

# FOCUS

THE PRIVATE HOTEL SCHOOL ISSUE 1 | VOLUME 7 | YEAR 2010

## ENROLL IN THE FOLLOWING PROGRAMMES TODAY

- **NEW!** The Higher Certificate in Hospitality Management(NQF Level 5) – One year full time...read more
- **NEW!** The Advanced Certificate in Hospitality Management(NQF Level 6) – One year full time...read more
- **NEW!** The Advanced Diploma in Hospitality Education(NQF Level 7) – Two years distance learning...read more
- **NEW!** The Advanced Certificate in Culinary Arts(American Hospitality Academy) – Six months...read more
- **NEW!** The Advanced Certificate in Residential and Hotel Butlery(American Hospitality Academy) – 20 weeks...read more
- Diploma in Culinary Entrepreneurship(American Hospitality Academy) – Nine months...read more
- Professional Certification Short Courses(American Hospitality Academy) – 32 hours...read more
- The Diploma in International Culinary Arts(American Hospitality Academy) – Two years full time...read more
- The Diploma in International Hospitality Management(American Hospitality Academy) – Two years full time...read more

## HOTEL GENERAL MANAGEMENT IN THE 21ST CENTURY

The Private Hotel School takes great pleasure in inviting you to an innovative one-day seminar, presented by world-renowned hotelier and 30 year veteran of the hospitality industry, Mr Ali Kasikci

Date: Saturday 06 November 2010

Time: 09h00-17h00

Venue: The Private Hotel School, 33 Stellenbosch, Vloottenburg Road Vloottenburg, Stellenbosch.

Cost: R400.00 per person

### Accommodation

Please contact The Guest House directly should you require any accommodation – Tel: 021 8813792 Very special hotelier's rates are applicable at 33 Stay R600 per room, bed & continental Breakfast.

### For more information

Hein Olckers Tel: 021 8813792 Email: holckers@privatehotelschool.co.za.

Registration deadline: Friday 1 October 2010



Mr. Ali V. Kasikci  
Vice President of Strategic Planning and Development,  
Montage Hotels & Resorts

The Independent Hotelier of the World 2004 award winner, Ali Kasikci, is considered to be one of the industry's foremost pioneers. HOTELS magazine's editor Jeff Weinstein states, "Ali Kasikci is a 21st-century hotel leader." The Wall Street Journal referred to Kasikci as "The Gatekeeper" to the posh, and USA Today claimed that "His Hotel Lights Up the Stars."

Following the successful launch of Montage Beverly Hills, charged with the responsibility of opening and establishing it as the brand's second property and first urban hotel, Ali Kasikci moved into his new role as Vice President of Strategic Planning & Development for the growing collection of hotels and residences. This new position recognizes Kasikci's extraordinary accomplishments at achieving five-star status for Montage Beverly Hills, in record breaking time, to become the only new hotel in California to receive the 2010 Forbes Five Star Award. Now his mission is to grow the Montage brand...read more

## BUTLER COURSE AT THE PRIVATE HOTEL SCHOOL

There are few people the super rich rely on more than their butlers. Along with travel opportunities and good earning potential, a professional butler occupies a trusted position that requires dedication and good training. Such a training course will soon be offered in by leading hospitality institution, The Private Hotel School in Stellenbosch.

According to operations director Hein Olckers, the Private Hotel School has identified a need for professionally-trained butlers...read more

**\*Registration closes on 30 September 2010, but late applications will be considered.**

### THE EXTENSIVE CURRICULUM INCLUDES:

- Theoretical Training: Butler Mindset, Guest Relations, Body Language, Administration, Culinary & Menu Terminology, Alcoholic Beverages, Tea, Cigars, Coffee, Etiquette, Personal Hygiene, Food Hygiene Management, Dealing with Challenging Guests
- Practical Training: Guest Interaction, Department, Butler's Etiquette, Table Service, Alcoholic Beverages, Cigars, Valet Services, Housekeeping Skills, Traditional Butler Duties and Introduction to Chauffeurage.

The Private Hotel School has become famous locally and internationally for its training excellence and its students are in constant demand throughout the world.....read more

## OPENING OF 33 DINE

The opening weekend of 33 Dine was a success. We had wonderful guests, most of whom were genuine foodies. It's marvellous to see the pleasure foodies get from awesome food. At least three groups of guests came all the way from Cape Town. Apparently this is quite unusual, so we feel really privileged.

The unusual menu items generated interest. The pink peppercorn meringue with berry sorbet and white chocolate ice cream became an instant hit. We were told it can never be removed from the menu. The Springbok loin with tarragon and coffee served with couscous did likewise become an instant favourite. The menu will morph over time, so expect other unusual dishes amongst the classics. We received valuable feedback from some of the guests. We are pleased they felt comfortable to share their opinions with us and hope that will continue...read more



#### UPCOMING EVENTS

**Trick or Treat?**  
Join us for fun & dance, but always be aware that terror & fright will also be there.

- 15 October 2010
- 33 Stellenbosch
- 19h00 for 19h30
- R70 pp & R130 per couple Includes Food & Drinks
- Dress in Sinister fashion or suffer the consequences...

**WE ARE "DYING" TO SEE YOU!**

**MURDER MYSTERY CASE!**  
*It's Murder!*

Date: Tuesday, 5 October 2010  
Time: 19:00  
Where: 33 Dine Stellenbosch

Each guest will receive their identity character when buying a ticket and will have to dress accordingly.

**WHO DID IT? WE DON'T KNOW!**

For more information call James O'Leary at 072 279 1437

**33 Dresses**  
*The second semester students of The Private Hotel School request the pleasure of your company in celebration of all things wedding related*

*Wedding dress displays, cake baking demonstrations and much more!*  
*Add that special touch to your special day!*

Saturday, 23 October 2010  
10:30 for 11:00 - 15:00  
33 Stellenbosch  
Wolterburg Road  
Stellenbosch  
7601

For information regarding functions, please email Mariette Collins at [mcollins@privatehotelschool.co.za](mailto:mcollins@privatehotelschool.co.za)

For more details regarding the curriculum, please contact Director: Operations Mr Hein Olckers or Director: Academic Development Mrs Susina Jooste at tel 021 881-3792 or email [holckers@privatehotelschool.co.za](mailto:holckers@privatehotelschool.co.za) / [susina.jooste@privatehotelschool.co.za](mailto:susina.jooste@privatehotelschool.co.za).