



FOCUS

THE PRIVATE HOTEL SCHOOL

MARCH NEWSLETTER | 2014

Achievement

Achievement refers to accomplished by doing hard work. In our 'quick fix' society of today, many people expect success to be immediate and that they only have to do the minimum to achieve success. On the contrary achieving success is hard work and commitment. To achieve you must be prepared to commit yourself, work hard and learn to balance your work and social life.



Spotlight on PHS Alumni - Kate Fairfield

Ms Kate Fairfield, former student of the Private Hotel School, is currently employed on Lady Sheila, a privately owned 145 foot Benetti Super yacht as part of the hospitality staff. She graduated with a Diploma in International Hospitality Management, March 2013. She spent a few months in management positions based in the Cape Town region prior to completing a trans-Atlantic crossing to Brazil and up to the Caribbean. From there she travelled to Fort Lauderdale in Florida to begin her career in super yachting. Kate indicates that service on these yachts is impeccable but it does change from owner to owner. Each has their own preferences which you get to learn in time. Charter yachts receive new guests all the time and they expect the best. They are paying in the region of \$150,000.00 and \$300,000.00 per week thus having high expectations. Kate says that PHS prepared her for the hospitality industry and that the syllabus is set out well and places focus on vital points of the industry – "A day does not go by when I do not use some or other lecture in my day or remember a tip or word of advice from one of my lecturers. It all is applicable, all of it. From service basics (NB!) to Human Resources, Accounting to F&B. I still have my F&B text book with me, yes it traveled in a yacht across the Atlantic, in an airplane to the USA, to numerous crew houses up and down the East Coast and finally now stands proud on the limited space on my cabin side table". We are proud of you Kate and your achievement. We wish you all the best and keep up the good and hard work.



PHS Graduation

With flair and great excitement the PHS graduation took place during March and was held at the prestigious STIAS Wallenberg Centre in Stellenbosch. After years of perseverance and dedication, graduating is the reward for hard work and this graduation ceremony celebrated the achievements of the new hospitality professionals. It is no small achievement and our graduates are a showcase of the academic successes at the Private Hotel School. The top academic achiever, Ms Jessica Bester was awarded the Director's trophy. Mr Daniele Sardelli received the FEDHASA floating trophy for the best business improvement project. A Specialisation award for best culinary arts achievement was received by Ms Laura Strachan. The Spirit of Hospitality Award was received by Mr Brandon Wentzel for continuous professional development. Ms Jayne Seaman and Ms Bertha Sam received the Van Schaik Award for hospitality education. Merit awards were received by Ms Lindie Conradie, Ms Annalize Fourie, Mr Michael Fourie, Ms Tarryn sparrow, Ms Monika Wiers, Ms Elmien Hite and Ms Jessica Bester for achieving above 80% throughout the course of their studies. PHS is proud of all the graduates and we wish them all the best with their future endeavours.



Cultural Diversity Educational

During March the 1st and 2nd semesters enrolled for the subject 'Cultural Diversity' undertook a field trip to the Hilton Cape Town City Centre. Staff from the Food and Beverage Department and Human Resources Department met with the students and shared the importance of cultural diversity within the Hilton Worldwide group ethos. Ms Janice Turner, Human Resources Manager at the Hilton Cape Town City Centre indicated the validity of knowing your customers and that providing an excellent service is top priority. Ms Turner also focused on the importance of having the right attitude for the hospitality industry and mentioned that the Hilton Worldwide group hire for attitude. Skills and knowledge can be acquired but the right attitude is priceless. The students enjoyed their visit and found the session very beneficial.



Dr. Deborah Johnson, Vice Dean of Innovation and Strategic Planning has been elected by ICHRIE (The International Council on Hotel, Restaurant and Institutional Education) as the area consultant for the Southern African regions. Dr. Johnson will also be serving on the EuroChrie Management Board. Founded in 1946, the International Council on Hotel, Restaurant and Institutional Education is the global advocate of hospitality and tourism education for school, colleges and universities offering programs in hotel, restaurant management, foodservice management, culinary arts and tourism management. Dr. Johnson will be networking in the Southern African regions to promote ICHRIE and the values of ICHRIE. The office of ICHRIE for the Southern African regions will be based on the PHS site.



ICHRIE



"Have no regrets, enjoy what you do"



Telephone: +27 (0)21 881 3792

Fax: +27 (0)21 881 3793

E-mail: info@privatehotelschool.co.za

Website: www.privatehotelschool.co.za