



FOCUS

THE PRIVATE HOTEL SCHOOL

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Be strategic

To succeed in business you need to be strategic. Being strategic is the process of determining your organisation's basic mission and long-term objectives and then implementing your plan of action for pursuing your mission and attaining your objectives. As hospitality businesses expand and diversify being strategic assists you to stay on track on diversified operations.



Spotlight on PHS Alumni - Daniele (Dan) Sardelli

Mr Daniele (Dan) Sardelli, former student of PHS says that "Going to the PHS was honestly the best thing that I have done with my life so far. It taught me everything I need to know about the industry, front and back of house. Most importantly it taught me how to run a business, either hospitality related or not". Dan indicates that his greatest joy of the hospitality industry is to see guests expectations being exceeded and that guests are happy with their service. Dan has completed his studies with PHS and has recently been involved in assisting with the start up of a new property in Hermanus. He was appointed as Assistant Manager. We wish Dan all the best with his endeavors.



PHS joins Business Network International (BNI)



PHS recently joined a new business network based in the northern areas of Cape Town, Business Network International (BNI). BNI is the world's largest word of mouth referral organisation. In 2012 South Africa passed 98 000 referrals between members, with completed business of over R 454 million South African Rands in 99 chapters. Based in 51 countries globally, 6.9 referrals were passed with completed business of over \$3.6 billion. Dr. Ivan Misner is the Founder and Chairman of BNI as well as a New York Times best-selling author. He is referred to as the "Father of Modern Networking". Dr. Misner is one of the world's leading experts in business networking and referral marketing. Dr. Deborah Johnson (Vice Dean of Innovation and Strategic Planning) represents PHS in the northern chapter of BNI as has been appointed as the BNI northern chapter educational coordinator.



Third Semester Ball

During April the second semesters of PHS organised a Semester Ball for the third semester students. The third semesters are currently completing their academic programmes at the school and are ready to venture into their local internship phase. Each semester, students who are enrolled for the module "Event Planning" have to plan and arrange several events, such as charity-, social-, networking- or marketing events, under the guidance from their lecturer, Dr. Deborah Johnson. They received positive feedback from their guests who all thoroughly enjoyed their event. Well done to the Third Semester Ball event group, we are proud of you.



Culinary Adventures

PHS hosted a culinary adventure tour group from High School Garsfontein during April. Sixteen students and two teachers attended the six day programme which was filled with hospitality and culinary highlights. Visits included wine farms, key tourist attractions and educational sessions. The educational sessions were organised by Ms. Susina Jooste (Academic Director of PHS), Dr. Deborah Johnson (Vice Dean of Innovation and Strategic Planning), Chef Matthew Vigarito (Chef and Lecturer) and Chef Jeanette Barry (Chef and Lecturer). This is the third group from High School Garsfontein visiting PHS and the feedback received indicated that the experience was extremely enriching for the students.

"Be positive and light up someone else's world"

Read about the FEDHASA event in the next edition, featuring Mr Alan Diaz, Senior Vice President of the Laureate International University Group

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