



## *Hello & Welcome !!*

The Eta Sigma Delta Honor Society would like to present its second edition of "The Pineapple Press". For those wondering why we have named our newsletter after a fruit, we will let you in on a little secret; the symbol for international hospitality is a pineapple. This piece of fruit symbolizes our department's concentration on academics, field work experience, internships and overall curiosity of the hospitality industry. This newsletter is published for the Plattsburgh State campus to know exactly who we are, what we do, and what our future plans are.



## *The Grand Opening of Samuel D's*

The new Hospitality Management Training Center will open in Sibley Hall for the Fall 2004 Semester. The Training Center is a 9,000 square-foot, state-of-the-art training facility, which will assist the HRTM Department in accomplishing its mission. Some of the facilities features include a semi-private dining room for 20 persons, full commercial kitchen, food teaching laboratory with 10 complete workstations, student resource and commons room, reception area, conference room, and the most exciting feature of all, an 82 seat sit-down full service restaurant which will be named Samuel D's after Samuel De Champlain, the French explorer who sailed through Lake Champlain. This restaurant will be used to serve meals to members of the college community several times per week to allow students to gain experience and improve their hospitality management skills.

The Hospitality Management Training Center will also serve as a center for outreach and service. The HRTM Department hopes to hold a career-training program for local youth, a guest chef series for students and the community, continuing education courses, and certification programs for the local hospitality industry. In addition, the faculty and staff will assist college and community service organizations in using the facility for charitable events and for college promotional activities.



## *HRTM 442 in Aruba*

As of mid October the HRT department will be adding a new course to its curriculum: **HRT- 442 Tourism Operations and Management** (3-credit) Liberal Arts fulfillment. The course will be offered one day a week on the main campus. Professor John Parmelee will conduct the course.

**Course objective:** To focus on a comprehensive study of the infrastructure and superstructure requirements, and the political and governmental functions necessary to produce a successful tourism economy. Students will take the first part of the course in a classroom at Plattsburgh. The second part of the course will consist of a trip to the island of Aruba on January 3<sup>rd</sup>- 12<sup>th</sup>, to observe first hand an island where tourism constitutes 80% of the domestic economy. There will be a direct correlation between the classroom component and the experience while in Aruba.

**Aruba Trip Package Fee includes:**

All -Inclusive Hotel (including taxes and gratuities)  
Airfare (including tax)  
Ground Transportation

**Proposed Aruba Itinerary includes:**

**Guest Lectures:**

\*Safety and Security in Today's Resorts- Carlos Aquino, General Manager Holiday Inn. Chairman Hospitality Security Foundation Aruba

\*The All -Inclusive Experience- Alex Niemeyer Chairman of the Aruba Hotel and Tourism. Association and Managing Director of Divi Resorts- Aruba

\*National Tourism Organizations and Public/ Private Sector Partnership-Myrna Jansen managing Director Aruba Tourism Authority

\*Minister of Tourism

**Tours:** Shrimp Farm and Ostrich Farm, Balashi Brewery and much more



## Senior Spotlight

Leah Williams will be graduating in May of 2004 with a B.S. Degree. She has spent all four of her college years here at Plattsburgh State as a Hotel, Restaurant and Tourism major. Her intentions upon graduation include working for Hammerl Amusements as a sales associate until August. After her time there, she plans to move to Virginia Beach where she will hopefully land the job of her choice. During her time at college, she has been extremely active within the school. In the spring of 2002 she attended the Disney College Program working as a hostess at the Polynesian Resort. She now is one of the campus representatives for the Disney Corporation here at Plattsburgh. She is also president of the HRT club. She takes great pride in what she does, and she never misses a club event. She also participates as a campus tour guide showing around potential students. If you are ever looking for Leah you can find her at the college center desk. She has spent the last three semesters at this position. She'll be the one with the huge smile and loving personality. We really will miss you here at Plattsburgh; we all wish the best of luck to you after graduation.

## Magic Hat Brewery Tour

On March 27, 2004, HRTM students and faculty took a trip to the Magic Hat Brewery in Burlington, Vermont. The trip was organized by the HRT Club. Tour guides Dan Bolles and Matt Hayes provided students with background information on the history, activities, and brewing processes of Magic Hat. The Magic Hat Brewing Co. has grown an average of 20% each year since its birth nine years ago in the founder's basement. They distribute their product as far South as Maryland, and have expanded their distribution into N.Y. and have plans to continue expanding further East and West. Magic Hat beers are brewed at a single location in Burlington and use an open fermentation process and a special strand of yeast that has been aged for over 100 years. Three quarters of the beer is bottled, while the remainder is placed in kegs. After the tour students and faculty were given the opportunity to taste Magic Hat beers, and visit the gift shop. Through creative marketing and clever naming, Magic Hat has been able to distinguish itself from other micro-breweries; however, as many can now attest, having a quality product and a corporate social conscience hasn't hurt either.



## Pre-Session Wine Tasting



Every summer and winter semester non-Hotel, Restaurant and Tourism Management students have the opportunity to participate in a Wine Tasting Class. This is a one credit course, taught by Mr. Robert Rolfs that gives you the opportunity to expand your knowledge of wine by tasting, smelling, seeing, and enjoying it! You also get the opportunity to experience wine brought by representatives from a traditional Vermont Vineyard. Unfortunately, if any Hotel, Restaurant, and Tourism Management student is interested in taking the course they will have to wait until the fall or spring semester. The experience of wine tasting is available through Beverage Management (HRT 364). This is a three credit hour course that not only gives you the opportunity to explore the world of wines, but also other alcoholic and non-alcoholic beverages. This class is only available for those that are 21 years or older!

## Internships 101

Internships provide students with hands on experience within their field of study. Students are able to improve their management skills while observing and learning from others in their chosen profession. If you are new among the HRTM program, internships are a great opportunity to find out if this industry is right for you.

### Tips on how to find an Internship:

1. Visit Mrs. Emery's office- Redcay 204
2. Search the web
3. Networking- Contact Alumni

### Benefits from Internships:

1. Deciding if this major is for you
2. Guaranteed Job Contact
3. Networking
4. School Credit- HRT 472



**HRTM Spring Reception**  
 May 1, 2004, 4-6 pm  
 Meron's Bar (Beekman St.)  
 Open to all HRTM students,  
 friends, and faculty!!



**CONGRATULATIONS  
 TO ALL HRTM  
 SPRING 2004 GRADUATES**

**SBE Senior Breakfast**  
 May 15, 2004, 8-10 am  
 Angel Center Ballrooms  
 Open to ALL Graduates,  
 Parents, and Faculty

