mackenzie Howard, Elyse Jokich, Jennifer Jolly, Kristen Longley, Brooke Lyons, Charles E. Marvil III, Eric Mendes, Marie Mitchell, Constance Moore, Nicole Sanchez, Shaye Sullivan, Edyn Vincent, and Kingslea Younker.

ESD students also attended the annual International Hotel, Motel and Restaurant Show Nov. 10 -13, 2012, at the Jacob Javits Center in New York City. The event is the largest, most dynamic exhibition for the hospitality industry in the world, and our students participated in many of the seminars, meetings and vendor sessions. To top off the experience, HRMT Board Member Katy Law hosted the students at the Gild Hotel in Manhattan and shared career advice with them in addition to touring the property. Other hotel site visits included NoMad Hotel, Greenwich Hotel, The Bowery Hotel, The Mark Hotel, and The Waldorf Astoria. Students also had several informational interviews with different leaders in the business. There were nine ESD students that participated in this study tour. Pictured, at right, are Marie Mitchell, Constance Moore, Edyn Vincent, Sara Hannum, and Anne Carlton Head. Not pictured are: Mary (Helen) Franklyn, Mackenzie Howard, Grier Halstead, and Alison Norby.



On April 12, 2013, nine ESD students volunteered at the Food Bank of East Alabama. Students also conducted a food drive to donate non-perishable items to the food bank. Pictured, at left, are Grier Halstead, Lauren Long, Andrea Boren, Jennifer Jolly, and Nicole Sanchez. Other volunteers were Cynthia Kissik, Nicole Morrison, Hannah Zondlak and Mary (Helen) Franklin.

The 9th Annual Epicurean Tour of Southern California

By Dr. Alecia Douglas

On May 5-11, 14 HRMT undergraduate and graduate students participated in the much anticipated 9th Annual Epicurean Tour of Northern California. Students went through a competitive selection process for placement in this truly “once-in-a-lifetime” opportunity. Referred to as “The Napa Trip,” this seven-day intensive study tour exposed students to some of the finest wineries and vineyards, resorts and restaurants in the famed

Venues included in this year’s tour were the Bernardus Lodge, Talbott Vineyards, Far Niente, Terry Hoage Vineyards, Quintessa, Trinchero Family Estates, Bouchon Bakery, Bouchon Bistro, The French Laundry garden, Auberge du Soleil Resort, The Culinary Institute of America, Beringer Estates, Seguin Moreau, Domaine Carneros, Lynmar Estates and Robert Sinskey Vineyards. Each venue was simply incomparable, outstanding in its own right and provided unique insights for this year’s participants who were actively engaged with professionals at the height of their careers.



Day 2: Terry Hoage Estates,
Paso Robles, Calif.



Day 3: Talbott Vineyards,
Carmel Valley, Calif.



Day 4: Beringer Estates,
Napa Valley, Calif.



Day 6: Domaine Carneros,
Carneros Appellation, Calif.

wine region. As with previous years, the tour delivered on the promise of offering a variety of exceptional and unique experiences from exclusive tours and rich learning exercises to decadently catered meals. From vine to dine, the annual tour provided a firsthand view of all aspects critical to the production of wine and champagne to pairing with the finest and freshest produce the region has to offer.

Throughout the tour, students not only benefited richly from their interactions with industry sponsors, but also with our generous donors, Mr. and Mrs. Roger and Joyce Lethander, Mr. and Mrs. John Huff, and Hunter Campo, who shared in this memorable experience. Donors enjoyed sharing their time with students and even coached them on professional matters. Special recognition also goes out to Mr. and Mrs. Tim and Pam Wellborn and Chef Tim Creehan who donated to the trip. Without the continued support of all our wonderful donors, this hallmark trip would not be possible.



Hospitality Gala 2013

By Yee Ming Lee

The Hospitality Gala is the signature event for the HRMT program to raise funds to support the undergraduate, masters and doctoral degrees. This event was held April 11, 2013 at The Hotel at Auburn University. The event successfully raised \$223,265 through the live auction and ticket sales.

The event started with a cocktail reception, during which the guests enjoyed having conversations with the internationally renowned wine-makers while savoring the different wines on offer. A silent auction was held concurrently with the reception, followed by a four-course plated dinner from Chef Kevin Sbraga, Chef Sean O'Toole, Chef Marco Bustamante, and Chef Adam Thomas. Their highly sophisticated and enticing dishes were the true reflection of their culinary specialization.

The live auction was one of the highlights of the evening. A total of 11 fantastic items were showcased, including tour packages to some of the most unique and famous tourist attractions in the world.

In addition, two of the most renowned winemakers in the global wine industry were recognized for the Horst Schulze Award for Excellence in Hospitality, Mr. and Mrs. Agustin and Valeria Huneus, proprietors of the lauded Quintessa Wine Estate in Napa Valley, Calif.

The success of this event would not be possible without the generous contributions from friends of the HRMT program and the many local, national and international companies who continued to support this annual event.

Additionally, we credit much of the success to the hard work of the students enrolled in the Catering and Event Management class, as well as the leadership team at The Hotel at Auburn University, faculty and staff. The students involved themselves in all facets of the event including set up, registration, guest services, overseeing both the live and silent auctions and the overall execution of the event.

Gala By the Numbers

21 students in the Gala class worked extremely hard to put together an outstanding event.

233 guests in 2013.

67% guests were returning guests.

11% guests have attended five years in a row.

6% guests have attended three or more in the last five years.

13% increase in silent auction revenue, compared to 2012.

4 times more donations for auctions, compared to 2012.



HRMT Scholarships



By Dr. Alecia Douglas

AU HRMT students were awarded more than \$52,500 in scholarship and fellowship monies at the undergraduate and graduate levels for the 2013-14 academic year.

Nearly 30 students applied to a variety of scholarships offered through the College of Human Sciences as well as hospitality and tourism industry-related opportunities. Almost \$13,000 was awarded to 15 undergraduate students, with awards ranging from \$500 to \$2,111. Six HRMT students were awarded a total of \$9,500 at the Alabama Governor's Conference on Tourism in August in Huntsville. This year's performance was the best ever as HRMT students secured six of the 11 scholarships awarded by the AGTC including the highest monetary award. Students selected for the American Hotel and Lodging Educational Foundation merit-based scholarship were awarded \$4,000 while a \$5,000 award was received by distance graduate student Charles Marvil. HRMT senior Mackenzie Horsefield was awarded the Kirk Kirkland Memorial Scholarship through the Alabama Restaurant & Hospitality Alliance valued at more than \$1,000. Graduate students Alana Dillette and Jennifer Calhoun were both awarded the President's Graduate Opportunities Program fellowship, valued at \$10,000 each. The major purpose of the program is to recruit, retain, and support African-American students engaged in graduate study leading to a doctoral degree from Auburn University.

Undergraduate Students' Achievement

By Dr. Baker Ayoun

HRMT students enrolled in Dr. Ayoun's HRMT 4500 Strategies Hospitality Management in the spring got the opportunity to complete the newly developed "STAR Certification in Hotel Industry Analytics."

This is the only hotel-related certification for university students graduating from Hospitality and Tourism programs throughout the world. The certificate is being offered globally to undergraduate and graduate students through a joint effort between AHLEI (American Hotel & Lodging Educational Institute), ICHRIE (International Council on Hotel, Restaurant, and Institutional Education), STR (Smith Travel Research), and STR Global.

The certification is based upon four core content areas:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals – the metrics used by the hotel industry
- Property Level Benchmarking (STAR Reports)
- Hotel Industry Performance Reports (Trends, P&L, Pipeline, and Destination Reports)

Following one-month training in class, a total of 21 HRMT students passed the certificate exam. According to STR, "This recognition provides evidence of a thorough knowledge of the foundational metrics and definitions that are used by the hotel industry. Recipients have proven that they can "do the math" and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and make strategic inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. Recipients have a grasp of the current landscape of the global hotel industry, including relevant current events. Achieving this distinction announces that these students have a place among the best graduates in their profession and opens the doors to future career opportunities."

Graduate Students' Achievements

By Dr. Baker Ayoun

Sara Ghezzi, Tuo Sun, and Jennifer Calhoun are the latest HRMT graduate students to have published their research in hospitality management academic journals. Their work appeared this year in the *Journal of Human Resources in Hospitality and Tourism*, (Vol. 12 No. 2; pp. 192-216), and the *International Journal of Contemporary Hospitality Management*, (Vol. 25 No. 3; pp. 365-382).

Alana Dillette, Hui (Michelle) Xu, McDaniel Ubi, and Sara Ghezzi presented some of their research projects at national and international conferences in 2013, including the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Wash., and the Conference on Shrinking the Global Divide - Synergy, Service & Sustainability, Nassau, Bahamas.

We pride ourselves on the amount of research produced by our graduate students. Congratulations!



Distinguished Professors Visit HRMT Graduate Program



The HRMT Graduate Program is excited to host two distinguished visiting professors during the fall semester:

Dr. Patrick Moreo, professor and associate dean of strategic initiatives in the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas (UNLV), and

Dr. Fevzi Okumus, professor and chair, Department of Hospitality Services, the Rosen College of Hospitality Management at the University of Central Florida (UCF).

Both guests are engaging with graduate students and faculty on issues of intellectual significance. For our students, this is an opportunity to interact, meet, and get advice from academic experts who shared their experiences, personal philosophies and lessons learned through their careers.

NEW PROGRAM UPDATES

By Yee Ming Lee

A new Brewing Science Program will be offered online beginning in the fall of 2014, as a result of a partnership between Auburn and Longmont, Colo.-based Oskar Blues Brewery LLC. This new program is also a collaborative effort between the Department of Nutrition, Dietetics and Hospitality Management and the colleges of veterinary medicine, business, and agriculture at Auburn.

The 18 credit-hour program is geared toward people with a bachelor's degree who are looking to work in the brewing industry. Courses cover topics such as soils, malting, mashing, fermentation, brewing, business and beverages. At the end, students will travel to the Oskar brewery in North Carolina for an intensive three-day hands-on session. The curriculum will be designed to prepare students to take a professional certification exam offered by the Institute of Brewing and Distilling.

Oskar Blues founder Dale Katechis describes the partnership as "really special" because he brewed his first batch of what eventually would become the flagship Dale's Pale Ale while he was an Auburn student. "The interest in craft brewing is exploding right now, much like the wine industry," said Martin O'Neill, head of the Department of Nutrition, Dietetics and Hospitality Management. "Tourism is even being linked to beer breweries because of a growing demand for better beer by a better-traveled public."



ALUMNI SPOTLIGHT

Dr. Jason P. Koenigsfeld

Jason P. Koenigsfeld, Ph.D., CHE, is the senior vice president of professional development for the Club Managers Association of America (CMAA). In 2003, Jason graduated from the University of Nevada, Las Vegas with a bachelor's degree in hotel administration. After graduation, he moved to Vero Beach, Fla., where he learned all facets of a major private club at John's Island Club.

Jason received a Master's in 2005 and a doctorate in 2007 from Auburn. His doctorate dissertation titled, "Developing an Industry Specific Managerial Competency Model for Private Club Managers in the United States based on Important and Frequently Used Management Competencies" helps establish the basis for club management professional development and certification programs in the U.S., as well as internationally. Jason is a certified hospitality educator (CHE) through the American Hotel and Lodging Association.



Jason has conducted numerous education sessions on topics including leadership, management competencies, management and delegation, strategic planning and team development for the Club Managers Association of Southern Africa (CMASA), the Club Managers Association of Europe, the China Chapter of CMAA, the Canadian Society of Club Managers (CSCM), The Private Club Alliance of Russia and for CMAA. Jason has published a number of articles in both academic peer reviewed journals, as well as trade magazines. In addition, Jason has received awards and lectured at numerous hospitality programs in the United States as well as in Russia. Jason's areas of expertise include strategic planning, personality assessments, team development, leadership, organizational change, management & delegation, and career planning & development.



NEWS FROM CAPELLA HOTEL GROUP

Capella Hotels and Resorts Takes Over Management of Discovery at Marigot Bay in Saint Lucia

SAINT LUCIA- Capella Hotels and Resorts, which manages ultra-luxury hotels such as the Capella Singapore, Capella Pedregal in Cabo San Lucas, Mexico, and the recently opened Capella Washington, D.C., Georgetown, has assumed management of Discovery at Marigot Bay on the Caribbean island of Saint Lucia after it was acquired by an international development group.

“We’re pleased to add Discovery at Marigot Bay to our portfolio of award-winning hotels and resorts,” said Horst Schulze, Chairman and CEO of Capella Hotels and Resorts. “We will begin instilling the Capella service philosophy into the property immediately. Additionally, extensive renovations will begin shortly, which we expect to complete by mid next year when it will be branded Capella Marigot Bay. The resort and world-class marina will remain fully operational during this time frame.”

The Resort is located alongside Marigot Bay, once described by legendary American author James Albert Michener as “the most beautiful in the Caribbean.” Currently the resort features 124 rooms that include 57 suites (most with their own private plunge pools) with spacious balconies and extensive views of the bay and can be pampered at the Lapli Spa. The property is also home to the ultra-exclusive Capella Marina at Marigot Bay, which accommodates some of the most luxurious mega yachts in the world. Guests of the hotel are able to arrange exclusive charters with a choice of various yachts. The grounds are set on verdant gardens and is a safe haven from where guests can venture out to discover Saint Lucia and its lush rainforests, as well as pursue a wide range of adventure and outdoor pursuits including water sports, horse riding, fishing, hiking and climbing.

For more information on Capella Hotels and Resorts visit: www.capellahotels.com





Auburn University HRMT Program

The Added Touch
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Please visit our website at: <http://www.humsci.auburn.edu/hrmt/>

The Hotel at Auburn University and Dixon Conference Center (AUHCC)

The Hotel at Auburn University and Dixon Conference Center is located just a short walk from the excitement of Auburn University. It has 225 guestrooms and eleven suites that offer the guests the true Southern hospitality. The Hotel at Auburn University is one of the independent hotels managed by The Capella Hotel Group.

This Capella Hotel Group has partnered with Auburn University in developing a world leading curriculum for the university's undergraduate and graduate programs in Hotel and Restaurant Management. This unique partnership has allowed the hotel executive management team and HRMT faculty to work hand-in-hand in team teaching courses.

The HRMT program offered students both classroom and laboratory experiences based on the operation of The Hotel at Auburn University and Dixon Conference Center. Students combined classroom theories and laboratory experience based on a model of continuous quality improvement as part of their degree requirements.

Please visit AUHCC website at: www.auhcc.com/



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