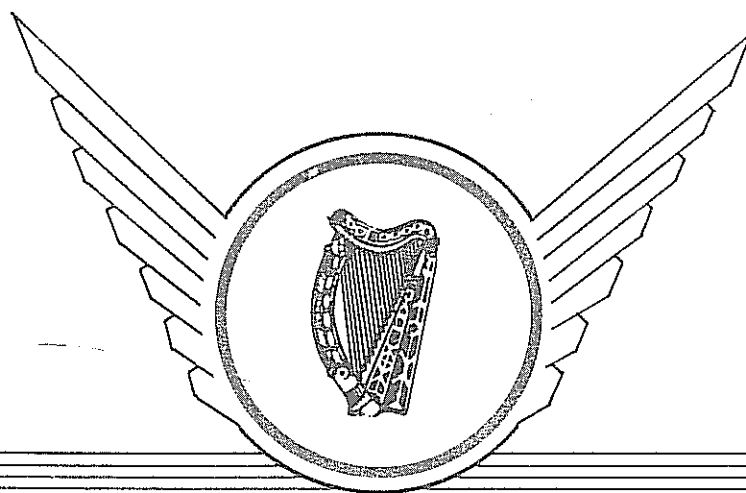


**Shannon College  
of Hotel Management**

**T H E A G E L E S S  
L A D D E R**



**8th College Review**

COLÁISTE BHAINISTÍOCHTA  
ÓSTÁN NA SIONNA

Saorhort na Sionna, Éire.  
GUTHAN: AERPHORT NA SIONNA 61444  
TELEX: 26222 SACS - EI



SHANNON COLLEGE OF  
HOTEL MANAGEMENT

Shannon Free Airport, Ireland  
PHONE: SHANNON AIRPORT 61444  
TELEX: 26222 SACS - EI

Dear Graduates and Friends,

Just before mailing your last issue of the LADDER, I wish to enclose this short note in your envelope.

For those who wish to keep the contact with me after I have left the College I would kindly ask you to address your letters etc. to the College with the mention of "STRICTLY PERSONAL", or if you so wish directly to my home in Cratloe. I can assure you that each letter will have its reply, as I am very keen to keep a life line with you all.


It also gives me great pleasure in letting you know at this stage, officially, that I have been appointed Senior Management Development Consultant with Trusthouse Forte, and that I will be taking up my new job in September. This may mean a move to the U.K., but I shall give you more details one way or another at a later stage. Part of the above appointment will give me a chance to keep the contact with all the Shannon students on training with T.H.F., as I will take over that link between the College and T.H.F. It will also give me a chance to meet Graduates in the U.K. and other parts.


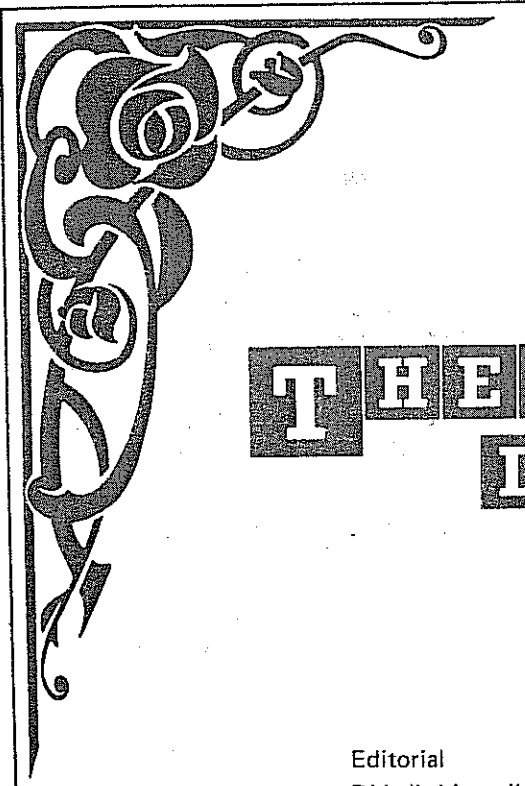
My home address at this stage is:

Mit Hjem  
Gallows Hill,  
Cratloe,  
Co Clare

Phone No. (061) 97194  
(061) 87194 after  
June 1985.

Best wishes,

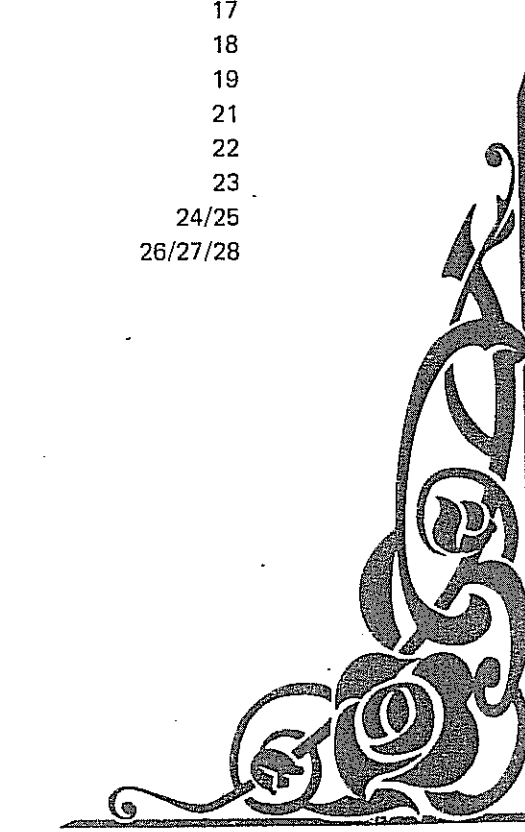
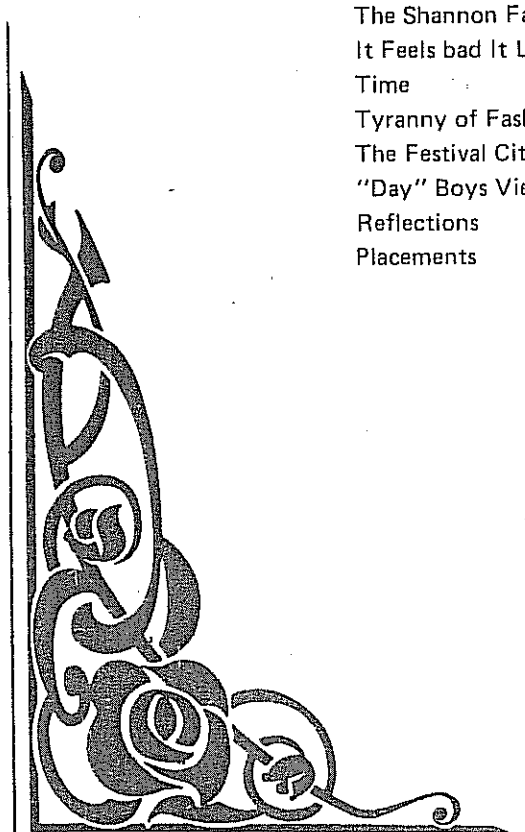
  
Jorgen E. Blum FHCIMA FIHCT  
DIRECTOR



# THE ACELES S LADDER

## Contents

Editorial	2
Did all this really happen	3
Third Year Diary	4
Sports Corner	5
H.S.M.A.	6
Debates' Fun!!	7
Entertainment Committee's Report	8
End of a Good Year	9
Home Holidays	10
Opinion Poll	11
"I'm not one for gossip but did you know"	12
Ode to the class of 82 - 86	14
Blood Guts and Gore	15
Poems	16
The Shannon Face Lift	17
It Feels bad It Looks bad It is bad	18
Time	19
Tyranny of Fashions	21
The Festival City	22
"Day" Boys View	23
Reflections	24/25
Placements	26/27/28



# EDITORIAL:

During this year, the magazine has once again developed. Three productions per academic year reaching out to over 600 graduates worldwide.

We would like to thank all of you who have contributed so much to make all of this possible.

We especially want to thank Mr. Blum for his continual attention and support during the year, without him there would have been nothing. Yet again, we wish Mr. Blum and his wife the best of luck in their new lease of life, wherever they go they will never be forgotten.

Also we would like to thank all the students for their eagerness and awareness of the importance of the magazine, and hope they have great success in their future. Lastly, our gratitude to Caroline for her help during the year.

As our parting note, we wish the forthcoming committees a successful year of dedication to purpose ..... and keep the contact.

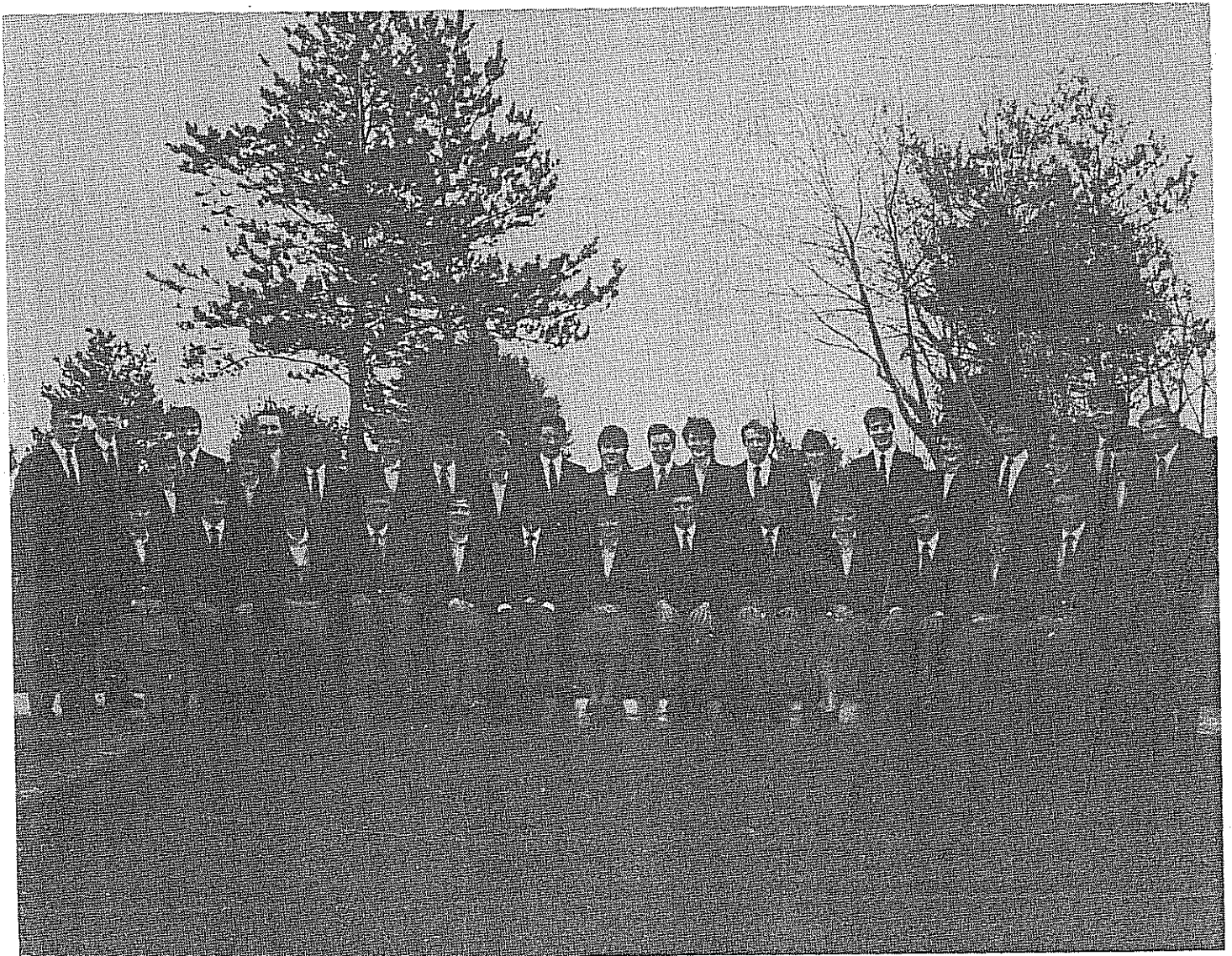
Lulu Roberts '82/'86  
Pat Murphy '82/'86

## Publications Committee:

John Scanlon  
Fergus Farrelly  
Jerry O'Dea  
Sheelagh Daly

Sue Moloney  
Seamus McGowen  
Lauro Bath  
Marnie Corscadden

We would like to thank Davis Printers for their help and co-operation,  
in the production of this issue of the Ageless Ladder.



## DID ALL OF THIS REALLY HAPPEN:-

After our two hour sermon with Mr. Blum on the 20th of September, 1984, we all trudged out of the class thinking 'What in goodness have we let ourselves in for!' But it was too late to back out and so off we slumped to our bedrooms laden down with bags.

That night in the lashing rain, we visited the Shannon Knights. The place to be! There we got a 'taste' of what Shannon was going to be like but Pearse found it a bit upsetting and sour.

It took us quite a while to settle down. Six-thirty risings and marching along in our little uniforms trying not to feel too uncomfortable under the scrutiny of the 3rd years. Where did we go wrong? We had never done anything that bad or so we thought anyway!

We soon settled down to Shannon life and we learned that the college grapevine is a major element and that no-one manages to steer clear from it.

David Green's 21st party set things in motion. When we arrived we found where the food was and then set about stuffing our faces. We could not bear to see all the food just sitting there after we had finished, we wrapped some up and took it home. By the way thanks Dave. Everyone thoroughly enjoyed the night and this chorus was led by Cathal and Seamus. Baby-snatching had begun!

The Pyjama party 'whizzed' by with lots of fun and games along the way. The boys looked so pretty and the girls so macho. The American tourists were very impressed.

Graduation was an experience. Both windows and heads were shattered. But Fibber's did not see the last of us as we were back in Bunratty early the next morning to help make Graduation Day a success. We crawled through the day looking forward to resting our weary limbs at the end of it. However, we did manage a little singsong on the meade barrels behind the barn before lunch and we had a few composers who sang the gossip of the previous night eg. the union of Kerry and Clonmel.

The Charity Walk proved to be a very enjoyable thought tiring day. Everyone got drenched inside and outside but 'spirits' were high. Limerick didn't know what hit them.

The twenties party turned out a fine pair of dancers. The spotlight was concentrated on Aine and Jerry and today it still shines on.

Arrietta's 21st. brought us out to Killaloe. This proved to be a very confusing night. The mulled wine dimmed the senses and clouded the eyes as a 'swap shop' got under way.

This brought us into the Christmas Exams which we would rather forget about but we left in good spirits for home. The second term then began with a disco which was spent mainly reminising on the holidays.

Dromineer brought fun and festivities. 'LOH' and behold Big John arrived on the scene. The party was enjoyed by all and Kieran could not keep himself from the pressures of the college as wine seemed to be swimming around his head at the end of the night.

Sue Byrne's 21st. gave a great boost to romance in the college. The highest count in Inter College relationships was 18. Ha ha, Mr. Maher. Did you ever realise that there were so many? You're falling behind.

Pearse's dream came through when he became another Richard Gere by prancing around the hotel with service trays. By the way Pearse, did you know that the wella came out beautifully over the camera? Lorraine was so proud!

The Dinner Dance proved to be a great success. The atmosphere was fabulous and Khan, Sonia and Paul provided great entertainment with Dermot and Sue prancing around on the floor to set the mood going.

For Arun's 21st, we hit the Knights with a big bang. Fun was had by everyone and we all rolled home singing of our future time in Switzerland. Upon leaving the Knights, Marnie gave us a blast of her vocal chords which spread the peace!

John's 21st had the viewing lounge alive and full. The night ended with a good singsong and John gaining further insight of Russia.

The Toga party was another 'whizzer' of a night. Cathal and Co. got under way and very soon they were 'sheets in the wind'.

The Treasure Hunt was full of car packed action. What a nicer way to end the day but with cheeks shining, though Marnie did explain that there was a bit of a skin problem!

The Triple Crown disco brought fun and cheer and everyone settled down for a night of beer. Earlier in Fibber's, Kathleen and Andy had found their voices unluckily for us, we had no choices. They quietened down only for a short while but when we got to the disco, off they proceded again by waving around a lou roll. The night ended with Andy (full of kindness, comforting the Scottish Rep. who had nothing left but the wooden spoon.

We all found the trips to the Fish Merchant, Castlemahon Foods and Shannon Meats very interesting. Sonia fell in love with a little crab, we all fell in love with the little chickens, Marnie said that everytime she closed her eyes she saw gaping heads with tongues and eyes bulging and Andreena stated that she felt more at home with the cattle than the chickens!

And so to conclude, we would like to thank both the staff and the 3rd years for all their help. We wish the 3rd years, the best of luck in the future and so, on to Switzerland.....

Caroline Boland  
82/86

## THIRD YEAR DIARY !

"We're off to see the Wildwest show - never mind the weather, as long as we're together....."

Never mind the weather is right! On the 23rd of November, we trooped onto the bus for our first "weekend away". The I.H.C.I. Seminar was held in Sligo this year. Under the supervision (the what?) of Miss Rourke and Mr. McMahon (not to mention Kate!!!) we bravely advanced through fog and sleet to reach our destination. We stayed in the "Southern" hotel where bed and breakfast (for everybody!!) was given with a "smirk". The weekend proved to be both interesting and educational. Despite our long and rather tedious return journey / which compiled of a one hour search for Mr. McMahon's lost wallet; a one hour stop in Knock as a result of fog; and a one hour stop in the Skeffington Arms because of.....well!!!) a great time was had by all. Inter-College relations (as always) blossomed, and we all took advantage of the opportunity to get to know Mr. McMahon's fiancée (didn't we Grace!!!). I would like to congratulate Aine on her superb speech and excellent address.

Our second "week-end" away for 32 was sponsored by Jurys. Accompanied by Mr. and Mrs Maher we attacked the Limerick - Dublin road. Arriving to the minute on time (ever with Mr. Maher present) we were welcomed with open arms by the efficient Jury's staff. Despite the shock to some unsuspecting 3rd years when their junior counterparts arrived - everybody managed to enjoy themselves. Cathy had a lengthy intelligent conversation with one of the hall porters about a certain sausage.....(.....never mind Maysee!.....) Again an enjoyable and educational weekend was had by all. We would have been back on the road by 11.00 and if our "Flying Scotsman" and "Ballybunion Batchelor (?)" hadn't decided to "go for a wee nap" Thank God Mr. Gallagher is safely tucked away in T.H.F. !!

On the 13th February we struggled out of our respective (communal ???) beds at the un-Godly hour of 5.00 a.m. After breakfast (served bravely by the first years) we piled onto the buses. Everybody ready?? No, Miss O'Rourke - shame on you delaying us all. No matter, plenty of time to spare. One stop for coffee in Portlaoise where we all got together and played "spot the open coffee shop". We arrived at the RDS where we went our separate ways to search out our varying points of interest. The excellent standard was commented on by everybody and most of us noted a great improvement on the efforts of 1983.

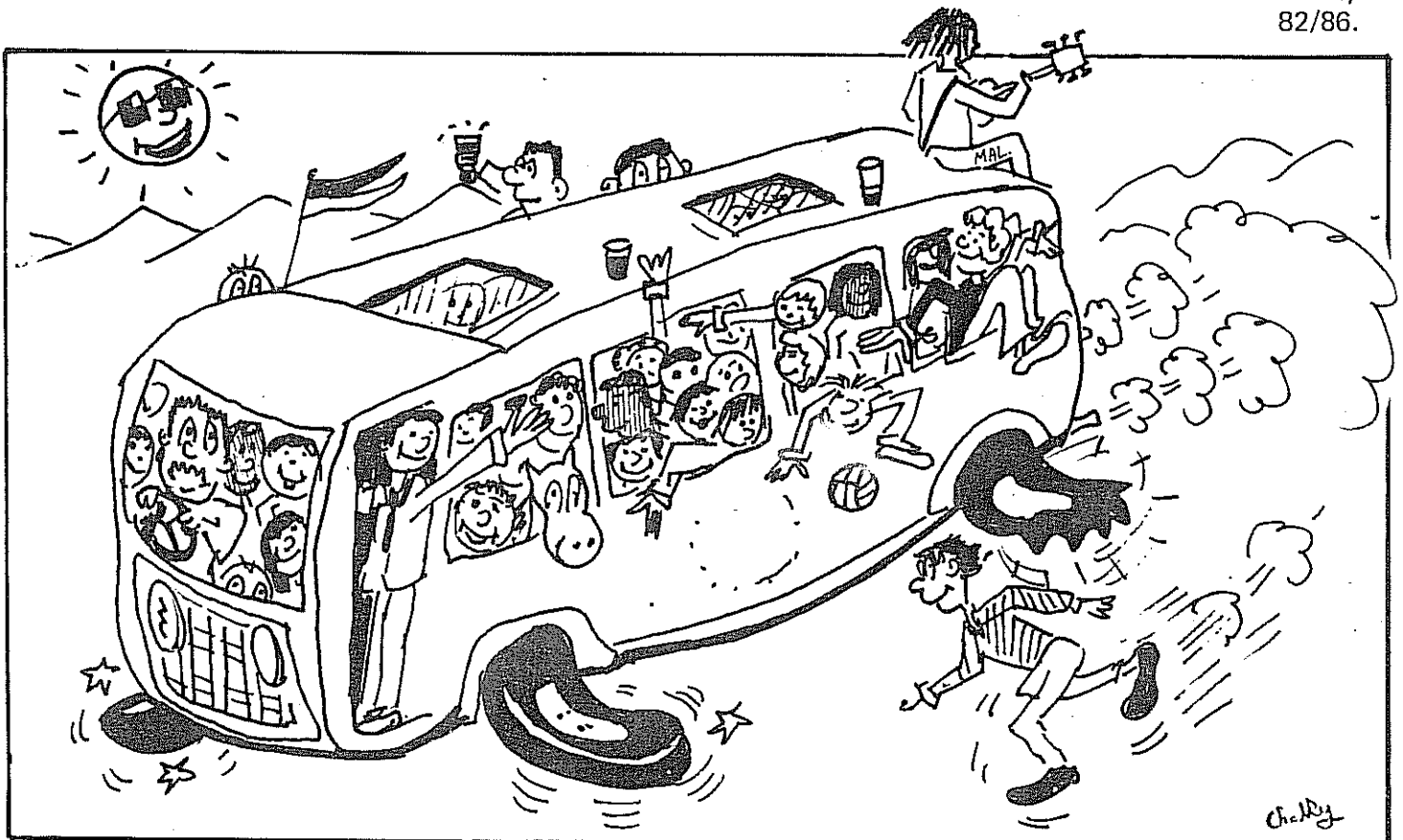
After lunch we went to Jurys for the I.H.C.I. student seminar. We all managed to baffle our counterparts from other Colleges with numerous questions and supersonic statistics (didn't we Dave??.... four million was it??). After a lovely meal and one or two refreshments we decided to head Shannonside again. Another success.....enjoyed by all.

Well, with the recession etc.....we could hardly expect may more than two weekends, but on behalf of all 3rd years I would like to thank all the lecturers that came to talk to us.

.....each one in turn managed to give us invaluable tit-bits of advice in their varying fields.

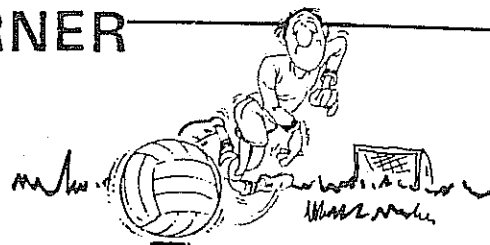
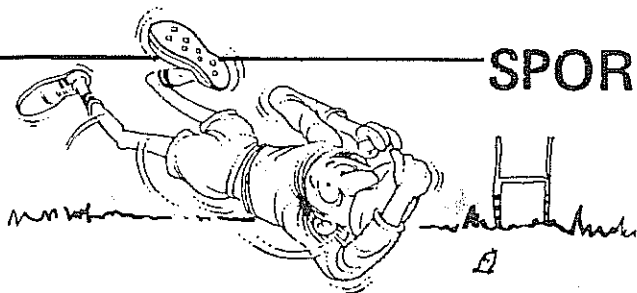
Here's hoping that next years 3rd years have such an entertaining year!!!!!!!!!!

Lorraine Beatty  
82/86.





## SPORTS CORNER



The sporting year was begun in early October with a soccer match on the Aer Rianta pitch. There were two matches to be played on the Wednesday and Thursday of the week. There was a good turnout for both as heavy studying had not yet begun. The first was a match between our shiny new first years boys and the experienced men of third year. Sadly the experience paid off and the shinies were beaten, not a very good start to their college life. The match on the following day was a much better laugh as this time the girls took to the field with the men to show them a thing or two. A mixed first year team played against a mixed third year team, and it wasn't long before it was noticed that the male and female combination does not work on the soccer pitch whatever about off it. Good fun was had by had by everybody, though confusion did reign on the pitch! The final score, if there was any, was never known and nobody seemed to care.

By this time, the dark winter evenings were in, but this did not deter the enthusiasm of the sports committee. A basket ball league was arranged - Teams were chosen and so everybody set a Thursday date with the Comprehensive basketball court until the middle of November. The games were fast and competitive, and the hidden talents of many were brought to light. The final was a very close and exciting game, between two very skilled teams, captained by Pat Murphy and Naresh Dhadhal. The triumphant were Pat's team. Plaques were presented to each member of the winning team by Mr. Blum at the Christmas luncheon festivities.

When we all returned to Shannon in January, everybody felt the need to recover after all the eating and drinking of the Christmas season, so little interest was shown in sporting activities - except for those jogging freaks.

It was early February before total energy was regenerated. Our ever sporting men confidently set off for the Bohemian Rugby pitch to tackle the home team in a match. They returned however deflated and defeated, with a score of 16-4. Our one and only try was scored by the man himself, "Cathal Keogh". However our lads were not to be deterred, a few weeks later and a few training sessions later - they again bared their legs to take on Shannon town. Obviously the training sessions had done some good as this time heads were held high and faces smiling as the score was 8-4 to. Cathal again came up trumps, and Fergus also scored a try.

It was coming to the time for our annual visit to Rockwell. On Sunday 24th March at 12.00, forty of us piled into the bus and headed towards Cashel. On arrival we were given tea and biscuits. After this we went to the soccer pitch. The game was fast and furious, but the lads put up a good fight, proudly limping off the pitch even though we lost 1-0.

Indoor soccer was next, a game foreign to most of our players, yet after a few minutes of disastrous play we came back from a score of 6-0 to 10-8. Special thanks to Lorraine, Sue Devane and Grace!

This score, however, was not as embarrassing as that of the basketball - we lost count after a while. We weren't really a patch on their professional play despite the fact their coach was playing for us.

We didn't want to upset the sequence so we lost the replay in the swimming - however our ever efficient headboy Pat McGeough saved the day by winning the individual swimming competition. The table tennis - once again was lost - 3-2.

To end a good day we were given a lovely meal with excellent service, and were entertained with speeches from Stirling Stewart and Michael Doyle. Of course we couldn't leave without first going to say hello to Ollie?

Our bad show in Rockwell was obviously created by Shannon's sickness, as on their return visit in April, the story of the day was totally different. The soccer was again, a very exciting game, but it proved to be the only sad point of the day we lost 5-2. This time around, the basketball was the highlight of the day, the cries of both Shannon and Rockwell supporters lifting the roof. We won - 18-15! The swimming proved to be our 'Triple Crown' as we won all three events. (Shannon students due to Mr. Blum's training proved to be adept in "Deep Water.") with "The Flying Scotsman" winning the individual race, and the team's relay and Waterpolo.

The day's ending began when we served them an excellent meal at 5.30 in the round bar, which looked unbelievably elegant, as did the service. Many thanks to the great effort put in by the kitchen and service teams. This ended with a swinging, sing song, until the Rockwell bus whisked our visitors away.

This concludes the sporting activities of the year - aren't we an energetic bunch.

We would like to acknowledge the co operation and financial support of Mr. Blum in helping to make it a great day. Members: Stirling Stewart Chairman, Naresh Dhadhal Treasurer.

Cathleen Bond, Secretary, Susan Byrne, Avernall Smith, Pearse Keller.

---

## HOTEL SALES AND MARKETING ASSOCIATION.

---

Since our divorce from the U.S. chapter in 1979 following the recommendation of the associations president, Miss Eithne Fitzpatrick, student activity within the HSMA has been somewhat stagnant.

This year, Naresh Dhadhal and I wrote our introductory letter to Mr John Rafferty, (secretary of the HSMA) in September. Although correspondence continued - admittedly erratic at times! ! - until Christmas, little progress was made towards the "new student programme", a promise which had been halting over the management colleges since our membership with the Irish Chapter.

However, I'm pleased to say that since Christmas, our calendar of events has been fruitful and definite steps have been made in the right direction towards helping that unspoken-to sect ..... the student!!!

So at the beginning of March, Mr Rafferty came to talk to anybody who wished to attend about the new programme. Topics such as .... individual student membership, student seminars, circulation of HSMA magazines, possible scholarships, library facilities and potential help with projects and reports were discussed in detail. The meeting was a tremendous success and all of our points or arguments were acknowledged.

Approximately three weeks later Mr Rafferty came again, this time there was compulsory attendance for all first years and third years. The overall attitude of the meeting was enthusiastic, and more importantly approximately 65% of the college students have decided to take up the voluntary student membership.

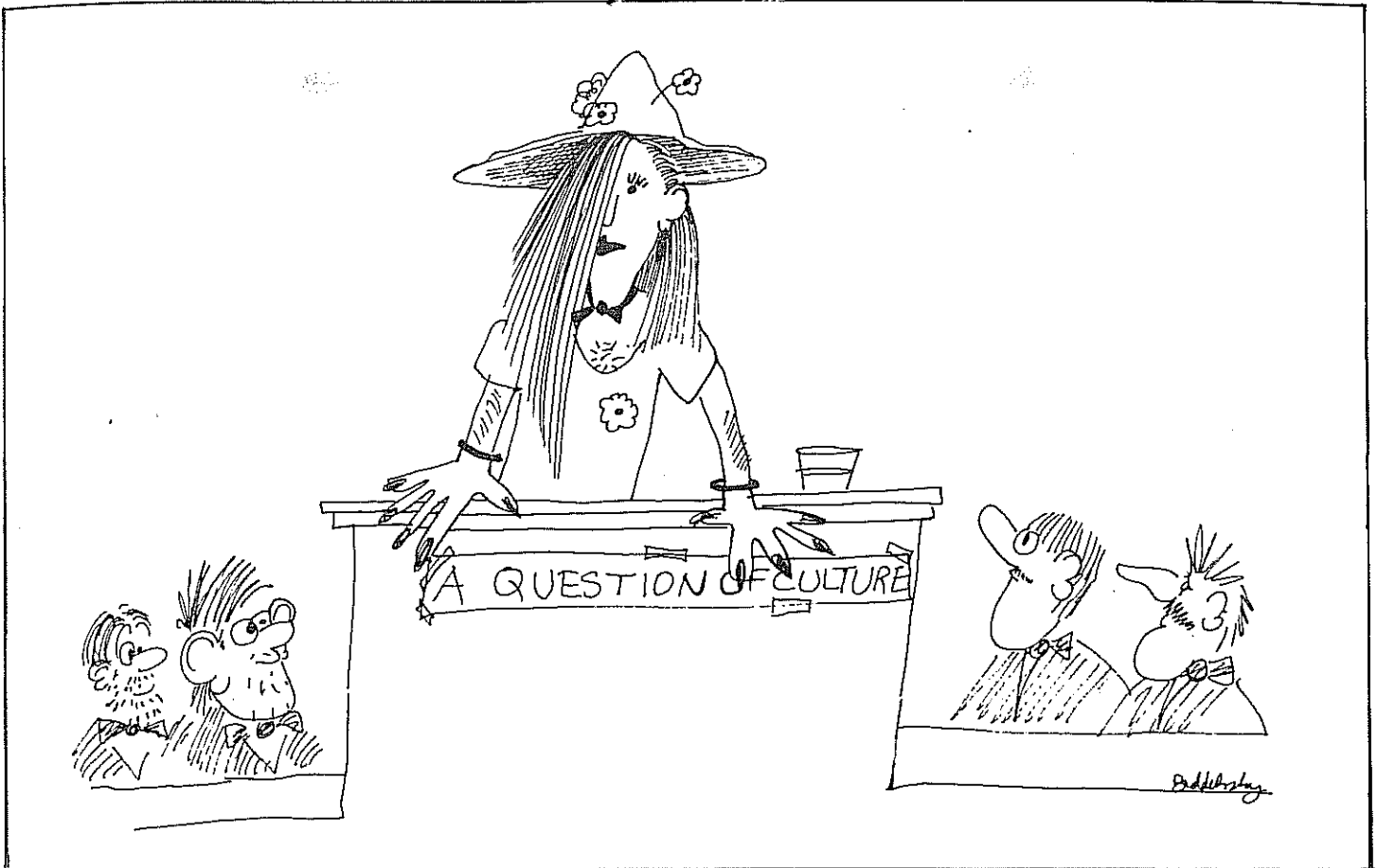
By joining this association they have given themselves the opportunity to expand by an extra-curricular means in the marketing and sales of any Hotel operations.

On the 3rd of May, Mr Dorf from Boston will be coming to talk to us. His lectures promise to be very interesting as it has been in the past, and we are certainly looking forward to meeting him.

So, a step in the right direction has been taken. The beginning of a student scheme however without continued student support will be the "Beginning of the end....."

Lorraine Beatty  
82/86.





Boy George opened this years debate meetings on a question of culture and his team carried the motion that he is an example for the 21st century!. It was the first of a number of obscure motions that surfaced during the debating league which followed.

Our campaign for society members proved to be very effective as we stressed the many advantages attached to uninhibited self expression in public. Consequently we had 11 teams of thirs and first years. Motions were submitted by both students and staff.

The demo kitchen cum first year classroom became a hive of heated argument; sporadic laughter and elucid verse every two to three weeks as we searched for budding orators.

Miss Shiels; Mr. Maher; Chef Vaughan and Mr. McMahon added that touch of outside experience to our self populated adjudicating panels, while they totted up their scores each motion was opened to the floor and a straw vote was taken.

Some of more successful debates were "That Ireland of the Thousand Welcomes is a thing of the past". when Naresh wearing an aran geansai and carrying the tricolour broke into Irish that would put Peig to shame!.

A top hat debate before thé Christmas exams was a very funny affair. The notions ranged from 'That Coke is the real thing to why did Yeats sail to Byzantium? ". The names of everyone present were pulled out of a hat with a motion and the unsuspecting student had to speak on the motion for three minutes.

By the end of the evening, Hilda Ogden had been nominated for the cover of Playboy, and we were assured that Little Bo-Peep did it for the money.

On another evening we justified our being in college when the adjudicating panel came out in favour of the government that hotel college qualifications should be compulsory for hotel managers.

The final debate was possibly the most amusing and enlightening debate in the league. The government "Arguing that pigs can fly" were faced with stiff opposition who on analysing the anatomy of the pig and the mechanics of flying decided that it was a proposterous motion.

However the government who interpreted the motion in metaphorical terms won the day. Mr. Maher presented Cathal Keogh - Captain, Louis Murphy, Bernadette Coffe and Siobhan O'Loughlin with their prizes and Louis McNamara and Tommy Lynch were awarded with 2nd and 1st best speaker respectively.

- Hyde Park Corner here they come.

## ENTERTAINMENTS COMMITTEE REPORT

Since the last edition of the magazine, the entertainments committee has been busier than ever, undeterred by the gloom of final exams. Our first disco, since then, was held on Tues. March 19th. The long-awaited Toga Party. Everyone who attended was dressed in the attire befitting the occasion, although not everybody managed to remain so! Despite the lower than normal participation this was - nevertheless, for those present, a "Thrilling" evening what a Whizz!!

After many arduous weeks of preparation stress levels were soaring i.e. secretive conspiring meetings, close guarding of notes, thrill-seeking drives around the countryside (being chauffeured by our esteemed chairman is an experience not to be missed!) The day of the treasure hunt finally arrived. Our senior lecturer, it was rumoured, found the town centre extremely confusing despite it's limited area, and was witnessed circling the vicinity many times. Not to be outdone by his students, let me hasten to add, he later redeemed himself by taking first prize in the record-breaking time of three hundred minutes! Last, as they say, but not least! all in all, the treasure hunt was very successful, helped by the glorious weather and celebrations continued in Fibber McGees late into the night.

The triple crown celebration disco (any excuse!) followed on April 2nd. We had a double celebration as Catherine Murphy (3rd Year) also celebrated her 21st birthday. Here, we must congratulate Jerry O'Dea on his most original green attire, the likes of which has never been seen in Landsdowne before, unfortunately attendance at this disco was lower than anticipated but this did not depress the high spirits of the students, as it was held the night before the Easter holidays.

To date, these are the diversions which have been provided by the entertainments committee, we have decided not to distract the students, (nor ourselves) any longer as final exams are quickly approaching, but we will have the last word as plans are now on foot for the final night of term. We intend to have a buffet/disco in Fibber McGees on May 17th, and we are sure, even amidst tears and broken-hearts, that this will be the highlight of the whole year's entertainment.

The committee would like to thank all the students for their whole hearted support throughout the year, and we hope that we have managed to introduce some Gaiety and fun into the lives of the Shannon Students.

Liz Murphy 1984/1988

Committee: Paul O'Meara Chairman 3rd Year. Grace Twomey Treasurer 3rd Year. Mary Keegan Sec. 1st Year. Cathal Keogh Member 1st Year. Liz Murphy Member 3rd Year..

### QUOTES

Mr. Maher.

To Catherine Murphy

"When you are quite finished playing with yourself."

"Homely is just one step above plain downright ugly as sin, don't ask me how I found out about that one."

Miss Shiels:- To all of us

"I think I'll have to get Barbara Wodehouse in to train you."

To Paul:

"You weren't brought up, you were dragged up!"

Mr. Maner to Ariette:- In finance

"Let me clear up your frustration for you?  
Whats your problem?"

Miss Daly:

"Countries began to dump Sterling on the market."  
Lorraine "Not for the first time."

Mr. Rowlandson:

"My brother is very interested in animals."  
"He is a Taxidermist."

Mr. McMahan talking on a type of reservatin chart-

"The bed sheet is used up to 200 rooms."  
Paul: "The same sheet?!"

---

## The End of A Good Year Marks Promise for a Bright Future.

---

Almost nine months have gone by since an assortment of thirty six young people arrived in trepidation at the front door of their new lives. For most of them, these nine months were to represent a radical change in their attitudes and behaviour.

The obvious change was, of course, the acute lack of hair by the end of the first week as tape measures went into operation to ensure the required two inch gap. Appearance was indeed a source of interest as the boys assessed the "talent" (mind you - so did the girls!!), and also one of amusement as we all arrived in the classroom in the second day acutely conscious of our strange uniforms. Chefs and waitresses we may have looked, but, as the first few meals proved "clothes maketh not a chef!".

However under the strict supervision of Chef Vaughan and Mr. Schmidt, we managed to improve to such an extent that our contribution to the festivities at Graduation were immensely successful.

By this stage our social life had also improved thanks to the various events arranged by our ever-innovative entertainments committee. Naturally living in such close quarters helped us to get to know each other quickly and by the end of the term a considerable number of close associations had sprung up.

The Christmas exams struck into the hearts of most, as we suddenly realised that three months had flown by and it was time for serious self-assessment. Exams over we happily headed home for a much needed three weeks rest.

The first day of our new year certainly illustrated the difference that three months in Shannon had made to most of us. The realisation that, unlike our subjects in secondary school, what we are learning here is of the utmost importance to our careers, was brought home forcibly to us at the seminar and catering exhibition in Dublin.

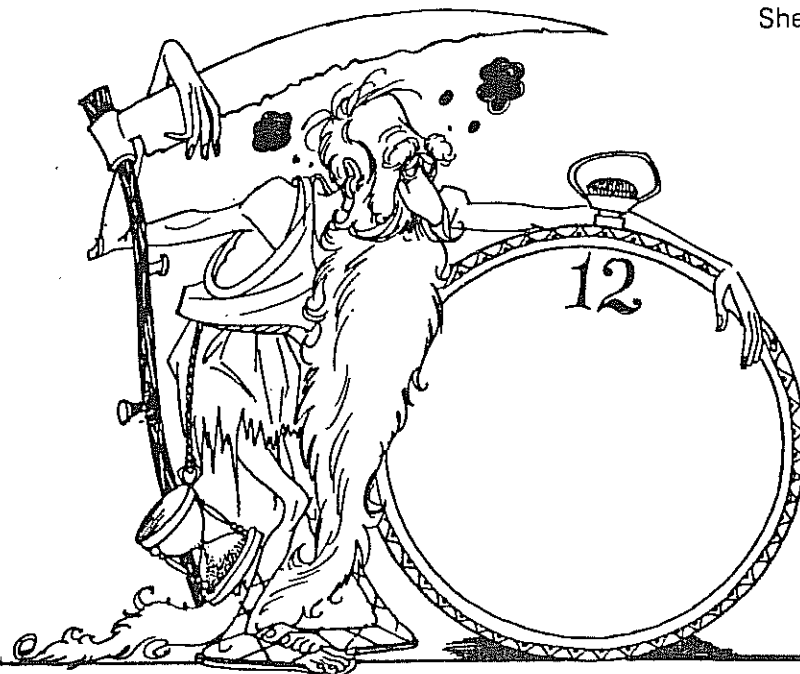
We had changed because we had to, because we are learning to be professional people, and gone are the days when learning was just the means to gain a certificate.

The discipline that we have endured, the rules that we have had to follow, the lectures attended and the practical work undergone, all of these will effect our future careers and we should look forward to Switzerland not as a years enjoyment in a beautiful country, but as an extremely relevant experience in a country famous for its hospitality industry.

For those of us who have been successfully moulded by this college Switzerland represents an opportunity to learn the practice of management from the employees point of view, something we must remember throughout our future careers.

Yes, changes have been wrought on us, and no doubt the next three years will bring even more, but the gleam of graduation and the promise of success in our profession makes it all so very worthwhile.

Sheelagh Daly 1984-1988.



## HOME HOLIDAYS

A speech given to us by Mr. McCarthy, chairman of Ryans Hotel, Dublin on "Economic trends as they are likely to affect the Hotel and Catering Industry" was the basis of the inspiration to compile the following unusual reasons why one might take a home holiday.

1. To study the type and distribution of plastic containers on the beaches of the western fringe of Europe.
2. Self-control therapy during and in between mealtimes in a wide range of hotels
3. To research President Gorbachev's Irish ancestry.
4. Able to use your Post Office Savings book.
5. If you are doing your thesis on beach pollution, black economics and after hours drinking.
6. You don't want to miss "Glenroe".
7. As an unemployed rugby player or a single parent with more than nine children you are entitled to a Board Failte Grant.
8. Nudist beaches.
9. Boat trips on the Liffey.
10. Ireland has been recommended by the International Association of masochists as combining the pain and humiliation in regard to food, accomodation, transport and hygiene with the maximum expense.

Enough of Ireland as a destination, what about specific areas of interest.

Belfast: Your holiday is guaranteed to start with a bomb.

Cork: See the working 800.

Limerick: Join Dessie for a tour of the outskirts of Fionna Fail.

Knock: Fly direct to Horan's Retreat House with Virgin Airlines.

Derry: Guaranteed to cure insomnia.

Ciaran Fahy 1982/1986

## UNIFORM NEW LOOK FOR MOVENPICK WURENLOS?



The young man concerned is Darshak Metha, a young Indian trainee with the Movenpick Organisation and actually on a year's training from the Shannon College of Hotel Management, Ireland. The original uniform he is wearing comes directly from India and is part of a very important "Indian Curry Promotion" held in one of our restaurants. Once again a great success for Movenpick and.....Shannon students.

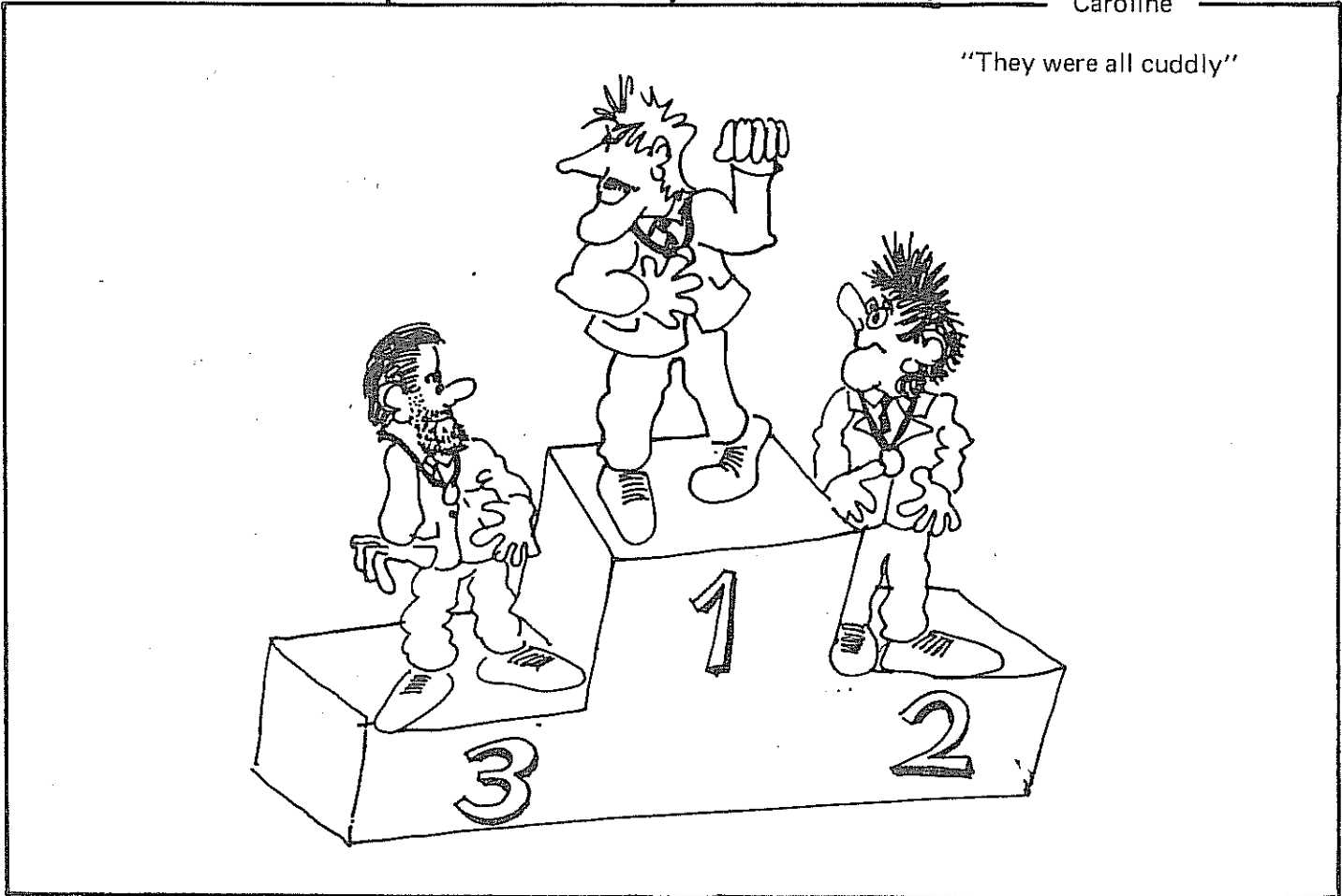
# OPINION POLL

1

2

<p>Chef of the year          Waiter/Waitress O.T.Y.          Speaker of the year          Lady of the Year          Gentleman of the year          Best dressed of the year          Scruff of the year          Hairstyle of the year          Sports Person of the year          Mr. Universe of the year          Heart Throb of the year          Mother Hen of the year          Calamity Jane/Jim O.T. Y.          Heart Attack Victim O.T.Y.          Guzzler of the year          Groover of the year          Nark of the year          Flirt of the year          Blusher of the year          Cuddliest Person O.T.Y.          Sexiest Walk of the year          Sex Maniac of the year          Happiest Couple of the year</p>	<p>Pat Aherne 50          Cathal 34          Tommy 46          Daragh 54          Pat M. 26          Jerry 31          Tommy 83          Tommy 72          Paul O'M 25          Tommy 63          Stirling 15          Breda O'T 49          John F. 74          John F. 20          Paul O'M 43          Cathal 21          Pearse 132          Stirling 26          Daragh 51          David G. 29          Aine 22          Stirling 49          Aine 46          Jerry</p>	<p>Fergus N. 32          Lauro 26          Marion 32          Aine 30          Fergus N. 23          Daragh 20          Paul O'M 28          Kevin P. 60          Ciaran F. 25          Tony D. 21          Johnnie Sca. 14          Patricia 26          Andreena 18          Fergus F. 18          Fergus N. 18          Jerry 20          Sue M. 20          Kayree 24          Sue D. 51          Sue D. 26          Cora 19          Louis 40          Louise 30          Naresh</p>	<p>Dermot 26          Khan 22          Fergus H. 20          Sheelagh 28          Khan 18          Pearse 18          Kevin P. 27          Jerry 23          John F. 20          David T. 19          Cora 12          Cathy M. 24          Dermot 12            David G. 17          Pat M. 16          Kayree 12          Breda O'T 20          Ciaran F. 48          John F. 17          Fergus H. 16          John F. 31          Sue 26          Lavro</p>
			<p>Also : — Stirling &amp; Andy          Siobhan          Cora          Caroline</p>

30



---

**"I'm not one to gossip, but did you know....."**

---

T.F. Lynch - A young man who hails from Clonmel, and who would have guessed! Pastimes = watching the fillies at Kildare and scuba diving just off the Irish coast. Tom's holiday plans, being a romantic, is to be stranded on an island with only the ghosts of the monks, and birds to keep him company.

SEAMUS - is a B.P. from South Co. Dublin. Favourite haunt is the Merrion Inn, known to him as M.I. Like his room mate, he also seems to like islands, but of the more exotic location. Holiday plans:- it took him a long time to decide, but finally chose to return to his fellow B.P.'s in S.C.D.

CATHAL - the boy with funny walk came to Shannon, and missed his mothers care greatly, but quickly found a replacement. C never stops thinking about his holidays, he was very keen to go to Banna Beach, but has now decided to visit Dublin (once again)

ENDA - the butch man from Achill. A lot of motherly eyes were set on him, but Enda never forgot his homeland. Holiday plans = once thought of Jersey, but has decided on home. We wish we could meet the big attraction.

PAUL - the quiet man from Kerry. I wonder what is hidden on his top shelf? Showed interest in Clonmel for a long time, but now shows some interest in the Beef industry and regethermic cooking. Paul has found a secret holiday resort. He claims only he knows it, but sources have told us otherwise, look and see who's blushing now.

DERMOT - loved by all, a shammy from Limerick. Hobbies - collecting. Dermot has shares in a long established Dublin industry, which takes a long time to develop. Holidays - rumour has it that he was going to Wexford, but these proved wrong.

J.A. FLANNERY at first, we thought he was a farmer. However his performance on tractors leaves a lot to be desired. A well known subscriber to the medical industry in general. Holiday plans are to go home to Dublin, but what part?

PAT - seem to be a quiet young man? Pat spent a lot of time in Limerick, but never invited any of us - or did he? Holiday plans - Kenya seems nice, or are they just good friends?

KHAN THE MAN - took a little time to settle into Irish ways, and enjoys several of them now. Hobbies - putting on weight and beating up his room mate. Ambition in life is to redecorate Paul's room. Holiday - Lisdoonvarna.

ARUN - has a lot to put up with. Rumour has it that he does not like Frankie Goes to Hollywood. His Holiday plans are to go to Hong Kong.

TONY - well known for his hairy chest, and lets you know he has one. He showed a little interest in regithermic cooking at one stage. Undecided about where to go on holidays.

JERRY - The man who said he had perfectly formed thighs. Tumours has it that he wishes to share with Pearse in third year. This room will obviously have to have a very large wardrobe. Holiday plans, to go to a little island in the sun.

FERGUS - a young lad from Askeaton. Enjoys the Bunratty Singers and the Kerry beaches. Jousting partner of Miss Beatty. Holidays - Banna Beach?

LAURO - extremely hard workin young man. He showed a lot of interest in Waterford, but settled for a little jewel nearer home. Holiday plans are a week for two in Brussels.

KLAUS - When he came to Ireland, he discovered Marietta biscuits but go bored with the taste, and changed to the meat packing business for a short while Klaus has proved to have no problems with Irish ways, especially during Easter. Undecided about his holiday destination.

PEARSE - one of the naturally blonde wella twins. He has been getting on very well with the third years, especially those in high places. Pearse loves cruising. Oh, what a lovely? For his holidays, he'll go to Gatwick.

MIKE - is the picture of young, sweet innocence? His wardrobe is catching up with Pearse's maybe now Pearse will give him his little green socks? Also undecided where to go on Holidays.

BRIAN - a day do from Limerick. Known to borrow from queridons during the year. Could his holiday plans be in Clonmel?

BARRY - little is known about the man from Ennis, except that of redecorating bathrooms in the college. But I'm sure, we'll get to know more of him in Switzerland, His holiday plans are to get out of Co. Clare.



KIERAN - likes to look in mirrors, but got to close last week. He woke up to find himself sleeping on the stairs on one occasion.

### AND NOW FOR THE GIRLS -

L.C.I.E. O'Higgins has felled a few big trees in her time. She certainly showed us how to dance the night away at Lulu's party. She hopes to visit Virginia.

LOUISE comes from Cork, just like someone's roommate. Wanted to do Indian studies in Trinity, but has found a fabulous tutor here. She is going to the Yorkshire Dales for her holidays.

SIOBHAN hails from the lush green rich lands of Kildare. Since she arrived in Shannon, she has shown great interest in Clonmel and Scotland. For her holidays, she has shown great interest in going to many places, but has finally settled on Ballyvaughan ? or ? or ? or ? or ? or ?

ANDREENA Miss Meat Packer '85 ? Great interest in music, and it is rumoured that her Top FIVE singles are - The Fields of Athenry, Oh, Flower of Scotland, Summer in Dublin, and The Man from Garryowen, and The Rose of Tralee. She's planning on a world tour.

CORA the heavy weight who rolled her way in from Co. Limerick, reknowned for her exquisite footwear. Seamus may want to be a B.P., but Cora definitely wants to be a D.T. holiday plans are two weeks at The Cavendish.

BREDA was always good for a bit of SKA. But now her holiday plans are diamond mining in South Africa Let's hope she doesn't get BURNT.

MARY an authority on regethermi cooking, has recently discovered that most chefs are not interested in this form of cooking, and so has changed her mind. For her holidays is going to Camp Rockwell via Killiney.

SUE MALONEY a great believer in aerobics. Sue is an OUT going type, and it is said also likes B.M.W. cars. She prefers to eat out to going on holidays.

DARAGH After a year in finishing school, Daragh learnt to darn a sock, or two. Favourite pastimes are home perms, nail manicures and shopping. Is going to I.C.A. convention next year.

SONIA our little oriental flower. Her hobbies are ear piercing and filling up wardrobe space. India is her next destination.

SHEELAGH Mr. Blum's "Little Fairy Queen", our Big bird from Kenya, who unfortunately did not bring the sun with her. She has another side to Africa.

SUE DEVANE the sweetest little smurf in the year. A Kerry girl at heart, or could it be Cork ? Waterville is a great place for holidays, she thinks.

MARNIE the girl with her priorities in front of her. She comes from a horsey set of Kildare, and never looks a gift horse in the mouth. Back to Kildare again for her holidays.

BER You can always bank on Ber, or her friends. Partime housekeeping lecturer. Her ambition in life is to make it through a wine tasting. For her holidays, she has picked the Demonstration Kitchen.

CATHLEEN 007 Cathy's mouth has loosened on occasions, but she is about to pay for it now. Her favourite drink in Martini, shaken and not stirred. If she can't get that, anything else with alchol will do. She's going to the Listowel races or Camp Rockwell.

CAROLINE the quietest girl in first year. Her hobbies are weightlifting and boxing. Her ambition in life is to be able to see over the bar counter. She's decided to go to Lilliput for her holidays.



COMPILED BY TWO X POPULAR FIRST YEARS.

## ODE TO THE CLASS OF 1982/86

Who will we start with old or young?  
It doesn't really matter, we'll still have fun!  
Perhaps with the lovers within the class,  
Wow, that will be some test!!

First take Ciaran, he has some fate,  
With the Bahama's he has a date,  
But with England up in the north,  
His lovely romance so did dwarfth.

If Grace did mind, she didn't say,  
She will get better day by day,  
For in England she will receive,  
Plenty of time for reprieve!!

Ah! yes life is sad,  
Aine must also leave her young lad,  
To the Bahama's she also goes,  
But 1st years have no time for woes.

Look at Lorraine, it's the same thing,  
She has had her little fling,  
Now it's time to put that away  
To the Gatwick Airport she'll have her day.

It's very sad we have more also,  
Poor Naresh Falls like a young doe,  
For an Irish woman, at best he can say,  
"I've had experience, in the Irish way".

"Does Eddy Macken ride a horse?"  
Boys oh boys he hails from Cork,  
Paul, you devil, can you stay quiet?  
Otherwise you'll fall to a fight.

Averall she is so cute,  
She saw us all and followed suit,  
Now she's almost one of us,  
She never creates any fuss.

With her our other foreigner is Kayree  
Who is just like a little fairy,  
"In Jamaica, we have our way"  
She will always have her say.

Though not forgetting our Scottish friend,  
Who has sent many women 'round the bend,  
On him I could write a book,  
But instead I'll leave him off the hook.

Now Susan, small though she may be,  
Is as strong as you can't see,  
Watch out Lauro here she comes,  
The little lady, run, run, run.

Louis from Athenry is mad,  
I have never really seen him sad,  
He primes himself on being handsome,  
Though I doubt he could be held for ransom!!

Now Kevin O'Rourke is another one,  
Who also likes his bit o' fun,  
Like Louis he thinks he's grand,  
I'd love to give him a big land!!

Kevin 2 is the sensible one,  
He found his own type of fun,  
A gorgeous son and a lovely wife,  
Kevin leads a homely life.

Ariette locks her door at night,  
In case of any long time fights,  
She wishes oh so blatently,  
That others would keep their lock under key!

Two together put I shall,  
John has Cathy as a pal,  
Together they whisper and chat,  
For hours like so they sat,  
In the end we begin to speculate,  
If perhaps they're on a date!!

For Marion to Ascot she must go,  
There her Limerick slang cannot show,  
What the hell, she doesn't mind,  
At least her way around she'll find,

There is a little girl whose giggle,  
Make poor Mr. Maher's head wriggle,  
She often likes the younger male,  
and on her home symbol is "Sail",  
Never mind we love her too,  
I'm only joking can you guess who?

This girl wishes she could be  
In the U.S. across the sea,  
Sorry Jack if you want to score,  
I suggest you try the farmer's core!!

Next to her seeps "Nutty" Maye,  
About her what can one say??  
She's gas out, give her, her Jew!  
Direct from Bishopstown, She'll do.

David Green makes my life a treat,  
From him comes no conceit,  
Only jokes of unusual kind,  
He's very witty I always find.

The other David is a terror  
His language leaves many an error,  
But we'll forgive him only this time,  
For to make up a good old rhyme.

So Liz says "You can't do that",  
On top of Mt. Askeaton she sat,  
"Is there one there I did enquire",  
"You are", she said, "The greatest liar".

Patricia is a quieter fan,  
She is the student council man,  
For us she does her level best,  
To that call we never jest.

Another Pat, Mr. Blum proclaims,  
Is our class person of fame,  
Our headboy for one and all,  
At Mr. Blum's beck and call.

Big tall John our rugby fan,  
Oh boy there's a man,  
Tall and straight, though he may be,  
He certainly towers over me!

Ronan is great at rugby like John,  
And in Connemara he won great song,  
For there, he was the very best,  
When he kicked a goal for the west.

Hand in hand go Fergus and Brian  
Outside their room they have a sign,  
"Please knock, come on in,  
You're welcome to the room of sin".

Next to me sits my insulter,  
Names he calls me I couldn't alter,  
Pat you are the devil's take,  
But he will for heaven's sake.

Linda in class is never still,  
She could be McMahon's kill,  
With Tommy Lynch I just can't guess,  
Your imagination will no less!!

Hear Ye, hear ye, 'tis Breda the poet,  
'Tis Breda, by God and we all know it !!  
To Sheffield she may flee,  
But she will be found,  
By train or by plane, By horse or by hound,  
Breda - Be prepared to swear on the bible,  
'Cos unless you're lucky,  
You'll be up for libel.

So there you are, all to fix  
The class of 1986,  
Later on time will come,  
We'll meet again and have some fun.



## BLOOD, GUTS AND GORE!!

Thursday 18th April dawned bright and sunny which only added to the first year enthusiasm of the prospect of a days outing visiting Rene Cusacks Fish Shop, Castlemahon Chicken Factory and lastly Shannon Meats Company. Promptly at 9.30 a.m. we all piled into the bus and Fergus and Dermot certainly didn't lag behind... At approximately 10 a.m. we arrived at our first destination - ReneCuscaks Fish Shop where we were given information and details on the buying, processing and selling of fish. It wasn't only fish we saw at the shop but shellfish of all sorts, isn't that right Daragh and Paul!!!

We were expected at the Castlemahon Chicken Factory at 11.30 so we left ReneCusack and headed off wondering what was in store for us. We arrived and waited for the supervisor to take us around. He came laden with white 'doctors' coats which we were to wear in the interest of hygiene, much to Miss O'Rourke's satisfaction.

We divided ourselves into three groups and were shown around. The first thing that hit us was the unmerciful stench of chickens and more chickens. We had the thrill of watching live chickens hung, electrocuted and their throats were slit allowing the blood to drip into large containers ---- spectacular!! We were shown how the chickens were gutted, cleaned and packaged in a matter of minutes, - an experience to remember. Afterwards we headed out into the sunshine to partake of our picnic. We eagerly collected our grub and sat to eat, all grateful for the lack of chicken...!!

From there we traveled to the Castlemahon Factory where we saw hundreds of baby chickens. The thought ran through everyone's mind at this stage "It's not long boys before you'll be on the dinner table..." Cute and adorable as they were - that was to be their fate - altogether now ahhhhh!!!!;

From there our next stop was the Shannon Meats Factory - everyone, I think was prepared for anything to happen, most of the suspense being laid on the slaughtering. Unfortunately disappointment reigned as they had stopped just 15 minutes before we arrived. A few were more than a little grateful - don't you agree John (the epitome of machoism...!!). We were shown a video before entering the abattoir on the processes within the factory and then had the pleasure of watching them in real life. Carcasses were skinned, sawed, stored and processed on an assembly line basis, everyone doing his or her job with efficiency.

We then had tea/coffee and biscuit bars in the cafeteria although some had had more than others. We won't mention any names okay Mike!!!

We then assembled outside for a photograph to be taken. This time Pearse remained 5'11" .....and that happy note we left Shannon Meats Factory.

It was time to head home after our enjoyable and busy tour. We decided to make a detour and so stopped in a lay-by to finish off the remnants of our picnic - the guys as chivilrus as ever gave up their seats at the wooden bench for the ladies - from our hearts we thank you!! After about a half an hour in the evening sunshine we climbed into the bus and arrived back tired but happy at the success of our trip.

We would like to thank Chef Vaughan and Miss O'Rourke for a most enjoyable day. We hope the dandelions given proved this.....??

Siobhan O'Loughlin & Andreena Purcell.  
1984 - 1988.

## QUOTES

Mr. Mc Mahon.

Stirling to Mr. McMahan - "Excuse me, sir, but how do we know if it's right or wrong." "Well, Stirling, we'll say if it's right it's right, if it's wrong it's wrong."

"This is a class ....."

"We had a certain teacher at school who kept repeating a certain phrase during the class (we'll say) was just counting how many times (we'll say) he said this phrase!!!!

Did any student have celebrities staying in their Hotel ?

Stirling: Yes, Nena (German Singer)

"Nenagh has nothing to do with this, Stirling."

"Louis if you don't shut up, I'll throw you out of the window."

"I'll have to get back to you on that one."

Mr. McMahan walks in and begins to lecture without looking up. After four minutes - he looks up and bays "Where's the class."

## OUR TAX COLLECTOR

She makes her way to the classroom meekly,  
And creeps behind the lectrum sickly,  
There she stands and wonders why,  
God made her short and lectrums high.

Although somewhat shy she doesn't despair,  
Money is short so she doesn't care,  
Shyness aside she becomes bold and fierce,  
And gets up on her tippy toes directed by Pearse.

The moment has come to make her grand pica,  
She clears her throat and counts slowly to three,  
In her best Wexford accent she viciously goes,  
"I DEMAND MONEY FOR VIDEOS"

Videos - pray what on earth are they?  
Study is our past-time by night and by day,  
Flannery in ecstasy claps and cheers,  
To the indifferent reactions towards her vicious pleas.

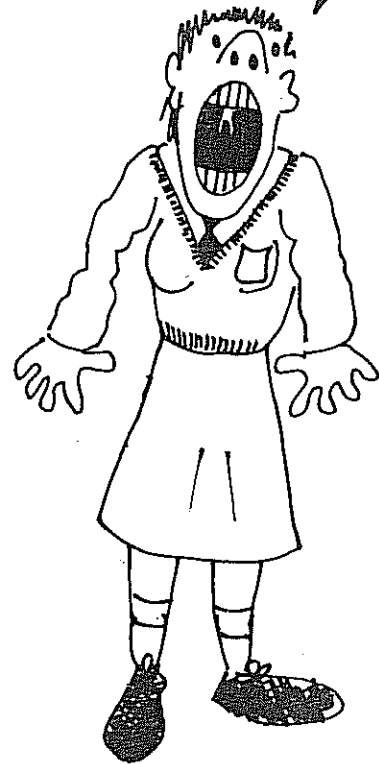
Again and again she roars and pleas,  
The more she does the more they tease,  
"Where in these times do we get 20 p's  
Why this girl thinks it grows on trees".

Fuming and boiling she's not known to give in,  
Even to the extent of committing a sin,  
Behold from behind appears a Regethermic oven,  
And she burns all alive - dozen by dozen.

LOLA O'HIGGINS.  
1984/1988



MONEY  
FOR VIDEOS



## SIMPLY THE WEATHER

In Ireland it's unpredictable,  
In England it's rather wild,  
In France it's Mediterranean  
In Connemara it's utterly mild.

In Shannon "Oh how dreadful",  
In Dublin "what a shame",  
In Nenagh it's all the same.

When living in an island,  
It doesn't make a differ,  
But living in Clonmel,  
The wind is always stiffer.

So each day as we go to the block,  
The same old story forget me not,  
It's rain as always,  
Out with the brollies.

Button your belts,  
it's the same anywhere else.

Never complain, just be glad,  
If it rains don't be sad.  
For just remember even in France,  
It won't rain just by chance.

BREDA O'TOOLE 1982/1986

## THE SHANNON FACE LIFT.

Self presentation is an art which takes time, practice and discipline or so we discovered at a recent Department Lecture and Demonstration presented by a very charming lady, Catherine Hynes who made a great impression on us all particularly the boys. Miss Hynes who is an air hostess and beauty therapist for the AerLingus Cabin Crew Training Centre was invited back to Shannon after a very successful lecture last year which appears to have improved our look on how we present ourselves in the public eye both verbally and non verbally.

Needless to say we were all (boys as well as girls) slightly indignant on hearing that we were to be told how to dress, walk and apply make-up on our faces. We had visions of walking up and down balancing books on our heads and trying to remove the make-up from our mostly delicate Irish complexions with a trowel. Sure 'twas common sense, but how wrong we were.

Much of what Miss Hynes told us was common sense but the way in which different aspects of our appearance was stressed made us all, boys and girls, much more aware of how your hotel often is assessed by the way its representatives are turned out, our presentation, behaviour and attitude. First impressions may be the only impressions and 50% of impressions are nonverbal which impressed on us the need for clean, well pressed uniforms/formal attire at all times, the importance of a good hairstyle to suit our faces and is convenient to our jobs, meaning that we weren't to dye our hair colours, though the more punkish hairstyle of the class seemed passable.

Some of the boys, especially our Scottish counterpart discovered he had beautifully well cared for nails which were intensively studied for a number of minutes much to the satisfaction of the owner. "Another captive perhaps!"

Body gestures were what followed and those among us who tend to slouch, lean, shuffle feet and fidget can now be seen walking about quite erect or rigid until they get the hang of it and begin to move with ease.

Some of us were so interested that we couldn't stop asking questions, in fact it was noticed that a certain lady from Cork had asked more questions in a two hour Department Lecture than in our two years of lectures in Shannon. She seems to have become the class health freak with her regular jaunts to the health studio where she and others partake in Aerobics followed by Sauna and Sunbed. She is looking particularly Summery and healthy in her pastel shades and brown legs to match, no longer so rugby like.

The lecture was followed by a make-up demonstration for the girls though one or two of the lads did remain behind to get an idea on how it was all done much to the consternation of some modest girls. One would perhaps wonder if these males had strange tendencies - Boy George eat your heart out!! The girls had a very enjoyable and enlightening session experimenting with the multitude of eyeshadows, foundations, creams etc., available. Some of our faces were transformed, the only drawback being that if we wanted to turn out impeccably each day with make-up, hair and all, we would have to rise at 6 a.m. to get to work on time.

Many thanks to Catherine Hynes for a very impressive lecture and demonstration and we hope she will return again in the future. We will, I am sure, join Trust House Forte in June and quickly create an impression of a well groomed and presented group of Future Hotel Managers.

Ariette Van De Gevel. 1982/1986



## IT FEELS BAD-----IT LOOKS BAD-----AND EH!-----IT IS BAD!!

Snip, snip and it's gone. It disturbs our sleep, we wake thinking of it, it interferes with study: for some reason it causes particular stress at mealtimes, two inches above the collar being the stipulation. Should the amateur's scissors go out of control, it may be a case of two inches off the ear. Another mag can't be printed without reference to the ever topical subject of haircutting.

Peter Marx will set you back ten pounds. There's excellent value in the Town Centre, only seven fifty for wash cut and blowdry. Who needs to go there? The Shannon International boasts a choice of salons.

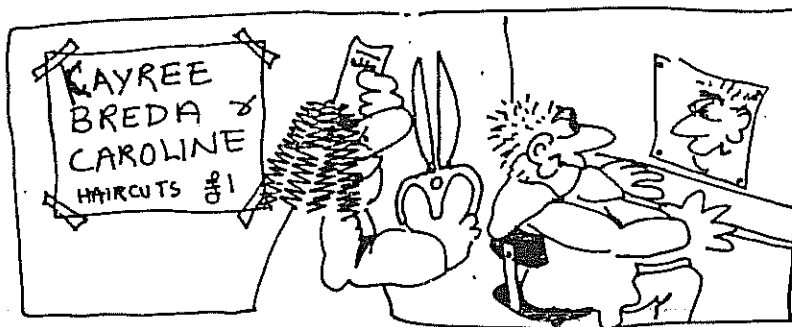
All the way from Jamaica, the magic touch of Kayree Berry comes at a cost of one pound, scissors provided by Avernull from the Bahamas.....

If you prefer a native chop call to "She Sheers" room 418. Cora, H. dip college of butchers, will give you such a going over that you won't need another haircut for a year!! Her workmate, Breda is less adventurous and is to be recommended if you want a neat trim. She just wants to get to see you again.

There is also the "Head Girl" salon. Caroline, on platforms, stretches to cut any hair within reach.

Visitors or civilians may wonder at some of our strange styles. Two inches from the collar at one side, zooming diagonally across the neck and falling in shaggy strips on the opposite shoulder. This is because many of our hairdressers are only in their first year of training. They promise to be sufficiently professional to have all of us in top shape for graduation day!!

"Practice makes perfect" October 1988. It feels good.....It looks.....And eh!! It is good!!!!!!



Ber Coffee. 1984-1988

## MISS IRELAND ???

The term has come to an end, in fact the student life is over and we start our journey into the realism of life.

I came to this country not just because "I had heard of the Harp", but to get a good education in a competitive but friendly surrounding. This I did get and now when the time has come to part I am speechless. In what way can I say "Go raibh mile maith agat" and show my gratitude except by saying "I will miss Ireland".

My fellow alien friends might argue why?. Friends, empathy means being in another person's shoes, to understand his views and to properly understand this "why" you have to be in my shoes.

Take my valuable two years experience in this country and if you are capable of squeezing it into a fine detail, you will come up with the following concentrated drops of pleasure, reasons why I will miss Ireland.

Guinness - OH! That wack stuff. Guinness is good for you, to lift your spirits. It is goodness which I will miss.

Crack - The never ending form of happiness. The mighty sing-songs, the "whizzy's" and a cup of tea at times with Nel's cake. How can I forget it.

Soft-day - Those willowy windy days. Frequented with thundery showers with new moon-lit nights over the river Shannon, was like living in heaven!!!!

The Paddies - Whether he is a 'Lee-Sider' or a 'Kerry-man' the feelings were mutual, understanding better and problems .....ne'er.

The Ould Sod - From Galway to Mallow and Dublin to Tralee the country is green and keen. Never once was I treated like a foreigner why so shouldn't I miss the country, where there are one hundred thousand welcomes!

'Middleton Miss' - Is romance dead ??? Ask that 'Kerry-Man' and you shall be 'Miss Guided'. There are many of us who will chant "Life is Romance". That is the reason why I will miss the Middleton Miss. Oh boy what a 'Miss'!

And last but not least----- The S.C.H.M. the old 'Grind' machine. The source of energy, excitement and education gearing me to enroll for a place "In search of excellence" - I will undoubtedly miss it.....

These are the 'hard facts' which will always destine me to "Keep in touch" with the glorious past.



## TIME.....

Lurch awake in impenetrable dark, - Half awake tiny far off metallic rythmic tink tink, bing bing, tink tink, bing bing. Hammer and Nail? What going on? No billy silly, it new japanese watch, - Bing Bing.

Three quarters awake, grope in dark for watch, Knock over Paul Corridan - san 'Reme Martin Night cap' Find wet new NOGO watch. Lucky new NOGO brandy proof to 200 metres model, also got breathyliser function and goes tink tink bing bing tink tink ten minutes before closing time so customer san can get two more rounds in.

Fully awake 'NOGO' alarm say time to get up, time to put ten yen in parking metre, time for origami, class. Good thing this new NOGO only 18.99 'replace Sirs old bong bong model'.

Find watch and stagger to bathroom for alarm beginning to wake Corridan - San. Still go bing, bing, tink, tink. Put on bathroom light to see watch in order to locate right button to put on watch light to see watch.....

It 3.40 A.M. ! Why new NOGO watch go off at 3.40 A.M.? ....Even Sheelagh - San asleep at 3.40 A.M. Not programmed by me. Cannot programme alarm at all. Bought watch just today, took three hours to set ordinary time. Watch got umpteen dials and 48 buttons. Chance of finding correct mode at 3.40 A.M. = 847 (21). Now watch look like 747 dashboard. Press any mode in hope of terminating bing, bing sound. Watch play 'Ride on.' ! Corridan - san now go back to sleep. Found one use.

Press again, dial vanish, left in dark. Grope for bathroom light stumble watch fell out of hand and drop in toilet bowl. Watch now full of teeny plankton etc.... State in manual 'not plankton proof' 18.99 down drain with remains of 'Reme Martin Night cap'.

Sit on toilet bowl and weep. NOGO now no go. Watch play one last passage of 'God save the King' amid bubbles. Silence.....

Stagger back to bed with visions of doing olympic sprint to fourteen decimal places dashed. Hopes of setting arguement in freeflow over tallest building in Lakvia gone. Call off, diving expedition down to 'Mary Rose' while listening to one hour of 'Frankie goes to Hollywood'.

Plop down on bed. Thinkingly somethina behind all this ---- plot. NOGO go off at 3.40 AHAAH! Japanese Knacker European Workforce by keeping them up all night. While they go chop-chop down in Datsubishi factory, Japan triumph on export market.

Collins - san provide Irish people with reason for laziness.....  
Has nice old gold Omega --- Look towards window --- Rising sun in East.

DERMOT COLLINS 1984/88



# Liscannor Hotel, Co. Clare, Ireland.

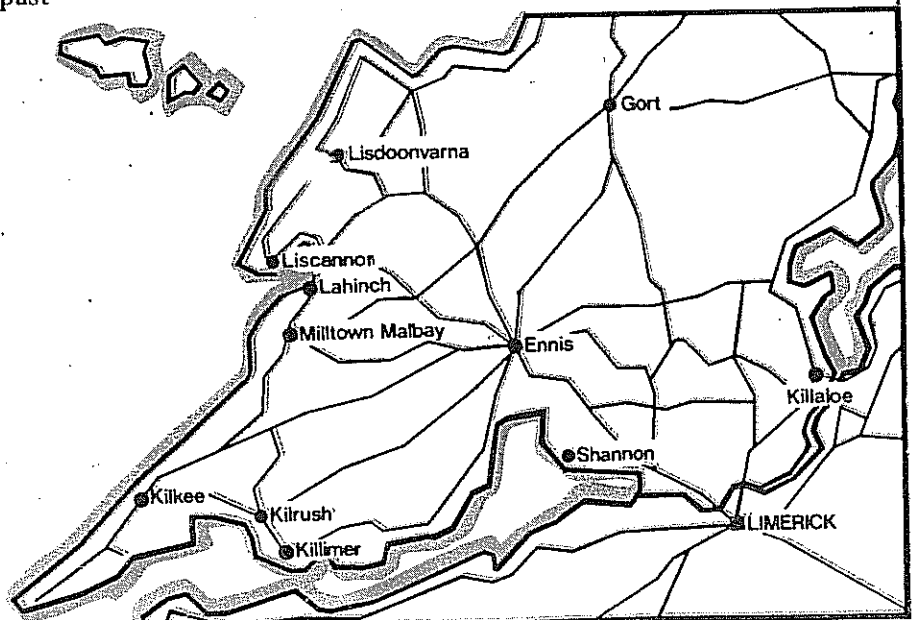
Modern Hotel overlooking the picturesque bay and harbour with Lahinch Golf Course in the background, situated 3 miles from the Cliffs of Moher and 30 miles from Shannon Airport. All rooms with bath and shower ensuite, the dining room, specialising in seafood is a delight to the connoisseur. The bar where one may sample the song and verse from the country side made famous by Percy French.

Specialising in personal service, the Hotel is owner managed by:  
Patrick & Josephine O'Looney, who through this magazine would like to send best wishes to all Shannon students, past and present.

#### Distances to major centres

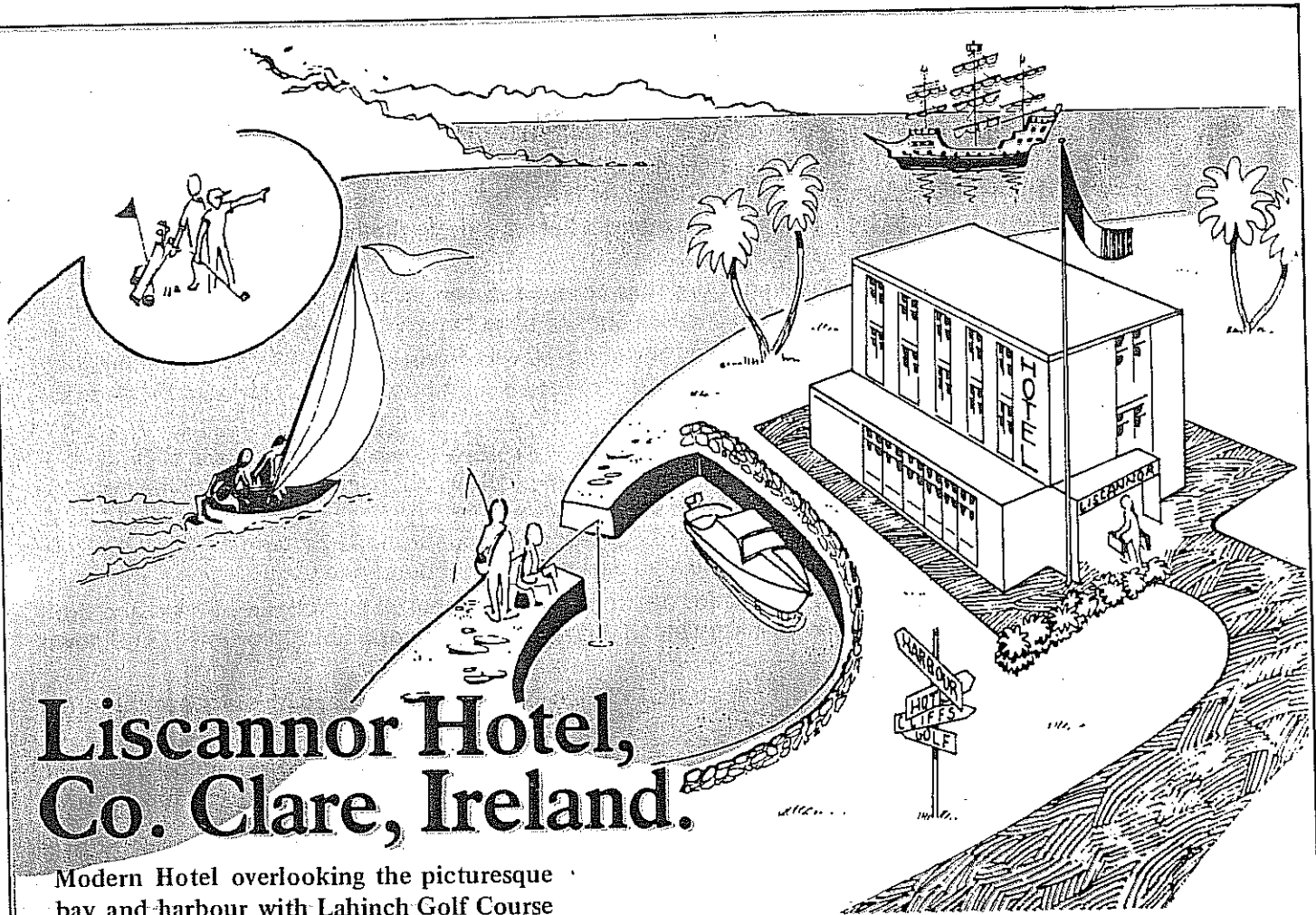
Galway City	45 miles
Limerick City	40 miles
Shannon Airport	35 miles
Cork	110 miles
Dublin	165 miles
New York	3,201 miles
Tokyo	8,439 miles
Munich	1,063 miles
Paris	651 miles
London	469 miles

Liscannor Hotel,  
Liscannor,  
Co. Clare.  
Telephone: Lahinch 96  
Lahinch 84 (Guests)



LISCANNOR GOLF HOTEL  
LISCANNOR  
CO. CLARE.

Tel: 065 - 81186/81187



---

## TYRANNY OF FASHIONS!

---

Enough! The omega has finally been reached. Having suffered many egnominius comments from self-appointed connoisseurs of the rag trade. I feel compelled to act. This malignant disease "fashion mania," which has spread with alarming rapidity must be eradicated for all our sakes. Traducement of non-conformers has only strengthened our resolve. We will fight to the bitter end. Of course, you may have choice of weapons and naturally I suppose you will use with deadly accuracy that dangerous device, the stilleto heel.

Now You may think I'm being unreasonable indeed even illogical, but this attitude of mine, of which my Mother spent endless hours trying to conquer, has been semi dormant from childhood and has only come to fruition now. As I say when a child I refused to do as all wellbred female children did. Instead of those frills and flounces I resorted to, my baggy V-necked jumpers and comfortable jeans. The seeds of dissent were sown.

Having aged somewhat since then, I now like the casual look on most occasions. When I feel comfortable (even if it is a pair of jeans and a sweat shirt) I know I look comfortable, - I don't invite any competition !!!

Yet do not despair, when the need arises I readily put on my high heeled shoes and skirt with matching jacket, and ride like Don Quixote into the fog (side saddle of course). Then the insidious subtle taunt begin to fly, as the critics of the textile industry tell me just how much out of vogue I am. I refuse to sit any longer and be bombarded by these criticisms. It is not that I object to well dressed women on the contrary, I envy them their quiet craftsmanship which appears effortless and uncontrived, yet gives them that self-assured look which says "I know I am not following fashion but don't I look good?"

Well dressed women have my respect and gratitude for failure to be drawn by the crowd. It is women who enter rooms trying to balance themselves on three inches of the ground, making an internal racket who annoy me. Having raised their eyebrows (plucked of course) at my dated attire, they then sit beside me in creations which look as if the tailor ran short of material half way through the making!

When Michaelangelo painted the Sistine Chapel, I'm sure he knew what he was doing and I only wish that some women today shared his knowledge. Lips which look like wet paint glosses over do not impress me and it also makes dish washing a lot harder! If powder is worn, one is likely to be enveloped in a sea of white mist should the offender sneeze.

So ladies please, in the interests of your health take note 'of' the above offences. Anyone caught committing a minor offence will have to endure solitary confinement for a period of from two to twelve months. The more serious digressions be fufishable by penal servitude in a nudist camp - So beware!

The above essay may seem to be the ravings of a literat lunatic but it justifies its exercise by the fact that so many people today especially women, have the inherent need to be like one another. Our individuality is being submerged by uniformity which we try to impose on our fellow human beings. You do not have to take this Essay very seriously, just reflect the next time you buy. Instead of concentrating on "what's in" think of how it will look on.

Ravings of a literate lunatic

Sue Devane 1984/8

---

## A GOOD FRIEND

---

As we near the end of our student days with the Hotel College, we see the daunting title of graduate loom closer and closer. It must surely be the one time in our career when we are glad to be among the many others and not seek individuality - as it is an honour to each and every student who succeeded and to those who helped us on our way.

I wonder though how many of us in years to come "Keep the Contact" Now it seems only natural, I think people change, people drift apart and tend to forget with the passing of time.

"Keeping the Contact" has become somewhat of a theme for the college encouraged always by Mr. Blaylock - but it shouldn't have to be so emphasised, because it's not difficult, a friend is merely a letter, a phone call or a smile away. How important it is to have a good friend. Every Shannon student knows of one very good friend to all the students, who has been around for many years through good and indeed bad times.

So many memories are rooted around days spent in 60 Drumgeely Hill, overnight in Fanore, singing along in Nellies, jaunts in the Howley Mobile, bumming a home cooked meal, a favour, a bunk! ! and always with an outside listening ear. Maybe you have guessed of whom I speak, students past and present have good memories spent with our good friend.

So don't forget, Keep the Contact with all your fellow students, the college ---- and Paddy.

Catherine Maye 1982 - 19

---

## THE FESTIVAL CITY

---

Every year Edinburgh is taken over by its festival, which since its small beginnings has developed into one of the foremost festivals of its kind in the world. It lasts for three weeks - from the middle of August until the first week in September. At this point you may wonder what kind of festival is it?

Well ..... Its a festival of the Arts including music, theatre and film activities, not to mention the military tattoo in Edingburgh Castle. To try to give you a picture of how many people come to Edingburgh - filling its guesthouses and hotels - try to imagine the all Ireland Final in Dublin lasting for three weeks.

What kind of peoples does it attract? Well the people are from all over the world, rich not so rich, poor, old and young alike.

What kind of music is played? The answer to this is easy - every type! It is played everhwhere - in Pubs halls, cinemas and quite often in the street. There are pipe bands, punk bands, rock bands, jazz bands etc. etc.,.

What kinds of plays are there? Well, once again there is every type of play, in all sizes and forms with companies performing from all over the world. There are also plays in the street, just in case you have Time to watch!

Once again ..... What kinds of films are featured? At the risk of boring you - there are, in short, a wide variety suited to every kind of moviegoer.

Last but not least "What is the Tattoo?" It involves a lot of bands and marching singing and military exercises - and finishes with a lone piper walking the Castle ramparts, playing the "Last Lament".

All in all I think you must agree that there is bound to be something for you. See you there!.



Sterling Stewart. 82/86

---

## BRAZILIAN MYSTERY

---

Perhaps for most, a land too far and mysterious for even the more creative to imagine.

Amongst its 22 regions, which are only reserved as political outlines since its splendid beaches running from North to South, and the gigantic Amazon are all one. Sao Paulo, the major city is amongst one of the most industrialised areas in the world, nevertheless by contrast a few thousand kilometres North, one may find primitive tribes of Indians, which still use bow and arrows to supply their families with most substantial food.

The Southern regions are populated by european immigrants, mostly coming from German background. But as you go North, you'll notice that the culture will change. There is a very interesting feeling that you will sense as you notice the catholic belief and influences being left behind, and the more primitive Afro-Anglo architecture of the 16th century arising.

Yet the unmistakable, and perhaps the most intriguing of all regions is the Amazon Basin. It covers one third of the country's political outline. This is a reserved area where few people know what underlies. It is of future hope, as immense reserves of natural resources, but not yet discovered, lie under the forest.

Tourist attractions are multifold, and to confirm this - the nation ranks amongst the top ten countries, that have the highest foreign money exchange through their tourism industry.

---

## "DAY" BOY'S VIEW

---

Half-asleep arriving at the college, with a bag of books and uniforms, stumbling into the locker room, I light my cigarette and try to increase my resistance to suicide. Oh no not yet - another day. What do we have first? Its Monday ..... Oh that; anyway better get myself and my uniform together. I hope I havent forgotten anything. That could be a problem, I don't fancy jogging six miles to retrieve it. You see, I don't have a room to dodge back to at twenty seven minutes past eight. The curse of the day student? Maybe, maybe not. O.K. so its easier get up and not have to travel miles to college. Also it would be nice to collapse in a room after dinner or at the drop of a hat - illness. But on the bright side I'm never likely to have rule 3, clause 1, subclause (a) bombarded at me for some inexplicable reason.

The life of a day student differs very little from that of those who stay in the hotel (Can I call them boarders?). I mean, I eat, I live, I study (not much), I go out, I come in, I sleep. What more can I do? One thing however, when mixing with students during school hours, there is very little opportunity for speaking and getting to know people. Hence, when going out with the students the tendency is to keep to one's self and therefore not fully enjoy the time out. But these are minor problems and don't effect my enjoyment of the College itself.

My day begins at 7.00 and schooling takes up from this time until 6.00p.m. After this I go home or arrive at home (depending on the day). As I usually can only afford to go out three nights per week, I tend to leave these to the weekend. On a week day, I try to finish study as early as possible. After this, it depends on my mood as to what I do. But whatever it is I do, it is usually no different from activities engaged in by the average human who is sapiens. This goes to prove that day students are not neanderthal cave-men or martians etc. as some boarders have dared to profess.

All in all I suppose life for a day-student is easier on the nerves than that of the boarders. One small thing though, when one student turns to another and 'cracks up about the nefarious activities of the night before', there is indescribable torment in not having a clue what's going on. Well, one doesn't like to pry.

On a more serious topic, in my opinion it not easier to study at home. People in the Hotel claim that there are too many distractions. However at home life is not a bowl of roses either. In fact, in reality it is not easy to study anywhere, but it is more difficult to study away from the working atmosphere. Apart from this I think I am as happy as a day-student as I could be as a boarder. What more can I say.

Kieran Conroy 1984/88.

---

## A FEW LAST THOUGHTS

---

The time of the year is fast approaching where tempers rise and fall short as frequently as an eye blinks. EXAMS AND LEAVING are the uppermost thoughts in everybody's minds.....

Burning the mid-night oil at this time does not mean a visit to the bar and Sally O'Brien, but rather to that four legged object of the year - the desk. When once the blocks were empty - with the exception of the perserving few every evening the room resounds with the noise of heavt breathing, moans and groans - I dare you to walk in there with a walkman when people are desperately preparing for the dreaded big ELEVEN.

The majority of us turn introspective, preferring our own company and those of a thousand or so words, to those that have carried us throughout the year. In this electric current of anxiety, friendships will frazzle - thank Tom, that exams don't last so long!

Further to P.E.T. (Pre-examination Tension) is the anticipation of leaving - both years looking at this aspect in a different perspective. For the first years - the fairystyle excitement beckons readily, just remember that wonderland wasn't quite what Alice expected?!

For the third years - trepidation - we are no longer going to be students - time to fly the nest - and at the bottom of most people's thoughts is 'that it is a big wide world out there' and T.H.F. is the final lap of survival training.

What about friendships? How will they survive? Think about it - how many of your school friends do you keep in touch with.....regularly? As the memories fade, get left behind or are simply pushed out of mind - that once mesired value is forgotten - only to be remembered at Christmas and Birthdays. After all, signing your name at a bottom of a card doesn't require too much effort.

We all realise that our attitudes to people are dynamic - people will continually reaffirm friendships, or gradually grow away or just become indifferent to the whole situation. This should not be so -

"Keep the contact" if often considered as an over-used phrase here at College but it is essential. "Absence makes the heart grow fonder" is a meaningless phrase - it plainly doesn't especially in our careers where the emphasis is placed on continually looking forward to the future, only to look at the past as a learning experience. Try not to allow friends to fall into the time gap, using them as a measurement of past experience - bring them along with you - after all, ghosts are only sad remnants of the past!

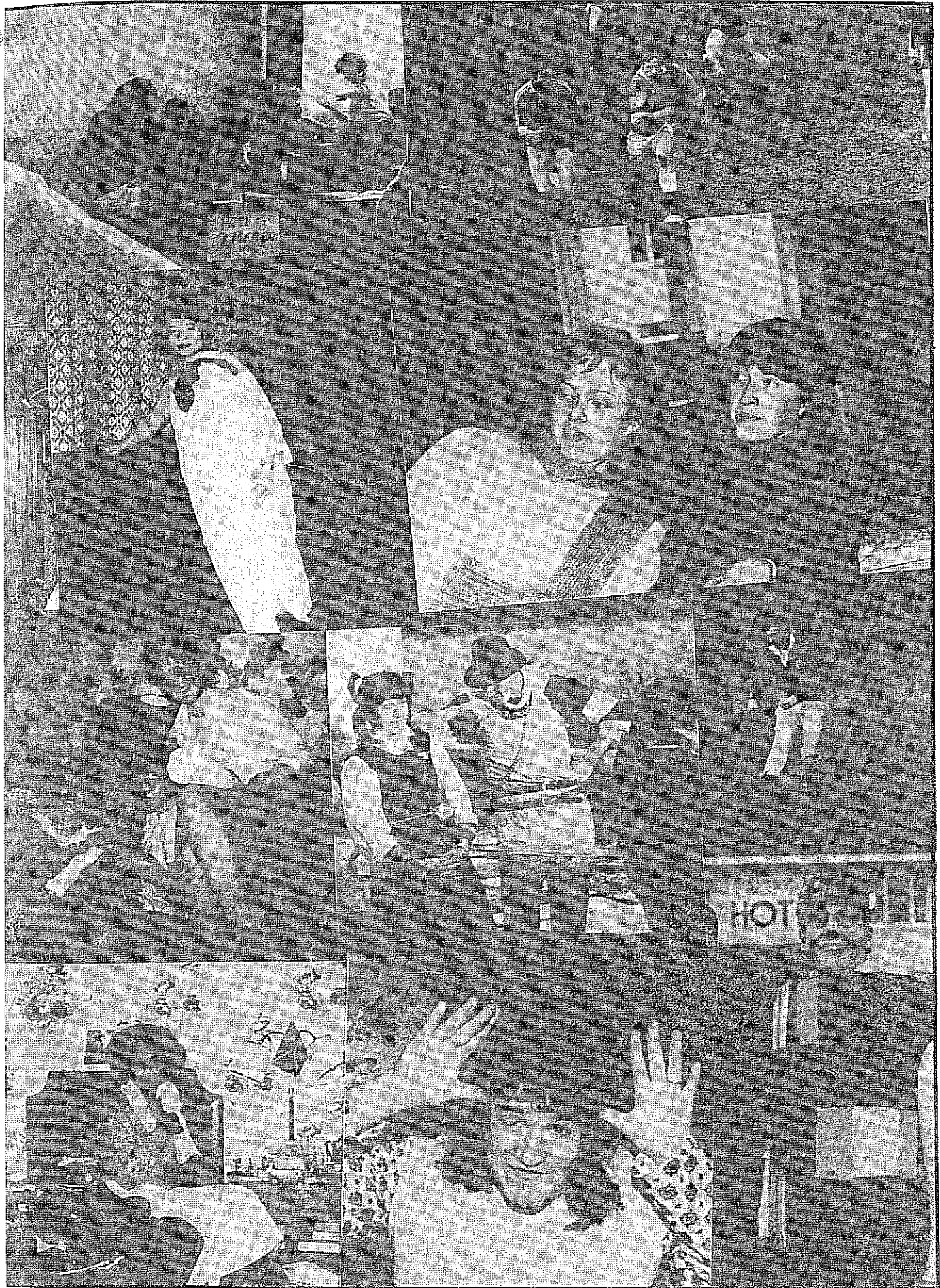
Lucinda Roberts  
1982 - 1986



# REFLECTIONS







# STUDENTS PLACED WITH T.H.F. 1985/1986

STUDENTS NAME	HOTEL	PLACE
Byrne Susan	Skyway Hotel	Heathrow Airport
Daly Brian	Post House	Leeds/Bradford
Fahy Ciaran	Hotel and Marine	Walker's Cay, Bahamas
Green David	Strand Palace	London
Lavelle Linda	Mayflower Post House	Plymouth, Devon
Murphy Patrick	Grosvenor House Hotel	Park Lane, London W1A
Murphy Elizabeth	Dudley Hotel	Hove, Brighton
Murphy Louis	Ariel Hotel	Heathrow, London
Murphy Catherine	Albany Hotel	Nottingham
McDonnell John	The Dragon Hotel	Swansea, Wales
McGeough Patrick	Albany Hotel	Glasgow, Scotland
McGrath Marion	The Berystede Hotel	Ascot, Berks
O'Brien Jacqueline	Polygon Hotel	Southampton
O'Rourke Kevin	Queen's Hotel	Cheltenham
O'Sullivan Patricia	Post House	Wakefield, Yorkshire
O'Toole Breda	Hallam Tower Post House	Sheffield
Pettit Kevin	Post House	York, York
Reynolds Aine	Hotel and Marina	Walker's Cay, Bahamas
Roberts Lucinda	The Shakespeare Hotel	Stratford-upon-Avon Warwick
Scanlon John	The Cumberland Hotel	London
Tomkins David	Cavendish Hotel	London
Twomey Grace	The Crown Hotel	Harrogate, N. Yorkshire
Van De Gevel Ariette	Post House	Edinburgh
Berry Kayree	Havant Post House	Hayling Island, Hampshire
Dhadhal Naresh	"The Majestic" Hotel	Harrowgate
Smith Avernell	The North Stafford Hotel	Stoke-on-Trent
Stewart Stirling	Excelsior Hotel	Heathrow Airport
Maye Catherine	Ring and Brymer Catering	
Gleeson Ronan	Little Chefs	
Farrelly Fergus	Airports Catering Division	

# PLACEMENT IN IRISH HOTELS SUMMER 1985

## STUDENTS' NAME

## HOTEL

O'Meara Enda	Ballymascanlon
Branigan Orla	Clonmel Arms
Hall Walter	Butler Arms, Waterfille.
Tyndall Ivor	Hayden Hotel, Ballinasloe
Cronin Ann	Creagan's Castle, Ballyvaughan
Hannon Colm	Imperial Hotel, Dundalk.
Pearson Jennifer	Sandhouse Hotel, Rosstownlagh
Tynan James	Sandhouse Hotel, Rosstownlagh
Gallagher Paul	Limerick Inn, Limerick.
O'Sullivan Richard	County Hotel, Carrick-on-Shannon
Hickey Ciosa	County Hotel, Carrick-on-Shannon
Galvin Blanaid	West County Hotel, Ennis.
Byrne Teresa	Ryan Hotel, Killarney.
Moynihan Sian	Downhill Hotel, Ballina.
McGann Gary	Royal George Hotel, Limerick.
O'Neill Catherine	Clarence Hotel, Dublin.
Carew Ailish	
Phelan Andrew	Great Southern, Killarney.
Mackesy Mary	Inishshannon Hotel, Co. Cork.
O'Callaghan Kevin	Flannery Motel, Galway.
O'Sullivan Eoin	Dun An Oil, Ballyferretter.
O'Connell Tim	Killeshin Hotel,
Glanville James	Portlaois.
Langwalner Andrew	Jury's Hotel, Dublin
O'Donoghue John	Breaffy House Hotel, Castlebar
Fitzgerald Geraldine	Flannery Motel, Galway.

# PLACEMENTS WITH MOVENPICK 1985/1986

HOTEL	NAME OF STUDENTS
Carlton Elite Hotel, Zuerich.	Enda Lavelle Patrick Ahern Anthony Devitt
Feldschlosschen Movenpick, Zuerich	Michael Davern Kieran Conroy Paul Corridan
Movenpick Airport Hotel, Opfikon	Seamus McGowan Cora Foley Mary Keegan
Movenpick Restaurants, Brueke Wurenlos	Fergus Hanley Andreena Purcell
Movenpick Dreikonigshaus, Beethovenstrasse, Zuerich	Klaus Jung
Holiday Inn Movenpick, Regensdorf, Zuerich	Caroline Boland Siobhan O'Loughlin
Movenpick Bubenbergplatz, Berne	Bernadette Coffey Susanna Moloney
Hotel Wachter - Movenpick, Berne	Marnie Corscadden
Restaurant Movenpick Fusterie, Geneva	Abdul Khan Sonia Chu Breda Dwan Pearce Keller Louise McNamara Lola O'Higgins
Restaurant Movenpick Cendrier, Geneva	Arun Nair Cathal Keogh Jerry O'Dea Brian Staunton
Restaurant Movenpick La Riponne, Lausanne	Lauro Bath Sheelagh Daly Daragh Quinn Dermot Collins John Flannery Thomas Lynch
Bahnhofbuffet SBB, Basel	Kathleen Bond Barry Deane Susanne Devane



## Contents

Editorial	30
Auf Wiedersehen	31
Feature	32/33
"So You have a Thesis to write"	34
Joke Page	35
Lord Forte of Ripley	36
Crossword	37
Israel....Land of Opportunities!	38
Civic Catering – A Better Place to Bel!	39
On Setting Up Ones Own Business	40/41
Managing A Holiday Complex In Bangladesh	42
Snakes and Ladders	43
Tributes	44/45/46
News Picked At Random..	47
Changes of Addresses	48

## SHANNON ALUMNI SECTION

### EDITORIAL

I am sure that as a professional manager it is always in your mind how reliant we are on other people. Nobody can do it all themselves, although many try. I am personally very committed to delegation as a way of life, so much so that when first asked to write this editorial, I wondered who I could get to do it for me. Having been through Shannon (or vice-versa) read all the 'In-Vogue' management books such as 'The One Minute Manager' and have held diverse management positions (some more diverse than others) I have decided that it should be every managers ambition to make his own job redundant.

A sweeping statement born out of two basic personal commitments, firstly that I can have eight hours sleep each night and secondly that our most important function is the development of our subordinates. How much of our time do we devote to 'developing' people rather than giving them orders. To expand, to improve, to be everywhere as we do, we must develop others and I believe that we should use delegation in a proper way to achieve this. Redundancy will be our success.

Writing of developing people always reminds one of Mr. Blum telling us as newly arrived first years that we were like 'Pieces of plasticine' and how he was going to 'Mould us into Hotel Managers over the next four years'. I am very worried to whom the task of 'Moulding' will be delegated to after Mr. Blum leaves the college this year. There is nobody who has had a greater commitment to developing people than he and thanks we owe him can never be expressed in any full way other than our success. On behalf of all graduates I wish him great luck and all the happiness he deserves, there are not many men who have built a world famous hotel college of plasticine.

Grant Hearn (1977 - 1981)  
Deputy General Manager  
Cavendish Hotel  
LONDON.



### SHANNON ALUMNI REVIVAL

The Shannon College of Hotel Management Alumni has been given a new lease of life with the election of a committee which has many plans to keep Shannon graduates in touch with the college. The new committee is headed by Bobby Kerr and includes Richard Butler (Old Ground Hotel, Ennis), Jim Flannery (IHF), Peter Malone (Jury's, Cork), Brendan Pettit (Clonmel Arms), Jorgen Blum, director of the college and students L. Roberts and P. Murphy.

The register of past students is being compiled on computer and addresses are being updated. The Alumni Association plans to hold a seminar in Dublin next October and also a Reunion Dinner. An International Reunion will be held to coincide with Hotelympia '86 in London next January.



## AUF WIEDERSEHEN.....

It is rather embarrassing for the second time to say "Goodbye", but what I did not foresee last May happened and I would not like you to think that I am playing the Frank Sinatra game of "My Last Farewell Concert". In a way this will be the last, and I am certain that there will not be another letter like this one.

It will be very odd and perhaps very sad for me to leave this old place where so many things have happened since I took over what was called at the time "An Hotel School". Yes, many good things, many exciting things and also some less happier things. Still, I have survived and ready now to re-join the ranks. I shall leave Shannon with hundreds of memories, scores of good stories, some of them almost unmentionable.....I refer naturally to our fifteen years of touring the Continent visiting vineyards and other places.

I am sure that many of you reading this now, will without doubt go back in time and also remember the mad stories which happened to us in those days. But I know also that none of you will forget them. Those were days we shall never see again and this is why we must all remember them.

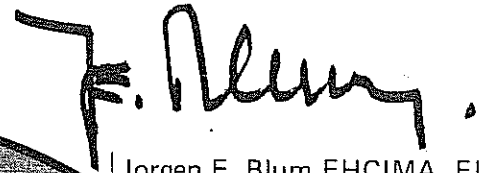
In all these years I have seen so many changes with this College. Some wonderful ones and some sad ones. I remember when I first reached Shannon and was shown around "the school" it was really like a pocket school with twenty-seven students. Yes, we have grown since then and we have spread our name all over the World. Students have come here from almost all parts of the earth, even from Russia. Over one thousand boys and girls have gone through Shannon in my time and it is pleasing to know that so many have done so well all around the globe. To these who are far away from home and especially Shannon, I would like to say seriously, do not let down your old College and remember that it is us who tried to lead you on the right track. Now that you have reached the top or on the way up, keep the contact with us.

Very soon now I shall pack my bags and there will not remain many things around which will remind you of my "reign". but I can assure you that my spirit and my thoughts will always be with you all. Your successes will be my pride and your worries will also be mine. If I can help anybody in the future years, you well know that you just have to knock at the door.

The bright side of this letter is naturally the thought that I will not leave the Hotel Industry as, many of you already know, I have been offered a great job with T.H.F. and may see many of you the "other side" in the years to come.

So in this, my last official letter to you all, may I wish you all good luck, success, and above all, happiness. It has been great to know you, to train you and to see that all this had paid off. My only regret is that we cannot meet somewhere and have a real great farewell party.....

Goodbye to all, and may God Bless you always.



Jorgen E. Blum FHCIMA FIHCI  
DIRECTOR



## GRADING OF HOTELS - "WHAT'S IT ALL ABOUT"

BY JAMES A. FLANNERY. (1957 - 1961)  
Chief Executive, Irish Hotels Federation.

### EXISTING GRADING SYSTEMS

Like Ireland the majority of European countries operate National Grading Systems for hotels and in some cases for other forms of tourist accommodation. However, the following do not have a National system....

United Kingdom - except in N. Ireland  
Denmark  
Switzerland

The countries that have a system tend to divide Classification into 5 groups from Luxury to Simple; generally using "Five Stars" to "One Star". The systems range from quite complicated systems (France) to very simple systems (Germany).

In addition to the National Systems. Commercial Systems also operate Michelin, Kleber Colombes, Automobile Associations. Egon Ronay etc.

The main differences between the National Systems and the Commercial Systems are.....

- the National Systems tend to be very formal and mathematical whereas the Commercial Systems tend to be informal and more dependant on human judgement.
- the National Systems must cover all hotels whereas the Commercial Systems are selective, covering only the hotels that suit their system and readers needs.

The Commercial Systems are outside Government control and usually are not subject to industry influence in relation to criteria or implementation. Their success or failure is, however, directly related to their value to the consumer. The Consumer needs are uppermost amongst the Commercial objectives and they are not diverted by National Industry, Touristic or other influences. National Systems are generally operated by National Tourist Organisations who believe that having a system is good for their tourist business. The system must, therefore, serve the tourist objectives of the particular country in such ways as, portraying the hotels to be better than they actually are, and using the grading to encourage development and improvement of hotels.

### THE GRADING SYSTEM

Every hotel grading system can be divided into three parts (a) Criteria, (b) Assessment and (c) Communication.

#### CRITERIA

This is the definition of requirements for each grade and is usually drafted on an additive basis with the lowest grade having the minimum requirements. Other requirements being added as it moves up the grades.

The criteria used by Bord Failte were developed over a number of years with a major re-writing of them in 1975. No one criterion is essential in itself, the judgement is supposed to be made on the overall assessment.

#### ASSESSMENT

This is the most difficult area of the Grading system. It is the area which causes most systems to fail.

The main cause of the problems with Assessment is that no scientific method has been developed for assessing hotels - their decor, atmosphere, food taste and cooking quality, service, welcome, efficiency, etc. These are all very personal and subjective. No objective methodology for making assessments can be developed. Most countries use mathematical calculations to attempt to apply some discipline to assessments - they usually are found inadequate and are discarded as the grading system develops.

The people doing the assessment are the most important element as their knowledge, experience, attitudes and personal expectations condition their reactions and assessments of the services provided. Difficulty is experienced in trying to bring about a uniform approach by the Inspectors and the fact that this is not achieved is underlined by the practice of varying inspectors coverage of hotels and using inspectors to cross-check on each others assessments.

#### COMMUNICATION

This is simply telling the consumer what the assessment of the hotel is. The most common method used is the Star system - Five Star denoting the top and One Star denoting the bottom. Bord Failte use A\*, A, B\*, B and C.

The use of one symbol to describe a total hotel must be considered inadequate. It can only place the hotel in a band with other hotels, some of which are better and some of which are worse. Further, it does not tell the consumer if what he likes in a hotel exists or not, or to what degree it exists within the hotel of his choice.

It is difficult for a symbol to describe the .....

- existence or absence of physical facilities.
- state of repair.
- decor.
- ambience.
- quality of beds and furniture.
- comfort.
- quality of food.
- availability and quality of service.

The communication of hotel grading is usually through a guide book which remains current for a year and which contains grading decisions usually determined anything up to fifteen months previously. The grading of any particular establishment can of course be reviewed at any time but the communication of such a review must await the next publication excepting where computer reservations carry the grading which can be immediately updated.

It is difficult to properly assess services, food and comfort on the basis of short visits by inspectors. Depending on the type of hotel, resort, city, commercial, the short stay or visit of an inspector can totally miss what the hotel means, for instance, to a long stay visitor in a resort hotel, or the businessman's needs in a city hotel. Management and staff changes can totally change the service, food and comfort in a hotel for better or for worse. However, such changes take a long time to be communicated to the consumer if the inspectorate attempt to evaluate hotels, not just on a single visit but on a series of visits over a period. Were a totally objective grading system developed it would by its nature be useless to the consumer because the consumer is expecting subjective judgements when using an hotel grading system.

Grading systems which depend on written criteria by an inspectorate which acts in an official rather than commercial capacity can be very depressing for a hotel industry, discouraging innovations and the changing of services to meet changing customer requirements. Such systems have also been found to be a prop for tired and inadequate operations. They have also been found to encourage hoteliers to portray services as being available which in practise the consumer is discouraged from using or even seeking.

#### **THE PROBLEMS IN HOTEL GRADING.**

The special nature of the hotel product in that it is a service product, producing an "experience" makes for special problems insofar as grading is concerned. The personal quality of the service provided and the quick change nature of standards where personal service is concerned allied with the personal preferences and emphasis on the consumers part makes accurate grading extremely difficult to achieve. Such a variance with the majority of other consumer product grading such as for washing machines or vegetables.

#### **GRADING FOR THE CONSUMER**

People other than holiday travellers have particular needs in hotels (e.g. good communication) and are generally not dependant on hotel guides for information on hotels as they tend to rely on business associates or friends or relations in the places they are visiting or on airlines.

The holiday travellers needs are different and differ depending on the type of holiday being taken. The needs of a holidaymaker on a "fishing" holiday differ greatly from the needs of a touring holidaymaker. The coach tour holidaymakers needs differ again. The source of information and guidance for the holiday traveller on what hotels to use will depend on whether he is an independant traveller who will rely on guides, or a package tour traveller or coach tour traveller who is led by the Tour Operator or Travel Agent and such operators tend to make their own assessments.

An examination of the movements of holidaymakers shows that approximately one-third of all holidaymakers purchase a package holiday which includes accommodation. This can vary from 25% of French holidaymakers to up to 40% from the Benelux countires. However, as 70% of European originating holidaymakers and 80% of U.S. originating holidaymakers book through Travel Agents, the number of holidaymakers who depend solely on hotel guides for an evaluation of hotels when making their choice is small. This small number of travellers dependent on hotel guides and grading when choosing where to stay must bring into question the effort and cost of producing and implementing official grading systems.

#### **GRADING FOR THE HOTELIER**

From an hoteliers viewpoint the only reason for a grading system or a grade being allocated to his premises is that it will get more customers to use his hotel.

Grading, in that it should give an indication to the potential customer should help to match cumstomers needs with the hoteliers product. Customers are not always seeking the highest grade hotels and know their own requirements and the type of hotel that suits them.

If grading is not the most helpful information system for the consumer its value to the hotelier must be questioned as must its cost and the divisions it causes within the industry and between the industry and the Grading authority.

We would welcome any comments from our readers and if they so wish, their letters will be published in our next issue of  
THE LADDER.

The Editor

## " SO YOU HAVE A THESIS TO WRITE "

At this stage you will doubtlessly have been told all about the ..... THESIS!. Yes, it is a fact, it must be completed, and what a thorn in our sides it can be. Despite all the warnings about time running out we fall into the trap - we simply do not even think about it until November. Some; (dare I say, even later!).

What can be done about this ?. Nothing really I suppose ..... but then again ..... perhaps ..... yes one thing.

### GO FORTH AND ORGANISE YOURSELF!

Remember, one year is NOT long, and doing research and study on a topic is very time consuming. How can you organise yourself ? Dare I suggest some points that could be of help.

1. Before you leave Ireland, try to decide on what subject to research.
2. Have you a genuine interest in the subject chosen ?
3. Ascertain in so far as possible, the amount of data that is readily available on the subject.
4. Select several possible titles.
5. DO discuss the subject with your senior lecturer before end of term.
6. When in England, find out quickly where the local catering and/ or county libraries are - They are always most helpful and informative.
7. Join the H.C.I.M.A. and the B.I.M. as student members. These institutions have extensive library and loan facilities which are invaluable.
8. Write to individuals, companies, and associations, for advice and information: you will be surprised at the positive response you will get.
9. Once you have commenced, you will find it is not as daunting a task as you imagined.
10. Anything that is hastily thrown together, and is done with the sole intention of "getting through the course", will be nothing more than an exercise in penmanship and a total waste of time.

Finally by starting in time it gives you a chance to:

- (a) Change the subject/title should you wish to.
- (b) More importantly help you to produce a more worthy thesis; interesting, stimulating; well researched and edited.

The latter is only possible if you get your act together .....in time.

Good Luck

John Lyons 4th year 81/86

### WELL DID YOU KNOW IT ALL ? Answers to Quiz of Easter Edition - 7th Review

1. 800 earrings in total were being worn. 3% wore one and half of 97% wore two, which is equal to all of 97% wearing one..  $97\% + 3\% = 800$  earrings.
2. One barber cut the other barbers hair.
3. There is no missing pound. The receptionist got ten pounds, the pageboy kept two pounds and gave three pounds to Smith = fifteen pounds.
4. Nil - If three go into the correct envelopes then so too will the fourth.
5. Three.
6. 13212.
7. Eighty minutes is the same as one hour and twenty minutes.
8. He had previously sugared the coffee.
9. The parrot was deaf.
10. (1) It may be lowered by string from the roof, and the length of the string measured=  
(2) Offer it to the caretaker if he tells you the height of the building!!.
11. Three - two red and one yellow  
two yellow and one red  
three red or one yellow

Catherine Maye 1982-1986

## JOKE PAGE

The pub was crowded, and the beautiful brunette was feeling the heat. Suddenly she gave a tiny, strangled sob and fainted. Luckily there was a young Doctor present, and in one, swift bound he was at her side, cradling her head in his arms. There was only one thing to do and he did it! He gave her the Kiss of Life. Ten minutes later, he straightened up. "Has it done the trick?" someone asked. "Well, I don't know about her" the Doctor said, "but it did me the power of good!"

\*\*\*\*\*

A man was told by his doctor to walk ten miles a day to alleviate a foot problem, and to report back to him in about four days time. Time passed and eventually he rang up the doctor and told him it had got worse. "Well, where are you now?" asked the doctor. "Aberdeen".

\*\*\*\*\*

A man went to the Doctor's surgery to try and get a cure for his feet, which were smelly and had embarrassed him for some time. The Doctor took a look at them and said, "Well, put this foot powder on them and a new clean pair of socks each day and come back in five days time". At the end of the week he came hobbling into the surgery. The Doctor took one look at him and asked him what the problem was. "Well, he said, "now my shoes don't fit properly". The Doctor took a closer look. "That might be," he said, "because you've got five pairs of socks on!"

\*\*\*\*\*

Professor of anatomy addressing class — "Can any student tell me what part of the human body increases 5 - 6 times its normal size when subjected to excitement — well Miss McGee?"

Miss McGee (Blushing very badly) "I'd rather not say sir"

Professor: "Very well Miss McGee — Mr. Stewart?"

Mr. Stewart: "The pupil of the eye sir".

Professor: "That is correct Mr. Stewart, now before I finish, I would like to say a few things to Miss McGee — 1. You were wrong. 2. You have a wee dirty mind. 3. You shall be sadly disappointed.

\*\*\*\*\*

I could have been an engraver, but I didn't want to start from scratch!!!!

I could have been a watchmaker, but I would have had too much time on my hands!!

I could have been a gynacologist, but I didn't like the idea of putting in a hard day at the office.

\*\*\*\*\*

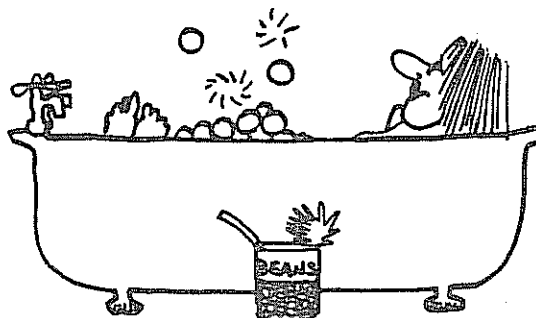
### NEWSFLASH :

Yesterday the country's leading gynaecologists cancelled their annual knees-up at the maternity hospital. A huge hole has appeared in the main Limerick-Killarney Road. Listowel police are looking into it. 3 men today broke into Cement Roadstone and stole a lorryload of wet cement. Police are looking for hardened criminals.

\*\*\*\*\*

### S.C.H.M. Library.

Bubbles in the bath  
Dirt on the wall  
Dirt on the Roof  
Prehistoric Animals  
Large Dogs  
Death at the Cliffs  
Hole in the Mattress



Sir Windybottom  
Hu Flung Dung  
Hu Flung Dung Hi  
Dina Sore  
Al Sation  
Eileen Dover  
Mister Completely

\*\*\*\*\*

Definition of a Mistress : Something between a Mister and Mattress.

Definition of a Revenge : "A Telegraph Pole P.....or a Dog! "

# LORD FORTE OF RIPLEY

## A GREAT FRIEND OF OUR COLLEGE.

### A SHORT BIOGRAPHY



The myth that Lord Forte, son of an Italian immigrant with an ice cream business, created his £1 - billion empire from a few hundred pounds may sound like the typical rags-to-riches story, but it bears little resemblance to the truth.

Lord Forte's ancestors came from the Italian village of Mortale, where Charles Forte was born in 1908. Such was the influence of the family that the village was reputedly known as Monforte (or Mount Forte).

At the age of five, Charles Forte went with his father, Rocco, to Scotland, where Forte senior opened a succession of cafes before buying a hotel in Alva.

"When I left school at 17, I went to work for my father," he recalled, "as an apprentice, a junior member of staff. I did everything, a jack of all trades, which helped me to know what it was like to be on your feet eight hours a day, working late."

It was a philosophy he was to teach his own son, Rocco, who, like his father, worked his way round the company's hotels during his holidays, sampling different jobs.

"He knows and feels the work people can do, and if they can do it, or if the work is not enough for them," he said.

When Charles Forte was 21, he was managing a large family catering concern on the South West coast of England.

"We were quite well off and well known," he said.

But by 26, he was determined to go out on his own and came to London. With the £1,000 his father gave him, he bought the now famous milk bar in Regent Street - persuading his initially reluctant father to put up the guarantee.

"He thought I would be back in a few months with no money," he said.

"I hand-picked 17 people to work in the milk bar and we opened from 8 a.m. until midnight.

"In those days there were no snack bars or milk bars where you could get just a cup of tea without taking off your coat and sitting down. " So milk bars were a welcome innovation. They filled a need just as McDonald's and Julie's Pantry have.

But Charles Forte didn't start making profits with his milk bar until he took over the shop next door and expanded.

"Until then, I was getting a little concerned because I couldn't make enough margin of profit to pay my expenses and break even," he said. "In fact, I was making a small loss, which was anathema to me."

But within a year, the profits started to come through. More milk bars followed, as did a partnership with Eric Hartwell - who has recently retired as THF chief executive - and who invested £1,000 in their Leicester Square site.

By the Second World War, Charles Forte had nine establishments in the centre of London. In common with other Italian residents in the U.K., he was interned (on the Isle of Man) for a short period when Mussolini joined the enemy side. However, Lord Forte soon got back to business, which began expanding again in 1945.

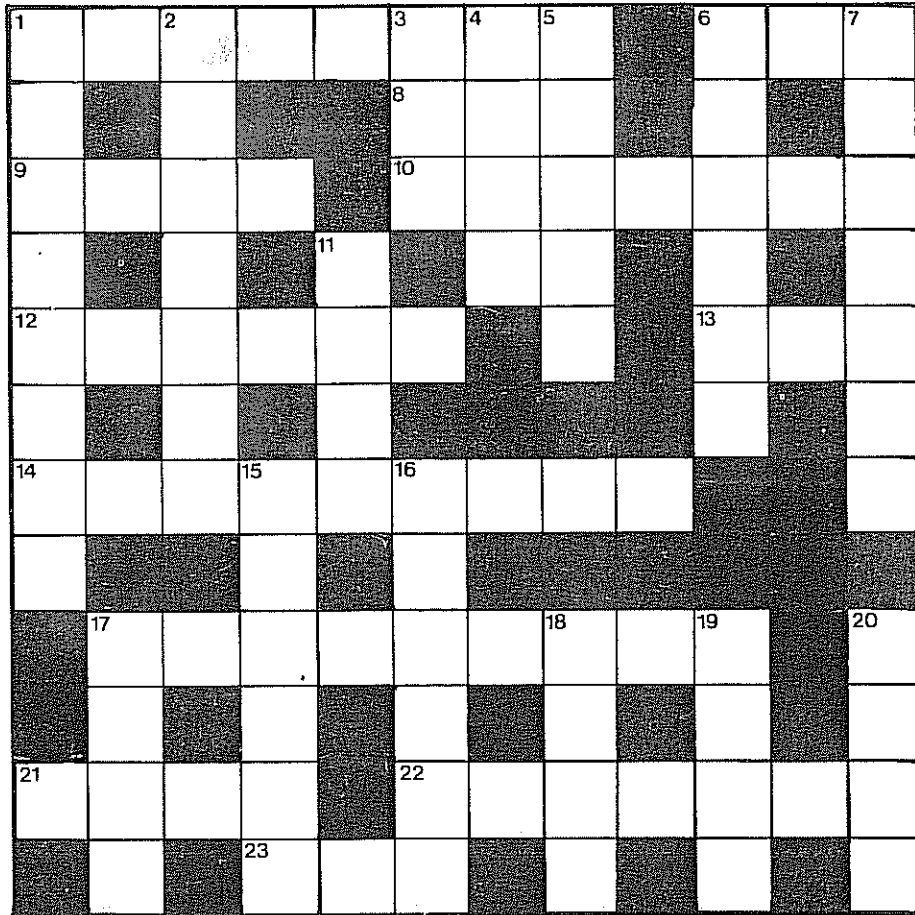
Four years later, he bought the Criterion for £800,000 and, in 1954, the Cafe Royal in Regent Street - reputedly the purchase which gave him the most pleasure.

The growth has continued. By January this year, THF's annual figures showed that the company reached, for the first time, the rarified heights of breaking through the £100-million pre-tax profit mark on a turnover of £1.148 million.

The company is involved in every aspect of catering - more than 800 hotels worldwide, restaurants, motorway and airport catering, fast food and industrial catering through Gardner Merchant.



# CROSSWORD

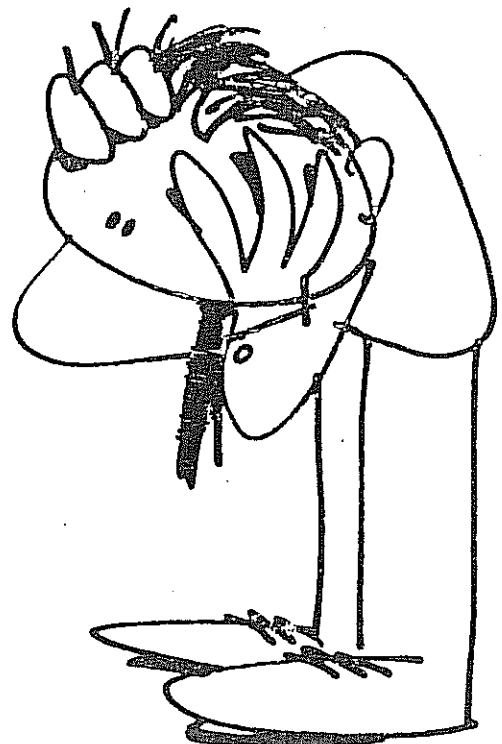


## ACROSS

1. Of particular interest to Revenue Commissioners (8)
6. Ridiculous Fish (3)
8. Milk Treatment (3)
9. Position in an organization (4)
10. Flour based food from Italy (5)
12. Protein Catalyst (6)
13. The Sturgeons contribution to culinary (3)
14. Braised dish featuring Haricot Beans (9)
17. Tipped Vegetable (9)
21. Fruit for a romantic evening (4)
22. Red or Green (7)
23. Basis for some inferior whiskey (3)

## DOWN

1. Condiment with a 'Hot' effect (8)
2. Savouries on bread (7)
3. A religious order associated with a by-product of the vine (3)
4. French for the fish used in Nicoise Salad (4)
5. Guinness (5)
6. Vegetable with a distinct flavour (6)
7. Before coffee (7)
11. Stock rotation (4)
15. Type of informal social (6)
16. Grapes in July are ? (6)
17. Service which deals with unfair dismissal claims (4)
18. Animals killed during a particular season (4)
19. A kitchen porter might usually be found there (4)
20. Use a knife to precede suey (4)



## CLUES

# ISRAEL .....LAND OF OPPORTUNITIES !

or  
EXPERIENCE OF A GRADUTE !!

Catherine Morex (63/65) Purchasing Manager Richmond Hotel, Geneva

While working as Purchasing Manager at the Intercontinental Hotel in Geneva, I was approached by the Sonesta Hotel Corporation and asked if I wanted to work in Israel for the opening of a 5 Star Hotel. I passed the interview and accepted the contract for one year as Rooms Division Manager.

I left Geneva the 3rd of June 1982, just one day after Israel invaded Lebanon. I didn't have a red carpet upon arrival in Tel-Aviv Airport, but soldiers and army planes all over the place. I knew it was going to be a challenge but it felt more like an adventure.

First let me explain the situation of the Hotel and the Political Controversy about it. The Hotel (347 rooms) was unique and ultra-luxurious complex, (32 U.S. Million £'s have been invested in this project) situated in Taba, near Eilat (8 Kilometers) in the gulf of Akaba. There was just one snag : in what country is this huge hotel, in Eilat is really located? Israel or Egypt?

The Egyptians insist on getting Taba back, claiming it had always been a part of the Sinai and after all Israel had committed itself under its Camp David Peace Treaty to return to Egypt all of Sinai by April 25th 1982, Taba included.

The Israelis say that they stuck to every letter of the Camp David Agreement and returned to Egypt the whole of Sinai, but Taba (one square mile spot). They say it's Israeli territory and the British maps of 1906 are proof of that. So you could imagine the atmosphere!...

All of this is to explain the situation, and that you can understand that every day to go to work we had to pass three controls, one by Israeli Military, one by the Egyptian Military and one by the American Paratroopers belonging to the Peace Keeping M.F.O. (Multi-national Force and Observers).

My job was great, I was in charge of all the "Front of the House". It was the first time in my life that I had to "build" all of the Reception, Reservation, Cashier, Concierge etc... I say build, because as I arrived at the Hotel, it was far from being ready. As far as my department was concerned, I had to tell the Architect, as well as Electrician, and Carpenter what I wanted where and how and it was not always an evidence in the middle of nowhere! It was understood that I had to make all the system, procedure, forms of the front Office, and of course looking for my staff (some 65 people) and training them, as most of the staff never worked in their life.

Those first six months were hard, but really interesting, we were hard, but really interesting, we were helping each other, a real "Kibbutz" atmosphere.

The idea was to do a "soft opening" only 100 rooms and each fortnight another 20-30 more rooms were to be opened - "soft opening" as we were short of staff because of the war and not ready in every way.

Trouble started when we received a lot of cancellations, coming from all over the world, the reason was simple : Israel being at war, it's too dangerous. In July we had over 200 reservations, for the opening we had only two guests from Norway!!-

More trouble arose when two weeks before the opening the trucks carrying all of the linen, uniforms and stationery were bombed in the middle of the Negev Desert about 80 Kilometers from Eilat.

A lot of Palestines escaped from Lebanon with Mr. Arafat and were hiding in Jordanian 2 Km from the Sonesta, bombs were found in and around the Hotel which meant it was the most natural thing to go down the shelter for a few hours.... day or night time!..

That famous opening day was here, November 1st 1982 - Journalists, T.V. crews from all over the world were at Taba and the next days were really something - a line in front of the hotel, guests from Israel, then Charters from England, Germany etc.. arrived in Eilat! What publicity!-

It became unbelievable when people start fighting... even with hands, with guests, explaining that we had no rooms, and nobody was ready for that crowd, the hotel was not ready, the staff was not ready, it was really a "Mess". No day off for anybody during those four months, working 18 hours a day !! Some of the clerks were making beds while I was doing bell boy and the night Auditor! Really what an experience.

90% of the staff were very young and had never worked in the Hotel Trade before. Most of these people taking a year "off" after 2-3 years in the army, make a little money then go back to University or Kibbutz. All of those young people had been at least to one if not two wars.... and at the beginning it was hard for me not knowing Hebrew and being too soft.

Another problem was rising, although I was getting along great with my staff, they would not take any orders or advice from me... not because I was a woman, but because I was coming from a land of security, money and as they say, I never went to war, never had to fight. After a while my Hebrew was getting better, having some Jewish blood it helped, and I understood that you had to be tough and everything went fine. They were completely for me and with me, that was really wonderful.

That year was very hard, very special, lots of experiences and adventures. I loved it, I learnt a lot of things and knowing all that I would go back tomorrow and start all over again.

Israel is a very beautiful country, special, but if anybody wants to work there, you've got to be tough!!.

# ON SETTING UP ONES OWN BUSINESS

BY ALEXIS FITZGERALD 1967/71  
PRESIDENT OF THE RESTAURANTS  
ASSOCIATION OF IRELAND

This article is directed towards those who have spoken about going into business on their own. Also, to those who have been taking a careful look to find out where they are now, where they would like to be in terms of owning their own business, but are unclear as to the steps they should take to achieve their goal. I also address this article to people who would like to be able to make a clear decision even if that decision is to "stay put" in their present career.

Some people think going into business is something which just happens - not so, most have to work at it, sometimes for many years before the reality takes place. The task is not easy. Often people do not get into business when the opportunity presents itself, for fear of the unknown. I hope to guide you through the steps which should result in you being able to make a reasoned, logical and accurate decision based on information and facts.

The one thing you must do, and no one can help you, is to decide to investigate the possibility of setting up ones own business. Next, set yourself a programme and research each step as it comes up. Do this systematically with particular emphasis on the following three headings:-

- A. Personal Ability and Profile
- B. Property and Style of Business
- C. Profit and The Financial Picture.

## PERSONAL ABILITY

People do not possess selective abilities in equal amounts, you must write down and evaluate all your abilities and shortcomings, so you know where you will need help; particularly in the initial stages of the business growth. Many skills can be acquired if you set out with purpose to do so:

What is an entrepreneur? you might ask, here are some of the attributes - someone who is able to take a reasoned risk, can deal with failure - and get up again, possess great determination, can take responsibility and has the ability to listen to the market even if what is being said is critical. Other questions are, can you accept a change in your standard of living, initially even downwards; can you do with shorter leisure hours? are you a self-starter or do you best work on given tasks? The owner/manager is the key to success in any new venture, do you have the ability to work under stress perhaps for long periods with little sleep. Therefore before you ever consider the process of starting up and running a business, you must critically examine that most crucial factor to the new business - Yourself.

Personally, I feel that anyone who decides to enter business should also examine their known style of management and craft skills. Essentially ones basic management style will not change; one can adapt to changing patterns but help and assistance may be needed. I also feel that some work should be undertaken on communication and interpersonal skills, as you will now more than ever be required to motivate and communicate your ideas - you are the central figure.

Once you have established where your strengths and weaknesses are, you can formalise this in a company profile statement. This profile should include your past record and experience, your proposed management, partner or employee numbers, detailing their skills and abilities.

This profile will form the introduction to your application for finance. If your finance is coming from someone who you already know, don't presume that you are also well known professionally to the prospective lender, be they private or institutional. Detailing ones professional, managerial craft and personal qualities will add weight and stability to you application.

## PROPERTY

The most important decision relating to the property is location. There is no point in trying to establish an upmarket businessmen's restaurant or hotel in a tourist area or vice-versa. Equally well, the location can determine the volume and therefore one must base the business on that volume.

So, if you already have a property in mind or even an area where you would like to locate, then you must relate that site to the potential market. Having done that then examine if it's the style of business you wish to be in.

If, on the other hand, you don't have a site in mind but know the style of business you would like to operate then you should examine fully that style, relate it again to the market and you will be guided towards the location where the business should be.

In terms of the style of business, in my view, there are two different types of restaurants, each requiring separate approaches. They are:-

- A. The traditional
- B. The modern or complex.

To examine fully these two would take more space than this article would allow, but, briefly I will mention some relevant points to demonstrate the choice you must make and the relevant demands on your time and expertise.

## A. THE TRADITIONAL

This is a style of business which revolves directly around the owner. His or her personality is the primary focus of the business. The customers or market will and does react to that person in the first instance. They will follow the person or turn away depending on how secure they feel in the relationship. The influences of decor, appointment, facilities and premises will take second place to the person. In restaurant terms the food served will be of the personality of the owner and the owner presents a style which he or she personally likes and therefore can influence their market directly. The one clear fact of this style of restaurant is that it is by nature all consuming. One must be available at all times, must be able to relate directly with your customers and get satisfaction from directly working for the enjoyment of people, every day. It is so personalised that it must become a way of life. On the other hand these styles of restaurants are invariably the more creative, the award winners and in lots of cases the most notable. But one must believe the quality of your life is satisfied within your business.

## B. THE MODERN OR COMPLEX

The modern restaurant has a complex number of influences which take practically equal importance in the success of the business. The personality of the owner does come through but only in his ability to read the market. Decor and colour influences people in the perception of value, quality, comfort and mood. So too does the type of music, the pictures on the walls, the chairs, the table settings and also light or the absence of it.

Whole theses can be written on the psychology of pricing - £4.95 represents better value than £5.05 although they are only 10p apart. £4.99 is seen to be supermarket pricing and is looked down on in restaurants, but acceptable in fast food outlets. The graphic style of the menu can and does demonstrate perceived Graphics portray a range of atmospheres, from upbeat and lively, to select and intimate.

The quality of food offered is relevant but only as far as it provides safety in choice, familiarity in taste and acceptability in presentation. At the same time each of the quality aspects is directly related to the state of the sophistication of the market and therefore is ever changing.

So, the modern restaurant is a complex business which requires a range of talents to develop it successfully. It will allow the operator to control the business and have a more independent life style. But it will not have the outlet for the range of creative cuisine and inter-personal relationships which can be developed through the traditional restaurant. The choice is yours.

In viewing the property the other factors which will influence your decision in terms of costing and revenue will be; size, number of seats, licence and passing traffic. Each must be measured and calculated so that you can build a clear financial picture.

## C. PROFIT AND THE FINANCIAL PICTURE.

Once the first two phases have been put in place, you must now articulate the project in the only language lending institutions understand and that's - financial.

Let me first say that finance can be got for a good idea, any time. But what we must prove is the ability of the business to pay it back, with interest. Lending institutions are varied in number and approach. They can be viewed as such and you should "shop around" for the best deal. Situations vary from time to time, grant aid is sometimes available but not always.

Professional help should be sought in seeking the best type of finance. So too should professional help be taken in relation to the structure of your business eg. sole trader, partnership or limited company - each have their pros and cons.

The main document will be examined by finance houses are your profit and loss projections and your cash flow projection. The profit and loss will demonstrate the potential success of the business and the cash flow will show the ability of the business to make the repayments and their timing. Both of these documents are vital.

As you have researched the location, the style, pricing policy and the potential market, you now can calculate the sales volume and relate it to different months of the year. This is the area of the forecast or best guess based on judgement and gut feeling. You put everything on the line when you make these assumptions.

The format of these calculations are well known and follow a precise set of rules.

Finally may I say that directing one's own business is of immense satisfaction, but is not everyone's choice. At the end of the day while owning your own business you may be able to shape your life or create something unique, the choice is yours - your money is on the line. Walking on the edge has its rewards.

I hope I have demonstrated a way to make a decision about going into business on one's own. Setting it up, and maintaining it, as another subject altogether.

# MANAGING A HOLIDAY COMPLEX IN BANGLADESH

A. F. M. Mahmudul Hassan (1978/82)  
Project Manager, Cox Bazar Complex, Bangladesh.

The first day of July, 1983, I joined with the Sonargaon Hotel as Manager, Special Project. The Sonargaon Hotel is known as the most luxurious five star hotel in South East Asia and this is fully managed by the Pan Pacific Hotel Chain from Japan. As a result, our Government had desired that Cox's Bazar Holiday Complex should be managed by Sonargaon Hotel. Then I was made responsible for Cox's Bazar Project. In the beginning I had to visit Cox's Bazar Complex many times to write up a report in detail on findings and also about the implementation of future plans, which would include repair, renovation and new development infrastructure. At the same time I had to do the feasibility study and project appraisal, sales forecast and budget plan for the next five years from scratch. Finally Sonargaon Hotel had decided to take over the management of this project on the 6th of September '83. Since then, I am fully responsible for the operation of this Holiday Complex. At first I was very busy with the intensive training programme and cleaning up the whole place which was not done properly for the last 22 years. Meanwhile, I started facing a lot of problems even for working capital because the Government could not keep their promise to supply enough capital for investment and also fund for day to day operations. Sometimes I became very frustrated but anyway I managed to overcome the problem with having no cash in hand. In extreme cases I took advances from our potential customers to purchase daily requirements. I had started sales call in different places of the country and in fact, now the sales are more than the expected target. At present I have adopted the technique of selling hotel accommodation through tour and travel agents around the country and abroad.

The table shows the year-wise income target and achievement:

Year	Revenue Target	Achievement	% of increase	Remarks
1982 - 1983 (Sept-Aug)	TK 2,614,100	2,945,002	10.90%	
1983 - 1984 (Sept-Aug)	TK 3,700,400	5,372,763	82.44%	
1984 - 1985 (Sept - Jan)	TK 2,354,052	3,358,874	37.78%	6 months provision

I can simply tell you that running a hotel complex in the third world countries is not that easy as in Europe. There are hundreds of factors to be frustrated. There are scarcity of resources, no freedom for work, back dated law and so much constrain with Government procedures. The overall performance and the total achievement is very much appreciated by everybody, but still I feel I am still in the soup. Having so many problems still, this Holiday complex is better than ever before. How the service of this complex is recognised as a professional achievement in the tourism industry.







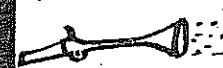







The Cox's Bazar Holiday Complex is in the remotest corner of Bangladesh about 432 KM away from Dhaka City and takes 12 hours drive to reach there, though there are three flights a week from Dhaka to Cox's Bazar. The Holiday Complex is just right on the sandy beach (on the coast line of Bay of Bengal) of the Indian ocean. This complex has eleven small units in about 493m of land. There are 5 cottages, 4 motels, 1 youth Inn, a good restaurant and a Bar. It has total of 122 rooms and rent-a-jeep for beach drive and microbus for group and sight seeing tour. About 100 staff in different units are being employed for providing services to the guests.

Since the conception of this project by the Government, it has been continuously a losing concern, because the management of this project was a total chaos and lacking in professionalism. Employees were not trained in a proper manner, staff were not aware of their own job and management did not know what to expect and what their objectives were. Moreover, the previous management had no clear conception about the service industry. In fact, they had the idea of running this project as one of the tax office. Now, every day is a challenge for me to utilise my professional knowledge, as I feel if one has the determination in his profession and enthusiastic, he will certainly be a successful manager.

The Cox's Bazar beach is about 122 KM long and believed to be the largest in the world. In the first phase Government is trying to develop here the accommodation as well as the restaurant facilities. Also there is a good number of hotels in Cox's Bazar in the private sector but not up to the mark. There is a non-polluted natural beach adjacent to all the motels of this Complex. The guests staying in the motels can easily swim and sun bathe just right in the front. The sea itself is safe and free from sharks and calm during the Winter for about six months in a year (from October to March). The weather is quite warm and sunny during the Winter period. The beach is exceptionally good and the range of hills are nearby all along and the waves under the blue sky with green forest gives a real tropical feeling.

# Shakes and Ladders

Tony  
Drew  
1 1/2 YEAR

THE	SLIPPERY	CLIMB	THROUGH	FIRST	YEAR
<p>"SHOW ME YOUR SOCKS BOY" "Oh No" "Oh Yes" "Oh White"</p> 	<p>OH WELL!!</p> 	<p>(34) Booz study by, when is it. June 1487? 88?</p>	<p>(33) EXOMIS &amp; ON TO THE SECOND-ACTION PACKED YEAR.</p>	<p>(32) MAKE THAT 6,537 1/2 H.C. 10,000 TINS STARR 80 pairs Black Socks.</p>	<p>(31) 6,536 1/2 HAIRCUTS LATER, THE END IS NIGH</p>
<p>(25) Last Check in MIRROR O.K.</p> 	<p>(26) DOES MR. CHAWLK REALLY FLY A 747? WIN A FREE RIDE ON THE IN-FLIGHT CONVEYER BELT</p> 	<p>(27) Sober at a wine tasting NO PROBLEM! BURP!!!</p> 	<p>(28) CONCISE GUIDE TO BABY SNATCHING BY T. MAHER</p> 	<p>(29) WORLD RECORD Mr Mc Mahon EATS LUNCH IN 7 hrs 8 mins !!!</p>	<p>(30) Triple Crown Celebration 70 pieces of plastered cine</p> 
<p>(19) BLAZER ✓ TIE ✓ TROUSERS - PHEN S HIRT ✓ SOCKS ✓ HELL NEVER KNOW THEIR WHITE</p>	<p>(23) FASHION PARADE WHAT'S THAT?</p> 	<p>(22) FEELING AN UTTER TWIT YOU GO TO KILL THE GUY WHO SENT YOU TO LOOK FOR IT</p>	<p>(21) Mr Blums ever sensitive Walk- ing stick spots a floppy HAT</p> 	<p>(20) YOU ASK AT THE RECEPTION DESK FOR A LOBSTER GUN. ON TO (22)</p>	<p>(17) What happened to the good old lavatory Brush?</p> 
<p>Good EXOMI RESULTS, AREN'T we doing well</p> 	<p>(14) CHOIX PASTRY 8th Attempt FAILURE AGAIN CHEF AIN'T PLEASED "YOU KNOW"</p>	<p>(15) SILVER SERVE SPAGHETTI NO. PROBLEM BOOPHS!!!</p>	<p>(16) CLEAN CHEF'S UNIFORM, you are a model student</p> 	<p>(17) BROKE YET ABTAIN. STARCH IS OH SO EXPENSIVE</p> 	<p>(18) TRUMP, you WIN THE FIGHT AGAINST THE DREADED FLOOR POLISHER.</p>
<p>(2) CONGRATS YOU SERVE MR BLUMS TRAY WITHOUT A SLIP. WELL ALMOST</p> 	<p>(11) DID YOU SAY MR BLUM WORKS FOR A FASHION MAGAZINE?</p> 	<p>(10) CARDIAC ARREST XMAS DIN-DINS MR BLUM arrives..... MINUS CRUTCHES</p> 	<p>(9) HAIRCUT &amp; BLACK SOCKS READY! ON-WARDS we go</p> 	<p>HAIRCUT OR NO HAIRCUT FOLLOW THAT SNAKE</p> 	<p>STOP PRESS GUINNESS BOOK OF RECORDS MR. BLUM IS THE FASTEST MAN ON CRUTCHES !!!</p>
<p>START He who dares Wins ????</p> 	<p>(2) Sept 20th arrive what have I done? So I'm a piece of plasticine am I?</p>	<p>(3) Whats the big fuss about the black Socks? Move on I sq. oh foolish one</p>	<p>(4) November. Mr Blum can reconed a very good HAIRDRESSER</p>	<p>(5) Great Hair Cut, Good Move NO HAIRCUT MOVE ON</p> 	<p>(6) HE'LL NEVER GET ME, HE'S ON CRUTCHES</p> 



---

## TRIBUTE TO Mr. JORGEN BLUM - DIRECTOR

---

This is to be the last time I will write an article on Mr. Blum. As we all know, Mr. Blum is to finish his reign at the College after his twenty-eight years here. All those who were fortunate to have been trained at this College under his watchful eye and direction will feel his loss in more ways than one. While those who will follow in years to come will never know what a tremendous job this man has done, with the aid of his dedicated staff. Hopefully when Mr. Blum goes, he won't be just a memory, but remembered with the respect and admiration he deserves.

I, for my part got along great with him though there were times I felt like screaming for one reason or another. But I suppose you've got to have a sense of humour and that's what counts. If Mr. Blum could'n't take a joke, I'd have found myself out on my ear long ago!. But no, he has been known to crack the odd joke, except normally the joke is on me! Still, not to worry, I'm one who gives as good as I get and that's why we get along.

There have been some funny incidents (and not so funny) since I joined the College four years ago. In the mornings Mr. Blum unlocks his domain, bounds into the office with a cheery 'Good-Morning'. Then he studies me for a while to see what kind of humour I'm in. Normally, if it's a Friday he says "Oh what day was yesterday; Yes, Thursday - she was at the 'Centre Court'. Sometimes he's right, and though I'm in no humour for jolity (seeing as how I'm suffering from a hang-over!!) I still manage to raise the eye-lids and force a smile.

Other times when he asks, "Well, how did your week-end go?" (He generally knows already mind you!) If you say O'K', or it was alright, he generally manages to drag everything out of you. Like the time I was refused entry to one of the nite-clubs in Limerick because I was wearing tennis-shoes, he must have informed everyone from the postman to the G.M. of the Hotel. (At least if Lulu knew, most people did afterwards! - only kidding Lulu, express mail is quicker than word of mouth - or so they say!!) Other social events which seem to amuse Herr Directeur are my week-ends. So if I have enough money and Mr. Blum bends the rules slightly to allow me an hour or two off on fridays (or if I'm lucky - a half day!!) I tend to go away somewhere different with my friends. But Monday mornings are spent being cross-examined. "Did you stay in a tent again?" or "was it a caravan this time?", "Were you on Wimbledon Commons?" (Private joke!) etc..

Anyway, it starts the week on a friendly humourous note. Normally if Monday is a good day - problem free, then the rest of the week tends to run smoothly enough. However, if Monday starts with problems, (uh! oh!) you can be sure the rest of the week is disastrous!!, that is until Friday comes. Then it's problems aside, lock up for week-end and hope Monday will be better next week.

So there you have it, not very exciting I suppose....but it's difficult to write everything that happened over the last four years, funny or otherwise.

What else remains to be said but, "BON VOYAGE", Mr. Blum and let's hope this time YOU "KEEP THE CONTACT".

Caroline Joy (Sec.)

---

## THE WAY I SEE HIM

---

When I was asked to write an article about my husband for the magazine I thought what can I write? I have never been involved with the everyday happenings of the College, although I have always been very interested to know and to hear what was going on, therefore what would be of interest to you who are reading this magazine? So after much thought, I decided to give you a behind the scenes summary of how I have seen the College emerge from being in 1956 a very ordinary Hotel School, to being World renown in 1985 due to the hard work and dedication of my husband.

This success story began in February 1956 when "Daddy Blum" decided to come to Ireland to become Director of a Hotel School at Shannon Airport. He did not know what to expect, therefore it came as a bit of a shock on flying into Shannon to see what it looked like! There were huts dotted around the place and it looked more like an army barracks than an Airport. There was no Hotel School as such, but located inside one of those 'huts' was the School!! Anyway, without any more ado, my husband got on with the job of making something out of the school - he loves a challenge and he was determined and he wanted to make a Hotel School that the Irish, first would be proud to have, and eventually as the years went by and through contacts abroad, a school that would be known and recognised abroad. This as you all know, he achieved.

Whilst all this hard work was going on, the School was enlarging, the students were put into uniforms, which I feel sure they are always proud to wear, and my husband's eagerness to be able to have a proper Hotel School was his next goal. This dream came about when the International Hotel was built and the School, eventually to become a College, was installed in its present location.

In spite of this dream being fulfilled, my husband has continued his efforts to always improve the College standards, and it's name throughout the world and has worked tirelessly to do so. I take great pride when I hear Hoteliers or other people talk about my husband's work. I know too that all this would not have been possible without the hard work of all the instructors who have worked there over the years, and I know that my husband appreciates their dedication.

So, this story is coming to an end, and who knows, perhaps another one is about to begin with a new challenge ahead of him? 'Daddy Blum' will, I know, miss being at the College, but our sincere wish is for its' continued success for many years to come. All the same, please keep in contact with him.

I send you all, wherever you may be, my best wishes for Good Luck, Health, and above all, Happiness.

GILL BLUM



## JORGEN E. BLUM — TWO FACES

Jorgen's contribution to Shannon, to the Irish and indeed the International Hotel Industry will be enumerated elsewhere and on other occasions. The following two little incidents I hope will give an insight to Jorgen the visible selfconfident disciplinarian and Jorgen the deeper humanitarian.

One evening some of us slipped out of the Airport to the "Honk". It turned out to be a good night and closing time was discarded. It was well past check-in time when we got home. However, we had escaped detection. Next morning "Blum" came into our class and asked that the "five" who were out late come to his office in ten minutes. We looked around we were five in number. He knew and probably knew who was involved. We, reluctantly presented ourselves — "Blum" dressed us down and passed sentence which we duly served.

Many years later he told me he had no idea who was out late or even if the remark we heard in the corridor was misleading him. However, he had decided on a "try-on". He said he could not believe it when five of us walked in - a good job he never took us on in poker.

The second incident was when as a student I went with him to the founding of the Association of the International Hotel School Past Pupils in Paris. After attending many functions and seeing the bright lights he invited me to come and see another side of Paris. I thought this is it - my real education!!

We went on the left Bank and he brought me through the down and outs who were asleep in the doorways wrapped in newspapers and cardboard. Jorgen's comment was "Jimmy there are two sides to every city as there are to life. It is important to see both to get a balance".

Jorgen the true educator.  
James Flannery. 57/61

## MEMORIES

Many of you may not remember a programme on radio many years ago called the "School around the Corner". The major part of this programme was centered around children relating a funny incident. This exercise I must confess feels very similar.

During my time in Shannon I played hurling for Clare. During my last year I was then like all students sent to Switzerland to complete a years training. On my return I was asked by the Clare hurling team in America to go to New York for a month to play in the American Championships. I was faced with a serious problem as on the one hand here was a chance of a life time and on the other I knew Jorgen E's abhorrence of sport for aspiring hoteliers. The thoughts of doing a "mitching job" occurred to me but on balance I decided that the better course of action would be to ask "The Man Himself" straight out could I go to New York. I went down to Shannon and arranged an appointment in that "Very Famous Office" which will always be dear to many of us for many different reasons, (take your own interpretation out of that one).

Anyway, I explained my position to Mr. Blum who immediately jumped up from his chair and shouted at me "YOU MUST BE SICK" where upon I assured him I was in great form. He screamed at me again, "I TOLD YOU, YOU MUST BE SICK". He kept insisting that I was sick and I continued to assure him that I was not, where upon he went further and shouted, "GET OUT OF MY OFFICE". With a hell of a heavy heart I turned and left and as I went out the door he shouted after me, "DON'T FORGET TO SEND ME A DOCTOR'S CERTIFICATE FOR YOUR SICKNESS".

I must confess that this was a side to the Man that I had never seen before but the Summer of '69 was probably the happiest period of my life and I probably learned as much about the Hotel business in the Seven Brothers Restaurant in the Bronx as I would have had for that extra month at the Royal Hotel, Llangollen in North Wales.

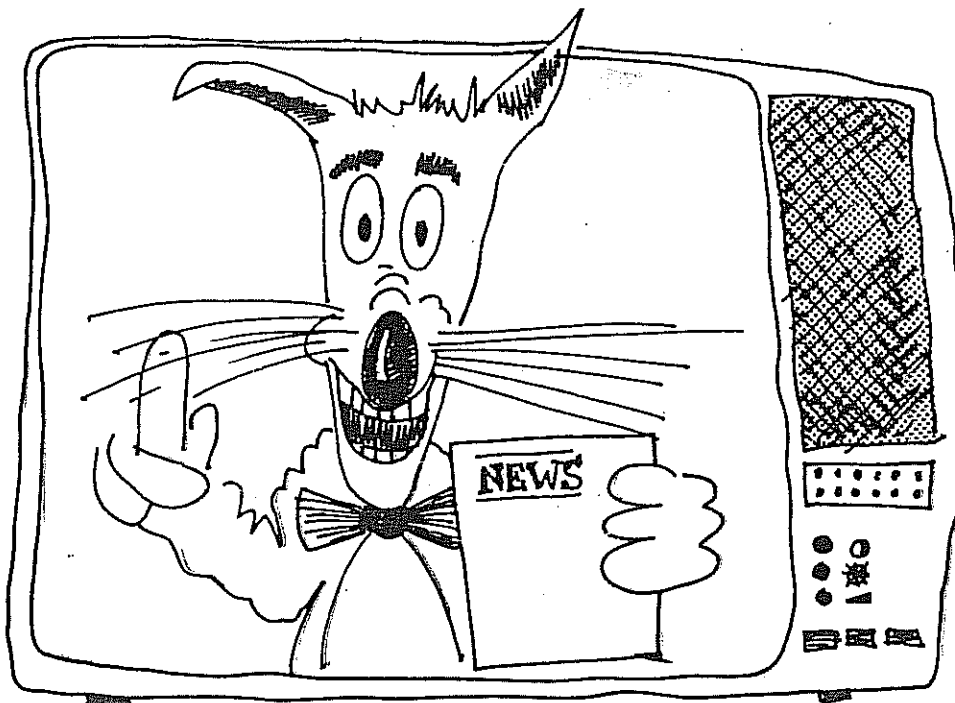
Just in passing if I may be permitted to go slightly beyond my brief, I return each year to the students and see how "well turned out" and mannerly they always are. I know that this is the hand of Jorgen E. Blum and invariably on my journey home I always think when he leaves I sincerely hope that this aspect of the College will never change because from this "STATE OF MIND" everything else follows.

Liam Griffin, Hotel Rosslare. 1966/68



# NEWS PICKED AT RANDOM...

By the Ferret



**FAROO A.H.M.** (1973 - 1977) from Bangladesh but working in Saudi Arabia got married recently to a charming young lady from Dhaka. Our sincere congratulations and the best of luck to both.

**GRANT CRIGHTON SCOTT** (1971 - 1976) very sincere congratulations to Scott who has now been promoted General Manager of Beechfield House Hotel, Melksham, Wilts. We all wish him full success and hope to see him soon again when "fishing" in Ireland.

**NALLEN ELISABETH** (1980 - 1984) We have just heard that Elisabeth received a Luncheon Voucher Travel Scholarship. This is wonderful news and we all wish to congratulate you. This will help you make your U.S. travel to Cornell a real holiday.....and more. Keep the flag flying.....

**CROKE WILLIAM** (1969 - 1973) congratulations on your "sudden" appointment as G.M. at this great hotel. We hope that it was easy to settle to American ways and wish you the best on this new appointment.

**ALEXIS FITZGERALD** (1967 - 1971) warmest congratulations to Alexis who has just been nominated as President of the Irish Restaurant Managers Association.

**BUTLER RICHARD** (1969 - 1973) Richard felt like having a change and has left The Old Ground Hotel, Ennis to take over Shannon Graduate's Liam Griffin's new hotel in Kilkenny. We all wish him the success he deserves and hope that he and his family will be very happy in their new surroundings.  
see change of address.

**WEDDING BELLS.....**There was sunshine everywhere for the wedding of our very popular Susanne Kerr (1976 - 1980) daughter of Bobby Kerr (1951 - 1952) who married P. Kennedy from Limerick on April 24th. last. We wish you both great happiness in your married life.

**McCARTHY JOSEPH** (1970 - 1974) after many years we suddenly hear that Joseph has emigrated with a beautiful norwegian girl to her homeland and that he has become a real norwegian. He has opened his own restaurant late last year and we wish him the bery best of luck and hope that he will contact us soon with some news .....(see address).

**LOMBARD MARTIN** (70/74) and his charming wife Ann (70/74) plus baby Lucy, three years old, have moved to Houston, Texas recently. We hope to have their new address in the next issue of the Ladder. In the meantime our best wishes to their new venture in the land of opportunities.

**TO ALL OUR READERS :** If you wish to make the LADDER more interesting and let know the Shannon Graduates about promotions, successes, why not write a short note to the Editor?

# CHANGES OF ADDRESSES SINCE THE LAST ISSUE.

(Following informations received)

O'DRISCOLL RODERICK (1974/1978) Sandyvale Lawn, 78 Headford Rd. Galway. Business address remain the same.

CARTY PAUL (1976/1980) Post House Hotel, Emerson District 5 Washington Tyne and Wear, England.

CROKE WILLIAM (1969/1973) General Manager, Viscount Hotel, J.F.K. International, N. Y. U.S.A.

DEMPSEY PATRICK (1977/1981) F. B. Manager, Cumberland Hotel, Marble Arch, London.

MAHER GERARD (1976/1980) F. B. Manager, Cottons' Hotel, Manchester Road, Knutsford, Cheshire.

MELODY JOE (1976/1980) Post House Hotel, Lodge Lane, Newton le Willows, Haydock, Merseyside.

MURPHY JOHN (1977/1981) Marketing Department, Trusthouse Forte, Queensmere 20, Slough, Berks.

O'CONNELL KATIE (1976/1980) Cavendish Hotel, Jermyn Street, London S.W.1.

PETTIT DENISE (1979/1983) Box Hill Hotel, Burford Bridge, Surrey.

O'CONNOR WILLIAM (1979/1983) The White Hart Hotel, St. John's Street, Salisbury G.B.

O'MODRHAIN CORMAC (1979/1983) F. B. Manager, Berystede Hotel, Bagshort Road, Ascot, Berks.

GILLEN MARK (1981/1985) Asst. F. B. The Dragon Hotel, Swansea, Wales.

LAVELLE PATRICK (1966/1970) Deputy Manager, The Westbury Hotel, Dublin.

EGAN CHRISTOPHER (1980/1984) 11, Mountanville Estate, Lr. Kilmacud Rd. Stillorgan, Dublin 14.  
(His home address)

BUTLER RICHARD (1969/1973) G. M. The Rosehill Hotel, Kilkenny.

RANDLES BERNADETTE (1980/1984) Management team, Great Southern Hotel, Killarney.

McCARTHY JOSEPH (1970/1974) now Restaurant Telegrafien Mat og Vinhug Storgten, 1400 DR OBAK, Norway.

**NOTE:**

How can we guess if you have moved since our last issue? Only you can let us know and we feel that as we are trying so hard to give as many news as possible about our Graduates' whereabouts, it would be accepted policy that if you change your address you let us know immediately. If you do not get the LADDER, DO NOT blame us.....

## Crossword Solution

**ACROSS**

- 1. Accounts.
- 6. Cod.
- 8. U.H.T.
- 9. Line.
- 10. Noodles.
- 12. Pepsin.
- 13. Roe.
- 14. Cassoulet.
- 17. Asparagus.
- 21. Date.
- 22. Pimento.
- 23. Rye.

**DOWN**

- 1. All spice.
- 2. Canapes.
- 3. Nun.
- 4. Thon.
- 4. Thon.
- 5. Stout.
- 6. Celery.
- 7. Dessert.
- 11. Fifo.
- 15. Supper.
- 16. Unripe.
- 17. A.C.A.S.
- 18. Game.
- 19. Sink.
- 20. Chop

1	A	C	C	O	U	N	T	S		6	C	O	D	7
	L		A				8	U	H	T		E		5
9	L	I	N	E			10	N	O	O	D	L	E	S
	S		A			11	F	N	U			E		S
12	P	E	P	S	I	N		T			13	R	O	E
	I		E		F							Y		R
14	C	A	S	S	O	U	L	E	T					T
	E				U		N							
		17	A	S	P	A	R	A	G	U	S			20
			C		P		I		A		I			H
21	D	A	T	E				22	P	I	M	E	N	T
			S		23	R	Y	E			E		K	P

