

# FOCUS

THE PRIVATE HOTEL SCHOOL    ISSUE 1 | VOLUME 8 | YEAR 2011

## WARM NEWS IN A COLD WINTER

It hums with excitement at the Private Hotel School due to the approach of the new Spring season, both in nature and in the development of the school. Not only have we enrolled a new group of students during July, but started with the building of a new training kitchen, launched a government funded skills training programme for the Signature Life Institute of Hospitality Studies, and even built a three storey boutique earthworm hotel! On top of that there are significant new developments going down at the American Hospitality Academy - International Hospitality Management Schools. I trust that you will enjoy reading all the warm news from the Private Hotel School. "May your work be infused with passion and creativity and the wisdom to balance compassion with challenge" (John O'Donohue).

## ORIENTATION WEEK FOR OUR NEW FIRST SEMESTER STUDENTS

Berta du Toit (Junior Lecturer) reports on the warm welcoming of the first semester students during an orientation week that was organised for them. It was a fantastic opportunity for the students to explore Stellenbosch and Cape Town and to get to know their fellow classmates. Botho Lejowa (first semester student) wrote the following report on what she experienced during the week:

My passion has always been with food, but I never thought much about it, until very recently a conversation with destiny showed me that my path lies with opening a restaurant of my own. Because I had no idea about the trends of the food industry, it became apparent to me that what I needed was an education in the industry. The challenge was in finding an institution that offered the course I required and I found what I was looking for at The Private Hotel School, thanks to the wonders of the internet. Not only does The Private Hotel School offer what I needed, their course goes above and beyond my needs, I get to learn about running a profitable restaurant and I get to learn how to cook and bake professionally ...learn more



## AWARDS CEREMONY

An awesome orientation week for our 1st semester students stacked with fun filled activities came to a closure on a high note when some of our senior students were rewarded for hard work and dedication during their academic year of 2011.

The following students received a certificate in the category "Top Academic achievers"

First Semester students: Ilse Swart (84.7%), Kay-Lee Berry (83%), Kate Fairfield (80%)

Second Semester student: Simone Aaron (74.5%)

Third Semester students: Alida Nel (86.1%), Jorika Lotz (80.9%), Elni le Roux (77.7%)

For the category "Service Basics" that includes competency in the following areas:

- Attitude
- Appearance and Etiquette
- Spirit of Hospitality
- Understanding culture
- Character
- Teamwork
- Communication
- Attendance
- Time Management
- Planning and Organising
- Cooperation

The award went to Kay Lee Berry (92%), Ilse Swart (88%) and Kate Fairfield (86%).

In the category "Best Business Communication Project" the two students that were awarded were Kim Eaton (83%), Carla Botha (80%) and Yolandi Cronje (76%).

The best entrepreneurship project was awarded to Darren Johnston, Charlene Zhang, Elni le Roux and Jorika Lotz (84%).

The leadership development award was given to Alida Nel (83%), well done Alida you make us proud.

Jaco Botes reports the following on the Award Ceremony: "The Private Hotel School has once again hosted its semester Awards Ceremony and official welcoming session for the new first semester students. A cheerful slide show illustrated their bonding session during Orientation week, which followed with a brief welcome, before the honorary awards for the top academic achievers were given. A thought provoking video clip reminded all students to "wear the most outrageous underwear under formal clothes" and to make the most of their time. Finally, Mr. Zietsman's warming butternut soup was shared in the restaurant which was perfect for a warm welcome for a winter's start!"



Pictured in the photographs from left: Mr. Hein Olckers (Director: Operations), Susina Jooste (Director: Academic Development), Kate Fairfield (Second Semester Student), Dr. Annelie Gresse (Academic Dean), Heimo Ferreira and Botho Lejowa (Second Semester Students who won the Amazing Race).

### THE BUILDING OF THE PRIVATE HOTEL SCHOOL TRAINING KITCHEN

The Private Hotel School is proud to announce that phase I of the project to build a new training kitchen has recently started. We are looking forward to training some of the best young and upcoming chefs at this modern and upmarket facility. We will keep you informed on the progress regarding this exciting project.



### FUN-FILLED COOKING CLASSES

On the 7th of July 2011 the Private Hotel School hosted a Fun Filled Cooking Class with the theme 'Hearty Comfort Food'. It was a fantastic learning experience, filled with much laughter, delicious cooking smells and proud new creators of tasty and good-looking dishes (not to mention the wine being consumed in the process). Susina taught the guests how to make fresh pasta, freshly baked breads, risotto, stews and hearty desserts. Join us for our next fun-filled evening, themed Moroccan Feast, which will be co-presented by Zuzanka van Rensburg and Corisa Bredenkamp, on the 11th of August. Please book to avoid disappointment.



### WRIGGLERS SAVING OUR EARTH: ONE PILE AT A TIME

Earthworms may be small, slimy, spineless and blind but their positive impact on the environment is enormous. They plough the soil, clean up pollution, help fight plant diseases, and turn ordinary dirt into fertile land. These tiny little cold-blooded wiggly worms produce the most valuable poop in the world! With the help of Charl Pienaar, the GoodBugs guy, we initiated the three-tier earthworm 'boutique hotel' at the beginning of the year at the Hotel School. The first phase was to multiply/breed with the worms; it took about four months to multiply sufficient numbers in the 'cosy' tyre stack housing for our little workers. We have just started with phase two (earthworm composting) in a large wooden crate, feeding them with recycled kitchen waste and other organic material from the hotel school, guest house and on-site kitchen. Every semester a new group of students will take over the responsibility of being the guardian angels, feeding the red wigglers the old examination papers and all the off cuts that we can't utilize in the stockpot. We're not tree huggers or hippies but in the end it's all about giving back to the earth.

The ongoing trends and article titles of the last few years have been on eco-friendly, sustainability, going green, recycling, organic etc. If you ask someone what the ocean is like below the surface, most people could give you a reasonably accurate description. But how little most of us know about life below ground even in our own backyards? Do you have any idea how earthworms will contribute to saving the world? Worm composting, in short, is using worms to recycle food waste and other organic types of material. Worms will basically eat anything and everything organic; by employing earthworms, we can reduce the waste going to landfills and also produce compost to help our plants and crops to grow. We are carefully staying away from meats and oily foods, as these are very hard to break down and can attract bad bugs. Using more veggies, straw and animal manure is the best way to get the most out of your worms! Take the next step and start living in harmony with your little underground neighbours...learn more



Pictured in the photograph: Chef Jeanette Barry and her second semester students

#### **GUEST LECTURER: HOSPITALITY ACCOUNTING**

On Tuesday, 26 July the HM125 Hospitality Accounting class was visited by Mr. Christian S. Hugo from PSG Consulting in Stellenbosch. He spoke to us about the importance of financial planning for the future and how to do that by investing in shares, short term savings and retirement annuities. Through a bit of financial discipline we can help improve and brighten our futures. He described how to achieve financial success in the years to come by informed planning, having discipline, budgeting and setting boundaries. Each class member was left with the strong perception that, provided we can start as soon as possible by planning our financial futures, we can achieve much in the years to follow. On behalf of the HM125 class we would like to thank Mr. Hugo and also a thank you to Ms. du Toit for organising the special lecture. Nicolas Cloete (Second Semester Student)



Pictured in the photograph from left: Kim Eaton, Tunde Ijaoye (Second Semester Hospitality Accounting Student), Ms. Berta du Toit (Hospitality Accounting Lecturer), Mr. Christian Hugo (PSG Konsult).

#### **67 MINUTES FOR MADIBA**

Since there is so much that we can be thankful for (we take so many things in life for granted), we thought it would be a good idea to give something to the people who can't always afford something to eat on a daily basis. All the students at the Private Hotel School participated in 67 minutes for Madiba by making sandwiches and delivering them to the less fortunate. Previously many of us didn't do anything for Madiba Day as we didn't think that it was that important, but this year we were all very keen in helping to make the sandwiches. Within a few minutes we made enough to feed 50 people. It was a lot of fun and I think we all can say that we enjoyed doing something that we know can make a big difference in someone's life. Ilse Swart (Second Semester Student)



Pictured in the photographs: The Private Hotel School Students working together as a team preparing sandwiches for the less fortunate.

#### **POTJIEKOS COMPETITION**

On the 28th of July, three of the lecturers from The Private Hotel School attended a "potjiekos" competition as judges. The "potjies" were judged on the merits of appearance, taste, creativity, texture, use of herbs and spices and various other criteria. It was a fun-filled evening with a great atmosphere. Every dish tasted was great and had its own personalised touch. After arranging this great event The Private Hotel School will definitely also be consider to host a similar event. The lecturers involved were Ms. Erika Theron, Ms Jeanette Barry and Ms Berta du Toit.



Pictured in the photograph: The winning team and the three PHS judges.

#### OPEN DAY

On Friday 29 July the Private Hotel School had its annual open day. Even though the policy of the school is that every day is an open day, this day is set aside especially to welcome and spend some time with prospective students. This year we decided to involve our senior marketing students by assigning a department or career path within the hospitality industry to each student. They had to create a stand showcasing the particular career or department. The culinary arts students also got involved by demonstrating different techniques they've learnt in the kitchen. Judging by the comments and feedback from visitors this day was a great success. (Erika Theron: Lecturer)



#### ANOTHER VIEW ON SKILLS TRAINING

Are you able to recognise pleasant paces, both within yourself and in the world around you? Have you ever been forced out of your comfort zone or wandered off to explore unfamiliar territory? How open are you to be surprised with the unexpected gift of a new friend, a new taste, a new landscape, a new awareness? For the past four weeks I was away from home to deliver skills training to unemployed people in Gauteng and KwaZulu-Natal. I was forced out of my daily routine and felt exposed and vulnerable in unfamiliar hotels and training facilities. I had to re-evaluate my ability to reach people across cultural boundaries and had to make contact with them on a level that would meet their expectations.

I was no longer sure of my own strengths or weaknesses, my own motives, my own inspirations and aspirations. This has been a frightening place to be. During this time I have met people of various ages, who are eager to learn new skills, hopeful that these new opportunities would bring the long-elusive ability to provide for themselves and their families. The possibilities to break free out of the confines of poverty and crime and the aspirations to contribute in a positive way in their own communities and personal circumstances. This has been a humbling place to be. I have met new friends, colleagues and professionals, of various cultures and social statuses, who share the same passions and the same commitment to improve prospects through education and training - Susina Jooste...learn more





### **SIGNATURE LIFE INSTITUTE OF HOSPITALITY STUDIES**

In common with other developing countries, South Africa has a high unemployment rate. The rate is highest among school leavers - the group least likely to find employment in the formal sector, particularly if they are from rural areas. In tough economic climates successful job applicants need qualifications and experience. Young matriculants have neither and unless their parents can fund their studies, they are effectively barred from the job market. In an innovative approach, Signature Life Institute of Hospitality Studies started a training programme for matriculants from rural areas in KwaZulu Natal. For six months, these students will live and work at a Life Hotel and gain on-the-job experience in a field of their choice.

Their options are: Kitchen, Reception & Guest Services, Housekeeping & Laundry, Food & Beverage, and Hotel Butling. Included in the course is 3 weeks of intensive classroom tuition. The International Institute of Modern Butlers is proud to be associated with this initiative and, under the auspices of the Private Hotel School in Stellenbosch, has taken on the responsibility of training the Hotel Butler candidates. One of the most exciting aspects of this programme is that successful students will receive placements at the end of the 6-month period. This is in stark contrast to expensive programmes which produce hopeful students who then face a tough job market. It is unfortunately true that the longer a graduate goes without finding a job, the less likely they are to be employed in the field of their qualification – a statistic this programme seeks to overcome...learn more



\*Please note: Reprinted with permission of the international Institute of Modern Butlers

### **THE PRIVATE HOTEL SCHOOL & 33 STELLENBOSCH**

The Private Hotel School & 33 Stellenbosch have come back to life hosting numerous functions in the last month. We are hosting Conferences, Functions & Weddings, offering a high quality package at affordable prices. Come take a look at what we have to offer. 33 Stay is currently running an amazing special, R500 for the room per night. Very hard to beat this value for money special. Visit us at [www.33stay.co.za](http://www.33stay.co.za)

### **LIFE IN THE AHA-IHMS WORLD**

Life in the AHA-IHMS world is moving at lightning speed right now, even faster than our normal lighting speed! We are setting ourselves up for a very exciting future ahead for all of us who want to continue to play in the new oceans of AHA!

#### **Jollibee**

This is incredible what we will be doing with them this fall. You will see in the photo attached the official “signing of the MOU” which states we will be enrolling their 3000 MANAGERS online this October with the rest of their 20,000+ employees at their 2000 + stores around the world following soon after that! Since this past spring we have been creating our course curriculum and we have almost finished all the modules.

#### **Academic Launch for Online Courses**

And one more new ocean for AHA is beginning to get larger – our online programs where schools use World Campus to compliment their existing courses. Cora set up a private meeting for 4 of the top schools in the Philippines with hospitality enrolments totaling over 10,000 + students. We spent an afternoon in a meeting room at our hotel and presented this new idea of blended learning. There were about 20 faculty and admin in attendance. The response was great and we already have our first group signing up now with an expected October start date for our 1st class. Academic Photo launch photo attached.

We also flew to another island in the Philippines called Davao – where we signed another MOU with a group of 3 schools for both the internship and use of World Campus.

#### **China**

We have officially signed our LOI and the final agreement should be signed next week. They have huge ambition for this as you can see with the attached photo of the first school they have found for our campus. Early on – AHA will be inside another campus which in this case is a 10,000 student capacity who just opened a hotel school curriculum and want to use AHA's program.

#### **Turkey**

Team Turkey is GREAT and they have finally located their building and will be putting in over a million dollars in the renovation. They are on track for an October opening and will be offering our 2 year diploma in both Culinary and Hospitality. Istanbul is one of the coolest cities in the world – so no doubt many of the faculty of our schools will want to visit our school here in the future as guest lectures and visiting faculty.

### Lebanon

One of the professors we met on our trip will be joining us at our board meeting next week – we hope to finalize that MOU and begin co teaching with them some of AHA's signature courses - Understanding Culture and Service Basics.

### Saudi Arabia

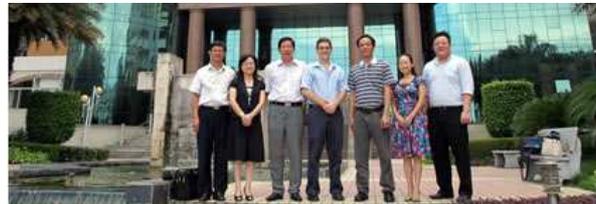
The group just emailed me this past week and are still putting together a Letter of Intent for this project – so they continue to stay in touch. The timing could be perfect – as it wont be until next Spring at the earliest – by that time all these new fun ventures will be up and running.

### Board Meeting

Our Advisory Board meeting is this week in Denver with members flying in from as far as Nepal. We have 12 present and will be also exhibiting at ICHRIE where we will be launching our new World Campus online programs for the 1st time. For the past 15 years we have been exhibiting only for the internship program – so this will be new!

### FINALLY....

A special THANKS to all involved in our internship operations for holding the fort down so well this summer so I can *gallivant* around the world exploring our new oceans!! You all make my “job” easy and fun!! Cindi Reiman, President AHA-IHMS



### FOOD AND BEVERAGE STUDIES CHEESE TASTING

On Tuesday 2 August the first semester Food and Beverage Studies students had a cheese tasting. This was definitely a "enter at own risk" and "only for the brave" event. The purpose of the tasting was to allow the students the opportunity to try something they might have never experienced before and gain some new knowledge. On the menu was some semi-hard cheeses like Cheddar and Edam for the faint hearted. Some Camembert and Brie for the adventurous and of course some blue cheese for the dare devils... (Erika Theron: Lecturer)



For information regarding functions, please email Darren Zietsman at [admin@privatehotelschool.co.za](mailto:admin@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).