

FOCUS

THE PRIVATE HOTEL SCHOOL ISSUE 1 | VOLUME 12 | YEAR 2011

THE KEY INGREDIENT...



In the kitchen you invariably need to add a key ingredient to achieve the perfect outcome or to create a dish that is uniquely authentic. As important might be what to leave out to achieve the ultimate results. As we are approaching the end of 2011, whilst tying up all the loose ends and simultaneously focusing on 2012, it is essential to identify the key "ingredient(s)" that should feature in our future Private Hotel School "dishes" and to discard those that can detract from a perfect outcome. Reports from the industry show that 80 percent of hospitality establishments have been 'scraping through', 15 percent have 'folded', four percent have been 'surviving' and only one percent have been 'thriving' during the past 12 months. The question arises: what are the key ingredients of those who are surviving and thriving? What can we learn from them that can help us to achieve success? Or more importantly, how should success be defined? During the past year we came to realize that success is more than just financial growth and glamour; success should include good health, energy and enthusiasm for life, a positive attitude, fulfilling relationships, creativity, emotional and psychological stability and a sense of well-being...learn more

A WORD FROM THE EVENT PLANNING LECTURER...



It has been a busy six months for the second semester students. As Junior Lecturer at The Private Hotel School one of my four subjects include Event Planning. The students were divided into groups of four and each group was given a specific theme as part of their Event Planning assessment. The groups planned their event over a period of 10 weeks and then executed the event under my supervision. Event planning in my passion and the area I specialize in, so therefore I enjoyed the exercise intensely.

Every event was executed with its own uniqueness and flair. Well done students, I am proud of you. We hereby take the opportunity to show off, by including all four individual event reports and images into the final newsletter for the year. I hope the students will come back fully rested after the holidays to take on their last academic semester at the school. Berta du Toit (Junior Lecturer: The Private Hotel School)



THE "MARDI GRAS" EVENT

The students responsible for planning the event:



Paige Lindenburg, Kay-Lee Berry, Laura Strachan and Danica Smith

As event planning students at The Private Hotel School, we had to put together a real-world event. We hosted the 2011 third semester farewell dance with the extravagant theme of Mardi Gras/Carnival. It involved a lot more work and stress than we expected as we were all

pretty much "newbies" into the event planning world and didn't expect the amount of work that goes into an event such as this. We had to plan the event from start to finish and we had to ensure that we covered each and every eventuality. We started off by doing fundraising which consisted of selling small, bright-colored cupcakes every Tuesday and Thursday as well as the main fundraiser which was a raffle. We sold each raffle ticket for R30,00 and totaled eighty tickets. We were fortunate enough to have four companies sponsor us in order to help raise the necessary funds. Our sincere thanks goes to Club Mykonos in Langebaan, Yacoob Yachts, Beautylicious and Belissimo. On the day of the event we all reached stress levels that we never even know existed. We had a total of five hours available to prepare the entire venue perfectly, and it was hard work. In the end we had a superbly decorated venue and we were ready in time to welcome our guests inside. The event started off in the courtyard outside with a hubbly station as well as Molecular Mixology Cocktails and flaring done by Heimo Ferreira. In addition we had an Amarula bar and smartly-dressed waiters serving the guests canapés. Our thanks go out to the waiter team consisting of Michael Fourie, Liza-Mari Hessel, Alexandra Schrogendorfer, Mechell Spann and Verna Smith. When the doors to the main venue were opened the guests walked into a venue beautifully lit by candles and decorated in the bright and fun colors of a carnival with Mardi Gras masks and decorations. We had a photo booth with dress-up clothing and a professional photographer who kept our guests entertained...learn more



"VEGAS NIGHTS" EVENT

The students responsible for planning the event:



Bjorn Joerges, Thomas Rushby, Nancy Nangle and Danielle Chalmers.

Picking out of a hat our "lot" fell the Kayamandi event, which ended up being a blessing because of the unique experience of interacting and getting to know this group of young underprivileged kids. When we were presented with our event topic, and the requirements thereof, we initially had no idea of the challenges and how hectic the task at hand would in fact be. Our event was scheduled for Thursday the 13th of October, and the guests were the children and their teachers. Our theme was Las Vegas, which presented an once-in-a-lifetime experience for the township kids. Prior to the event we managed to get sponsorships from Unilever and Hiring for You for the décor. The sponsorships were used to really entertain and treat the kids with goodie bags, food hampers and cold drinks. The event was in fact a fund raiser and charity event, as the kids obviously did not have the means to contribute financially. We raised funds by means of a sponsorship and a raffle and the surplus funds from our prior wine event, as well as the R900 contributed by PHS. The total amount raised was sufficient to cover all costs and to ensure that the event was a resounding success. The kids got to experience of a unique night outing where everything was done for them, and to be treated to a fine dining experience. Probably for the first time in their lives, they could experience delicious and exotic cuisine such as sushi...learn more



"UTOPIA CASABLANCA" EVENT

The students responsible for planning the event:



Andre Craye, Michelle Odendaal, Kara-Leigh Ralston and Nicky Daneel

Our event, held on the 18th of October for Utopia old age home, was a memorable experience for all of us. Our lovely guests dressed extravagantly and fitting for theme "Casablanca". With this theme we aimed to evoke memories of our guests' youthful days by encouraging dress-up and stories. Four faculty members attended the evening. The momentous occasion started off with the original Casablanca movie playing in the background, which set the tone for the night. Nicky Daneel was our sound and visuals engineer, who constantly monitored the media being used during the event. For decoration, Michelle Odendaal was in charge of placing the trees, one of which was right in the middle of the room. It was lit by fairy lights which formed a very calming, romantic atmosphere. The tables were set with the help of the first semester Food and Beverage class, which greatly assisted to provide us with time to execute other essential tasks. The tables were beautifully set with white tablecloths and overlays, and maroon organza. Jars filled with pomegranate jam were placed on each plate. At the entrance to the auditorium, the menus were hanging from a tree, which the guests could pick as they entered. There was a tea and coffee station to the left of the room. The elderly guests enjoyed having their photographs taken by a professional photographer, at hand for the occasion. The dance floor was open to all, though not many people were energetic enough to participate. A story-telling opportunity was given, upon which a representative from the Utopia home expressed her gratitude for the event and how well she thought the group had done. Some of the guests developed stage fright and did not pluck up the courage to tell their stories, but still enjoyed Nicky's announcements nonetheless. The menu for the event was carefully planned to be easily edible and digestible, given the advanced age of the guests...learn more



THE "GOLDEN AGE OF ADVERTISING" EVENT

The students responsible for planning the event:



Nick Cloete, Nathan Reitzer, Robynn Findlay and Kate Fairfield

Guests arrived at the gate where they were greeted by Michael Fourie, a 1st semester student, who took their names, handed out name tags and directed the guests to the fountain area. Here guests were welcomed with a glass of bubbly or alternatively chilled lemon water. There were couches placed inside with Frankie's merchandise and beverages on the tables and side tables. The fire place was burning nicely, students and faculty members chatted to guests and kept them relaxed and entertained. Starters of canapés of croutons topped with goats cheese and red pepper, hummus served with poached pear and cream cheese were served with salmon. A short welcome speech was given and guests were invited into the auditorium, thereby magically transported back to the golden era of the 1960's. Inside there were black drapings and fairy lights hanging from the ceiling. An old school movie played in silence, with black draping around the screen and with early 60's music playing. Guests were seated at allocated seats at seven square tables, with black organza runners. There were candelabras on the centre table and scattered across the room. Arrangements of white ostrich feathers in high spaghetti vases were placed in the centre of each table. Serviettes were folded in simple box squares, and water glasses, white and red wine glasses were placed on the right of each place setting...learn more



"CLASSIC CELEBRITY" NIGHT

The students responsible for planning the event:



Jana Cronje, Ilse Swart, Nicole Harrison and Adi Greyling

On the 20th of October 2011 our event group from the second semester group hosted an event for school teachers and psychologists. After months of planning and marketing of our event, we eventually had enough guests and financial support to host a successful evening. At first we weren't sure how to raise funds for our event; however we came up with the idea of selling popcorn and doughnuts. Unfortunately we weren't able to raise sufficient funds and therefore sent out sponsorship letters to wine estates, to different food outlets, décor suppliers and event hiring companies. Neethlingshof, Musiekhaus, Kathy Harrison and faculty of The Private Hotel School were glad to support us to host our event. As the time came closer and the stress levels began to build, our plans started to come together. Our theme for the evening was a combination of classic celebrities and their music, with a vintage touch. Group member Adi Greyling, head of décor, did a wonderful job of decorating the restaurant with old bird cages, guitars and pictures of famous artists. The tables were decorated with vintage material, organza, small key rings and lots of candles to create the required atmosphere. The rest of the team worked effectively in a joint effort to decorate the outside fountain area, bathrooms and helped set the table covers. The night kicked off with a friendly welcoming drink and canapé's to break the ice and as soon as the guests were seated, Chef Susina Jooste welcomed the guests and briefly explained the objective and program of the event. As this was a marketing event for The Private Hotel School, she explained the different courses that the school has on offer. The food was exquisitely presented by four fellow students. Our guests indulged in a flavourful mushroom risotto, chicken wellington and lemon meringue for dessert...learn more

THE "ROCK AND ROLL JUNIOR DANCE" EVENT

The students responsible for planning the event:



Rene Barnard, Tunde Ijoaye, Nico Thiart and Storm Baker

Our group had to organise an event for all the junior students of The Private Hotel School, in the form of a junior dance for all first and second semesters students. The theme of the event was 80's Rock and Roll related. In the beginning we had our difficulties to get going but after a while we started to enjoy it a lot and everybody did their part. The organising of the event took a lot of our time and we did learn vital skills and how to plan professionally. We were forced out of our comfort zones and had to organise everything from scratch. We separated our responsibilities between the four members of our team. It was quite difficult to stay within our budget. When the final tally was done we managed to host a profitable event, earning a surplus of R 2 000. The evening started off on a good note with everyone's enjoyment of the crazy outfits that we wore. There was an air of expectation and anticipation because of the doors to the venue being kept closed initially. Cocktails in the form of 'molecular mixology' were served, impressing most of the guests with this novelty. The doors opened to a loud and inviting room where guests could have their photos taken at a booth and find their seats with the use of sweets-filled jars with their names written on them. We had excellent regarding the food that was served. The food was ready in time – the only challenge was to get the guests seated! Guests were distracted by many novelties being displayed in the restaurant ... even a blue vintage mini where photo shoots could take place...learn more



Pictured in the photograph: Michael Fourie (First Semester student), Berta du Toit (Cultural Diversity Lecturer), Adrie Visser (Motivational Speaker) and Ilse Swart (Second Semester student).

OPERATION SHOEBOX

As the year draws to an end it was time for one of PHS's long standing traditions, Operation Shoebox. Faculty and students took part in this initiative to fill each box with necessities, extra treats and love. Their caring attitude will definitely be putting smiles on many children's faces this festive season.



HARTMAN'S MEAT DEMONSTRATION

The Quantity Food Production learnt more about meat from Mr. Andries Hartman Jnr, director of Hartman's butchery and meat supplier par excellence. Mr. Hartman portioned a lamb carcass into the different cuts, demonstrated how to prepare it, gave guidelines for the selection of quality meat and explained the SAMIC (South African Meat Industry Company's) classification system. www.hartmanbutchery.co.za Jeanette Barry, Lecturer.



COOKING FOR ONE ... OR 30?

Quantity Food Production students completed their 2011 culinary journey as caterers for the different events as organised by the Event Planning students. QFP students had to compile a menu and do all the preparations and presentation for the events within the budget and according to the theme of each event. They have done seven similar assignments before they liaise with the event students for this final practical examination. Well done to all the QFP students, who have progressed from first time mopping floors in your life to deboning trout, poaching chicken ballotines and shaping dozens of croquettes! - Jeanette Barry, Lecture



THE WORLD OF EXOTIC MUSHROOMS

We couldn't finish the year without visiting our next door neighbours, The Wild Mushroom Hotel. What an extraordinary experience it was to share 60 minutes with Dr.Smit, the managing director of Wild Mushroom. Farming with exotic mushroom in such a small, controlled environment and top notch technology - it open our eyes! The students are very keen to revisit them, this time for a mushroom and wine pairing evening. Serving mushrooms for dessert, we learn something new every day! The Wild Mushroom is the first hotel in the world that offers a mushroom-inspired experience, known as mycotourism.

COFFEE WORKSHOP WITH ALLY STRACHAN

Three of the hotel school lecturers attended a coffee workshop presented by Ally Strachan in conjunction with FEDHASA on the 23rd of November at the Southern Sun Waterfront Hotel, Cape Town. She was awarded this year as the best barista in South Africa. To get this award one must compete in a very strenuous barista competition. The workshop equipped us with the history of coffee, where coffee comes from, growing, roasting, different types of coffee and tasting the different varieties. Definitely ample of knowledge we can take back to the class room.



From the right hand side: Berta du Toit, Erika Theron, Ally Strachan and Jeanette Barry.

"MOVEMBER" AT THE PRIVATE HOTEL SCHOOL

During November each year, 'Movember' is responsible for the sprouting of moustaches on thousands of men's faces around the world. The aim of which is to raise vital funds and awareness for men's health, specifically prostate cancer and other cancers that affect men. A few of the students and faculty members also supported the 'Movember' initiative by applying 'fake' moustaches for the day.



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