

FOCUS

THE PRIVATE HOTEL SCHOOL ISSUE 2 | VOLUME 5 | YEAR 2008

2008... The Year that Was

We are what we repeatedly do. Excellence, therefore, is not an act but a habit."

Aristotle, ancient Greek philosopher

2008 has been a year filled with new developments and growth for the Private Hotel School. This "bumper edition" newsletter aims to get you up to date with what has been happening over the last 12 months. Enjoy the read!

1. PHS GLOBAL HAPPENINGS & DEVELOPMENTS

Montage Beverly Hills update:

As mentioned in our last newsletter, PHS had 12 candidates eligible to attend a Management Trainee Programme at the Montage Beverly Hills, Los Angeles. Get an idea of what's been happening first hand as ex-student Christoph Knigge reports.

[...read more](#)

AHA advisory board meeting:

Read further for some interesting and important AHA updates from around the world!

[...read more](#)

Beate Strydom and Susina Jooste fly the PHS flag in the Philippines:

During the annual AHA curriculum summit, Susina and Hein were introduced to the SA



ambassador to the Philippines, Mr Peter Vermeulen. This meeting took place at the AHA Phil campus in Manila. As a direct result of this, Susina and Beate were invited to take part in the South African Food Festival, hosted by the Embassy, in Manila and Cebu during November 2008. We organised the export of typical South African ingredients such as biltong, Karoo Lamb, Kudu Carpaccio, Boerewors, Samp and Rooibostee .. just to mention a few! Armed with beadwork for table decorations, zebra print linen, porcupine quills and Proteas (and all their necessary documentation) we arrived 'ready to cook up a storm' in Manila. On our opening night, a tropical storm literally prevented some of the invited guests from attending, as some of the roads were washed away!

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2. PHS SOUTH AFRICA – WHAT IS HAPPENING?

Campus negotiations:

Negotiations for the new campus are ongoing and we are hoping to have our new campus opened by July 2009. Watch this space for more updates!

IT upgrades and new admin system:

Our IT and Administrative systems have undergone some necessary upgrades and changes. Read further to understand what is happening and how it affects you.

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3. STUDENT MATTERS

Student accommodation:

Our campus is expanding! After some negotiation, the school has managed to secure a house on Jonkershoek Road (a mere ten minute walk to our campus at Lanzerac) to be used for student accommodation.

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Six students complete their diploma in international hospitality management:

It is with pleasure that we can announce that the following students have completed all requirements for the diploma and are now ready to start their careers. Matthew Daneel, Melissa Human (our top academic achiever), Jeremy Perie, Debbie Pieterse, Maya Sander and Louise Theron. We wish you all of the best and look forward to hearing about your successes in the future. Our graduation is scheduled for the 19th April 2009 and we will have two key note speakers for the evening. Cindi Reiman, the President of the American Hospitality Association, has accepted our invitation as a speaker for the graduation as well a

Marli Roberts, a member of the team who won Gold at the Culinary Olympics 2008.

PHS intern students ready to take on the world!

We are pleased to announce that eight of our students have completed all theoretical components of the programme and will soon start with their internship of one semester. Placements are not only local but also reach as far afield as the USA, Ireland and England.
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Record number of new students for 2009

During the year we were inundated with enquiries from students wanting to start our programme in 2009. At the PHS we are however committed to high quality education and individual attention and have decided to take a maximum of 48 new students in January 2009.
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Update on registration and accreditation

SAQA has indicated that we shall hear soon about registration of our advanced certificate. We are eagerly waiting for the results. The Department of Education had a few minor queries about our registration and these we shall answer soon. The next date for reporting to the Department is at the end of April 2009 and we hope that our application will be approved by then. Our application for accreditation as Private Higher Education Provider to the Higher Education Quality Committee is nearly completed and will be submitted before year end.

Year end function

During November the SRC hosted their annual year-end function at the Lanzerac Hotel and Spa. This small get-together was a huge success and students had a chance to relax, get to know each other better and end a very busy year on a high note.

Thank you very much to SRC members Matthew Daneel, Justine Laing, Lindy Bouwer, Corinne de Klerk and Nicole Moses for organising this function and to L'Avenir who kindly sponsored the wine for this function.



Finance:

Many of you might not know that the syllabus the Private Hotel School offers its students is partly paid for by the school, through our fee structure to (AHA) American Hospitality Association at a cost of US\$ 3000 per student. As much as we have built in a very small buffer to accommodate the rand dollar rate fluctuations, one needs to be realistic and plan accordingly. One of the ways that least effects you and at the same time secures the offset of fees we pay on your behalf is to change our rules to the extent that if any student leaves the course prematurely for whatever reason, irrespective of whether their fees are up to date,

the licence fee of \$3000 will immediately become payable by the sponsor/parent.

4. STAFF MATTERS:

As with any establishment, each year brings with it changes to structures and staff. This year we are happy to welcome four new appointments and say goodbye to four others. To those who have served as part of our team we thank you and to those joining, a hearty PHS Welcome!

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5. PHS PROJECTS:

The Hyde:

The Hyde - delivering the small things that make the big differences, with a style all of its own.

Hein Olckers became involved with this project through top South African location agents, Amazing Spaces and was appointed on a contractual basis to oversee and implement the operations at this new establishment. Hein's years of expertise and global customer service experience, went a long way to setting the foundations for a profitable future in luxury accommodation.

The Hyde is a new boutique hotel in Sea Point boasting 36 swanky apartments. It is Cape Town's new hot spot for production crews, conferencing clients, and business or leisure travellers. The Hyde knows how to 'work hard and play hard', and offers a series of individual solutions that go beyond the typical.

For further info check out: www.hydeapartments.co.za



Simonsig Cuvée

We are proud to be associated with Simonsig Cuvée, a new and exciting restaurant in the Stellenbosch winelands! This new, eclectic restaurant is the realizing of a lifelong dream for the Malan family. Initial discussions and consulting with Susina from the PHS, lead them to Neil and Jacques from “konceptdesign interiors” who took over the project.

Employees are both previous and current students of Susina’s as well as trainees from the Stellemploy Training Centre.

We are sure that Simonsig Cuvée will soon be on the list of the top restaurants in South Africa!

Church market and event practicals:

As part of their final practical exams for Quantity Food Production and Event Planning, students of the PHS were cooking dinners at the annual Kersmark held at the Stellenbosch Sentraal Church.

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Finally, we would like to take this opportunity to wish all our students and their families a blessed festive season and a prosperous new year!

See you in 2009