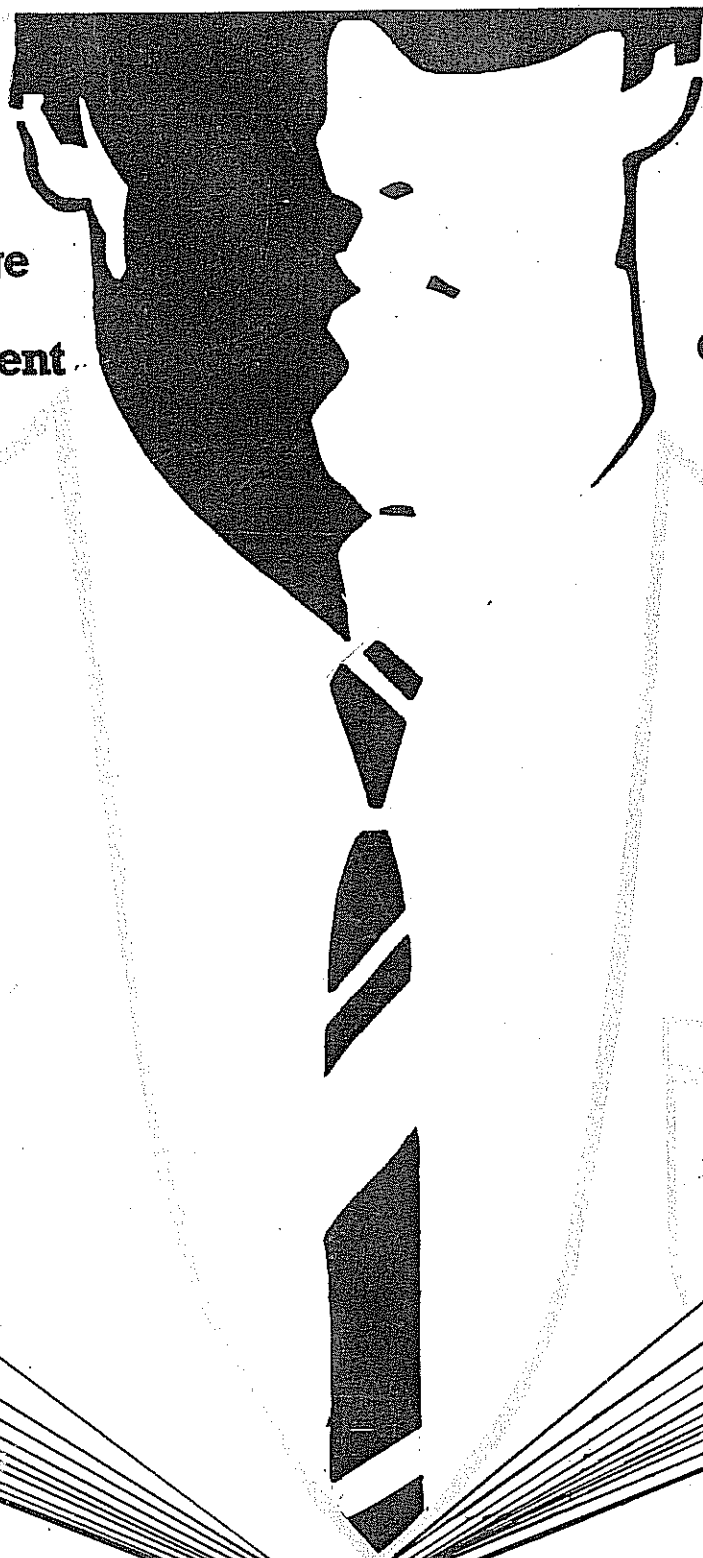


**Shannon College
of
Hotel Management**

**10th
College Review**



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

EDITORIAL

The 1985/'86 chapter is about to close but before it closes fully, let me introduce you to this year's final edition of "THE AGELESS LADDER". The last eight months have been full of very memorable events - many of which are related in the articles that follow.

Since Mr. Hughes took up his position as Director, the college has undergone a few minor changes but you will be glad to know that Shannon is still quite the same. The old traditions are still very much alive as you will see in section 1 of the magazine.

The problem area in producing this edition was the Alumni section. We found the response from Graduates to be very poor. It is solely up to you to keep the ALUMNI alive and the only way to do so, is by "KEEPING THE CONTACT". Help us, help you! For those of you who are interested in coming back to Ireland, we have included a list of job vacancies, for further details, you must read on.

We are very grateful to: Ms. Breege O'Donoghue, Mr. Aidan O'Meara, and Mr. Walter Flood for their contributions, which add variety to this edition. I would also like to thank the Editor of IRISH TRAVEL & TRADE MAGAZINE for permitting us to print their profile on Peter Malone.

The magazine should pass a few pleasant moments for you, so go ahead and start turning the pages!!

We would like to thank DAVIS PRINTERS for their help and co-operation throughout the year.

CIOSA HICKEY
Editor

COMMITTEE MEMBERS: Gary McGann, Richard O'Sullivan, Denis MacCann, Anne-Marie Crosse.



CONTENTS	PAGE
EDITORIAL	1
EX PATRIA	2
A VIEW OF FIRST YEAR BY A 3rd YEAR	3
ONE FOR SORROW, - TWO FOR JOY	
GIVING UP SOMETHING GOOD FOR SOMETHING BETTER	4
JANE FONDA WORKOUT - A NEW CRAZE	
ROOM SERVICE	5
PARIS FOR THE MATCH	6
DIFFICULTY	7
INTO THE DARK	
A SOCIETY WITH A DIFFERENCE	8
TEST YOUR KNOWLEDGE	
FIRST LESSON FREE	9
GOING HOME FOR A WEEKEND	
QUOTES (contd. p. 15)	10
A SOCIETY EVENING 1986	11
QUICKEST WAY TO THE TOP	
WORLD IN A GLASS	12
HOTELYMPIA	13
WHERE WOULD YOU BE NOW IF YOU WEREN'T DOING HOTEL MANAGEMENT?	
NOW THAT YOU'RE HERE (contd. p.15)	14
QUOTES (contd)	15
COLLEGE RE-ORGANISATION	
THE TOGA PARTY	16
COCKTAIL-DU - JOUR	17
EIGHT WONDER OF THE WORLD - WOMEN	
CATERING WITH A DIFFERENCE	18
FILM 1986	
TRIP TO THE LEE	19
MR. HANS SCHMIDT	20/21
HEAVEN	
QUOTES	22
THE JURY'S EXPERIENCE	
QUOTES	23
THE CHARITY WALK	24
IF YOU WEREN'T DOING HOTEL MANAGEMENT- WHAT WOULD YOU BE DOING???	25
MANAGEMENT GAME	26
"FIRST YEARS - YOU HAVEN'T SEEN THE HALF OF IT	27
POLLS OF THE YEAR: RESULTS	28
AFTER LIFE GOT BACK TO NORMAL	29

EX PATRIA

I have lived for the last six years as an Expatriate and it was suggested that it would be interesting and useful to put down on paper some of the experiences while they are still fresh in my mind.

The benefits of the life of an expatriate worker in the industry are reasonably well known, but they could be summarised as:

- (1) Salaries are frequently free of tax.
- (2) Places and people you previously read about - some faraway, some troubled, some 'strange', some very basic - become home.
- (3) The World becomes your oyster
- (4) Luxuries become affordable.
- (5) If you end up in a nice spot lots of friends from home visit you.
- (6) You frequently have the chance of acquiring goods free of duty.

The drawbacks of the life of the Expat are not so widely recognised. Among these I would feature:

- (1) Travel costs become a very significant part of your expenses.
- (2) Cost of living in the World's "beautiful" places tends to be very high.
- (3) Cultural shock is something that many poorly prepared people never recover from.
- (4) You will, very likely, have to forfeit or severely curtail your normal hobbies and pursuits.
- (5) The expatriate community are a race apart - you may find it hard to make friends with people whose feet are firmly on the ground.
- (6) It can be a very lonely existence.
- (7) Many of the above contribute to the single biggest challenge facing the Irish 'Expat' - to lead a controlled and disciplined social life and to avoid excessive resort to drink and exposure to drugs.

A further consideration for anyone who is married would be the question of childrens education. It has been my experience that education up to the equivalent of primary level is normally acceptable - beyond that it may be necessary to consider an Irish boarding school depending on the (a) likelihood of your being moved and (b) the reputation of secondary schools in the country of your choice and how they would prepare the child for his or her eventual career goal. It is for this reason and the quality of life and environment for the family that many people take up expatriate assignments for a period of 5 - 10 years only. A sufficiently long period to give them a sound financial base for life but not so long as to jeopardise children's chances for a fully rounded home country life and education.

A number of financial management institutions exist to help the expatriate executive in the field of money management. The very obvious advantage he/she enjoys is ready access to offshore vehicles where taxes on income or capital are either minimised or non-existent. Many "expats" find that the first two years abroad simply allow them to put their financial house in order. Significant savings are not normally achieved before the third year. It is very important, however, and highly prudent for the expat to engage a home country financial consultant to advise on the questions of residence and domicile which have, among many others, a very significant bearing on eventual home country tax liability. The general criterion is that you may not maintain a residence available for your use in the home country.

Sources of information on overseas appointments are many and varied. In the hotel/tourism sector the International Labour Organisation in Geneva and the W.T.O. in Madrid may be able to help. International and regional hotel magazines may be scrutinised in the libraries of the better hotel schools. A small number of recruitment specialists (called head hunters) specialise in recruiting for the industry's expatriate market. At the lower executive levels - Food and Beverage Manager, Front Office Manager a direct mailing campaign to a carefully selected range of hotels in the intended region can yield results.

Use the most up to date International Register and address the letter to the General Manager (small companies) or the personnel manager (large companies) by name if possible. A professionally prepared and printed CV will be much more likely to attract attention. Do not ignore any contacts you may have in the region - whether hotel industry or not. The International chain companies may be more difficult to penetrate but enquiries can be made locally as to possibilities overseas - e.g. Sheraton, Hilton, Holiday Inns etc. Developed countries are making it increasingly difficult for skilled or professional persons to enter so concentrate on English speaking countries of the developing World including regions such as Pacific, Far East Middle East, Africa, Caribbean (excluding U.S. territories e.g. Bahamas, Puerto Rico etc.).

Finally to all those aspiring young Columbuses - if you or your wife spend your life in terror of mice and such things - think twice. Insect and rodent life as we know it in Ireland does not exist - when the cockroaches come out at night they can be as big as mice (well small mice) and as fast as greased lightning - they also fly, unfortunately rather aimlessly. Apart from the known hazards like snakes, you have to contend with centipedes (who sting seriously) scorpions, portugese men of war as well as the persistant mosquito. Most of us manage to avoid the more serious predators, but the cockroach is dirty and annoying and the mosquito at dawn and dusk are a most aggravating nuisance. Take comfort in the little lizard - mans best friend in the tropics because he eats the "mossies" and, contrary to popular belief, does not fall off the ceiling into your open mouth. Happy travels.

Gerry B. Hughes (Director)

A VIEW OF FIRST YEAR BY A 3rd YEAR

When writing an article about the experiences of a Shannon student the biggest temptation is to entitle it "Confessions of", if only to ensure that half the readers will at least get past the title.

For the newcomer the most striking impression of Shannon, apart from the 3rd Years social curriculum, is definitely the first weeks lectures. It is impossible to look "confident, cool and with it" when carrying brand new Easons folders, and dressed in "ridiculous" chefs hats or dickie bows. The thought that "Everyone is looking at me" is natural and indeed very true. However the interest in your uniform is limited but the traditional practice of "sussing the talent" is obvious and indeed a two way process. If, on the first week you want to know something, many are too scared to ask one of the "uniformed students" for fear of being sent on a wild goose chase, perhaps ending up in Durty Nellies while all you really wanted to know is where to find the washing machine. Anyway after the first week you begin to wonder what all the fuss is about and have managed to perfect the student look and rules of misconduct.

The subjects also provide room for bewilderment - you fail to see why the composition of a pillow case should be of interest to you. You find that your new folders have slowly become decorated with obscene graffitti while you try to enjoy a peaceful nap during your favourite lecture.

Within a short period of time the students conversation becomes peppered with student sayings, the names of favourite haunts, the first names of college personalities and certain lecturers come under close observation for hours on end after several glasses of lucozade in the airport bar. It doesn't seem odd to the student, until members of their family suddenly start using a slang-dictionary to understand or just nod in blank agreement. The really able student has mastered the college "lingo" so success fully that he can readily slip from one expression such as "Shannon Boys are.....again" to "hello Mum, lovely to see you again" and so appear normal from all sides. This first "reunion" with parents after the term tends to be a financial meeting with large changes in the Balance Sheet being discussed at great length.

After a while a sense of belonging is instilled as one trots from the restaurant or kitchen to the class room and inevitably to the airport bar. Definite opinions on your classmates and 3rd Years are formed although these will probably change by next week. The week is taken up with various and unusual happenings in Shannon College. The night prowlers go into action, the various practical jokes are carried out as if by a S.W.A.T. team and people are seen in the most unusual places with unthought of partners at various stages in the 24 hours of every day.

The exams are too far away to pose any real threat and this belief stays with many of us until the famous "night before" when security, special covers, communications, and diminishing marginal utility are all discussed with a friendly barman in the airport.

Indeed, Shannon students are often great entertainers themselves with some great versions of Finnegans Wake and Patricia the Stripper well known in the localities. Socializing is an integral part of student life, in fact for some of us it seems to be our whole life.

Then you have the various parties in the rooms which provide all conceivable types of entertainment, if not delerium, while the official dances are a must, necessitating the usual scramble for suits and dresses are all part of the Shannon "merry" go round.

Some of the most important relationships of your life may well begin at Shannon. Romances blossom and wither throughout the year and many secrets are often revealed.

The Charity Walk, Undressed to Kill, Graduation Dinner Dance, Breakfast in Nellies and all the other activities combined together, wipe away the unpleasant thought of exams. That is until D-Day, La Suisse - here I come. Despite the ups and downs of Shannon it is a place where you receive an excellent training, enjoy a good time and make many good friends. When all is said you are proud of being from this famous establishment.

By: ANDREW LANGWALLNER
(3rd. Year)

“ONE FOR SORROW, – TWO FOR JOY!”

How many times on knocking on the office door have you been greeted by a pleasant “come in”? “Yes what now”, she proclaims. Photocopying, addresses, phone numbers, messages, chat; its all the same, Caroline is always there to oblige. But until recently all was secure - we’d nothing to fear. Now boys, hang in there, the girl you all ‘eye-up’ daily has gone and got engaged! Yes, you heard me right. So much for the dreams you had of yourself and the college secretary.

However Caroline being as secretive about her engagement as she is with examination results, we don’t know for how long more we’ll have her with us. So hang on there folks, take a deep breath. Next time the phone is answered with “Good Morning Hotel School”, - hold - ; is it or is it not..... . You never know, it might be the ‘red headed’ sweetheart who has been a ‘Joy’ to us all.

But whatever happens we’d all like to wish Caroline and husband to be, Kamel Ghanem, the very best in the future, though we’ll probably need it more without her.

GOOD LUCK!

Anne Marie Cross.
1st Year 1985/89

“GIVING UP SOMETHING GOOD FOR SOMETHING BETTER”.

Anyone who knows the Bahamas may have heard it referred to as the island of 700 islands. To be honest about this, the Bahamas are many in number but small by any standard. Given its size there is much to be admired in the Bahamas. Generally we are known as the land of the three S’s, Sun, Sea and Sand. I would be doing a terrible injustice if I were to say that these things are not true, for these are as much a part of the Bahamas as rain is of Ireland. However what I think is our main resource which is so much a part of our tourist product is the friendliness of the Bahamian people.

Before I left the Bahamas in 1985, I knew that there were many things that I had to give up. These things I had taken for granted but as we all know, at some stage in our lives we must make sacrifices to achieve our ambitions. It is my opinion that any student, especially one in the hospitality industry, must go out to explore new avenues outside his/her country.

Coming to Ireland was not all my decision as part of my being here is due to the Bahamian-Irish exchange programme. Given that, I think it was a good decision as I am sure the Bahamian students who have already come to Shannon will vouch for. The only reservation I may have of Ireland is of course the weather. I just can’t get used to that “down in the bone chill”. The difference between the Bahamas and Ireland is extreme to say the least.

Walker’s Cay is a little island owned by our class patron Mr. Robert Abplanalp. It is also the central training ground for the Bahamian/Irish exchange programme. When I first worked with Ciaran (a Shannon student training there) I laughed at him when he went through two bottles of sun lotion in a few hours. Now I understand when the shoe is on the other foot. But I’m sure Ciaran is coping with the sun as I’m coping with the cold.

For the Bahamas to undergo any severe climatic change would have an adverse affect on our economy. Tourism is our number one industry and it is fair to say that 70% of our tourists come to soak up the sun lying on the beach sipping tropical cocktails. To draw a comparison our climate is as important to us as a beautiful landscape, medieval castles, friendly people and Durty Nelly’s is to Ireland.

When I reflect on home, I sometimes think of the lazy afternoons on the beach or walking down town pretending to be shopping but really not having the money. Or thinking of work, as a student at the Bahamian Hotel Training College going through the hours in the classroom or listening to a supervisor coming down my throat for doing something incorrectly. That’s life, the playful and serious part of the learning process. But we have to look up and move on. To make waves in the future we have to use all our experiences of the past. So I don’t regret having left the Bahamas for it will always be there when I return. Meanwhile I’ll go where the avenue’s of opportunity call.

CONRAD KING
3rd Year.

JANE FONDA WORKOUT – A NEW CRAZE?

As I was walking past the round bar the other evening and hoping that Walter Hall wasn't around I decided to go for a game of pool (for those of you that don't know, Walter has a rather annoying monopoly on the pool table). However there was a new obstacle in my path - the door was locked, nothing strange about that, but what was strange and mystifying was that there were several weird grunting noises and shrieks emanating from within - now before all you perverts get the wrong idea that the round bar had been transformed into a pleasuredome, let me say that there was also music echoing around the wonderful acoustics of our scenic viewing bar (the picturesque estuary and the delectable mud being the highlights). As I was on the wrong side of the door my imagination ran wild - was this Miss Sheils practicing for the dress dance or was it Mr. Schmidt waltzing around the floor with Miss O'Rourke? Or could it even be Chef Vaughan flipping "roestis" to music? (I do have a vivid imagination!)

Well it was none of these - it turned out to be (after extensive investigation) a new College craze - Jane Fonda work outs in which our lovely well endowed female class mates would dress up in gym gear and work out for half an hour each night. Each one made sure that they weren't followed to the round bar and they covered their tracks with brooms and palm branches. But they reckoned without the connivance of certain male students who obtained an excellent vantage point to watch and laugh their heads off at the whole array of wobbling bottoms and swinging.....hands (fooled ye), and they were so tired afterwards it's unbelievable - we had at least six cases of cardiac arrests and seven cases of heat exhaustion such was their level of fitness, such was the difficulty of a work out Jane Fonda style. The whole object of the exercise was to make sure that they fitted into their dresses for the dinner dance and believe it or not they did, HOORAY for them.

Now we came to the moral of the story, ladies if ever you have a dress for a dinner dance which doesn't fit you, then adopt Jane Fonda. Guys, if you want an hilarious time: go watch them!

Richard O'Sullivan
3rd Year

ROOM SERVICE

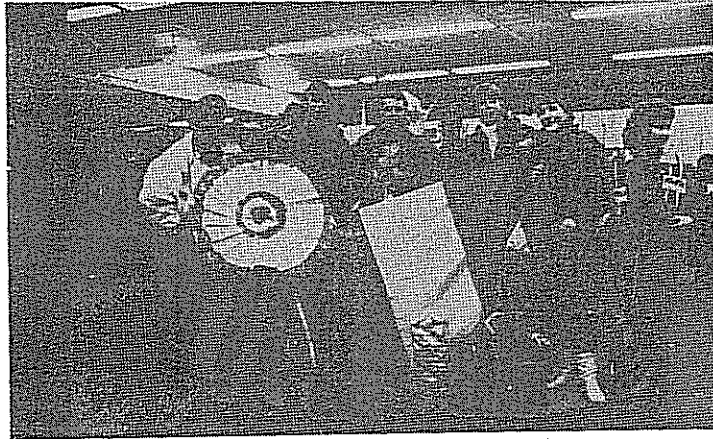
In a recent survey by our telephone reporters we uncovered evidence of no comprehensive knowledge of students ability in being able to pick up a phone and answer it properly.

A supposed American rang up looking for cheese and ham sandwiches and here is the reply she got.

.....

ROOM

- 402 I can't hear anyone!Hullo! Hullo! (brrr...)
- 403 "Sternly" This is Room 403!..
- 404 Just what do you think you are doing waking us up like this!!
- 405 Just dial "0" and get reception O.K.
- 406 Sure, no problem - anything else?
- 407 Sorry, Ann-Marie's not here.
- 409 (Indian accent) What is this?
- 410 (Sternly) Sorry this is not reception.
- 412 Oui, keine problemo.
- 413 Hung Up! (no sense of humour)
- 414 I see, I see.....in no time at all.
- 415 This is room 415 - who the hell is this?
- 416 Oh I'm tired!
- 417 Get lost Katie!
- 418 Whoever this is better get lost quickly.
- 419 I am very sorry - this isn't reception.
- 420 Oh surely - would you like some ice.
- 421 Is that you Colum?
- 305 Who the hell is this?
- 304 Flip Off Nicky!
- 306 Dial 'O'
- 307 Do you want to join our party?
- 308 Who's this? Who's this? I will have it up right away!



PARIS – FOR THE MATCH?

7.15 p.m. - Gare de Geneve. Paddy rounded us up like cattle. Excitement was growing. Some had never been to Paris; some had never been on a train! A last minute check. — passports, train-tickets, Tri-Colours, banners, horn, Marlboro red, Marlboro gold, 100 bottles - of Coke! "Yes!" Paddy declared, "I believe your 'MISE EN PLACE' is excellent, Bon Voyage!"

A hastily decorated T.G.V. carriage - tri-colours and banners adorned the windows and the coke bottles lay in packs of six on the tables. Voices were tuned in and lubricated. It seemed to have been a smooth journey, coasting along at 167 m.p.h. Personally, I didn't even feel we were moving. We didn't see much of the French countryside - it was dark!

Most Irish invading Paris for the week-end had attacked from the North side via Gare du Nord and Charles de Gaulle. We surprised the Parisians by attacking through Gare de Lyon in the South-East. Surprise them we did as thousands evacuated the station when the cloud of Green, White and Gold descended on Platform 14. Taxis were quickly summoned and "St. Germain" was decided as the place to 'Kip' for the night.

We'd all like to thank Sue who found the hotel. Pearse and Fergus would like to thank everybody who found them! While Brian and Cathal would like to thank 'Supertramp' Claude for giving them the address of a cosy metro station after attempts to pitch a tent under the Eiffel Tower had failed!!

It seemed as if people from every corner of Ireland were there that night, and sure we saw them all. Irish - French relationships improved vastly and the 'Black' went down with the Garlic sandwiches.

Saturday was an early rise; tickets were collected and it was off to lay claim to the Eiffel Tower. No sign of the boys tent, but they were quickly spotted brushing their teeth in the fountain! "Time for a few photos before we head" claimed Jerry. The £300.00 camera was taken out and lenses focussed. "What!" cried Jerry - "The moons still hanging at this hour of the morning!"

Next to Notre Dame to meet the boys from England. Paddy checked mise en place once more! All was in order - A 'bar' of Lanigan's Ball, and we were all off to the match.

Now! - You all know what happened at the match. We LOST! Never mind. The atmosphere was electric and one thing is for sure - the French can sing too!

Defeat was taken as it should be and we all had a great time toasting our rivals. Shortly after the match, Jerry was to-be seen playing the piano in 'McDonalds'. As he played he sang the Irish and 'Mc Donald' national anthems. The latter he had found written on the table of his 'baby-chair'. He has since applied for resident piano player, but found no luck!

They say there is an Irish pub everywhere. Paris is no exception and if you weren't in the 'Guinness Tavern' or 'Kitty O'Sheas' on the 1.2.86, then you were a very unlucky person. Even the French came. The night rolled on and the crack never seemed to stop.

— Now at this stage it still has to be figured out; 'How Fergi managed to stop the car, after 40 pints of stout!

Sunday was spent seeing a bit of Paris, however some weren't in the mood - healthwise you know! Some saw Paris by metro. The reason - A merry chase, led by Fergus after Breda's lost bag and effects - passport, money, prayerbook and spare ear ring! Good on ya Fergi!

Others ventured to the George Pompidou Centre. A couple of us were invited to play in a band. - Though nobody could play! Cathal played his heart out on the drums (dustbin lids) and Brian and I played the trumpet and saxophone (plastic bottles). In the end we got a rousing reception from the audience of hundreds. We even made a few francs for our band-leader who played the banana! He

In the evening we hit for Geneva soil. "Shorts" our regular 'watering hole' with a 100% Irish barman was the last meeting place. Poor Lola, who didn't make the match was soon sick to death of all the stories! The Cork and Indian cousins - all the way from England? sang their hearts out to 'an Puc ar Buille!!' while Jerry's singing was appreciated much more than the previous night. He had found his voice again.

All in all it was a fantastic weekend, and some even ventured skiing the following day. Others of us had to work! Mais - c'est la vie, c'est la suisse! C'est superb!

P.S. When, if ever, you venture to Paris make sure somebody has 'plastic money' of some sort. Paris is expensive - but it's worth it all!

PEARSE KELLER
2nd Year
(Switzerland 1985/86)

DIFFICULTY

My Mother used to say that I studied too much when I was about four or five because she constantly caught me with my head in Das Kapital or one of Freuds latest bestsellers - even at that stage Tom Maher had injected his influence upon me because I was the youngest person ever to read Drucker's "Practice of Management". So at night time when I was going to bed, I would store my Psychology and Sociology books alongside my twin brothers' "Noddy goes to Toyland" and the "Princess and the Pea". At school when the teacher started long multiplication, I was working out my first computer programme. When my friends went for a game football, I went for a class on aerodynamics so abstract and advanced was my mind at that stage.

Time passed on and at the age of ten people called me a swot, a bore and a genius. My Mum sat me down and told me to start taking an interest in other things more applicable to people of my age, so I said "what the hell" and in a ceramionious fit I burnt all my books, my computers and the nuclear submarine that I was working on - acquired a set of leathers, had my ear pierced and went out on the streets as one of the boys. At first some of the things that the "boys" did, puzzled me they chased after girls - to me girls were silly little giggly creatures but after a while I found out that they did have compensating features! The boys went out drinking six-packs, and through straws at that! Now I knew that drink was bad for the system having done a thesis on it at the age of seven but my new image didn't allow for that thought to stop me - the same could be said of smoking and I fumigated my lungs 'till they turned black.

Misadventure followed misadventure and suddenly my mother realised that I had gone too far especially when the Police dragged me home one night, drunk and disorderly, having joy-ridden round the town and chased after geriatrics on bikes in an acquired Ferrari! Well I had gone to the point of no return and they packed me off to a place called the Shannon College of Management, which was full of similar misfits - now you can imagine my trepidation looking around at all these baddies!

Well there was one man who herded us up and jelled us together and made us gradually more compatible with society - however in his opening speech he made reference to a word called study which sent shivers down most peoples spines. For my part the word conjured up years gone by when I would blissfully sit in the garden translating "Mein Kampf" into chinese - Ah those were the days and to think that I could return to that atmosphere made me so happy. Well, as they say "theory differs considerably in practice" and unfortunately the vicious circle continued: I was sitting down in my room about to devour a whole chunk of mathematical economics when a head popped in the door "We're going to Nellies, lets go", well there goes study for one night, next night we're off to the Knights - lets go watch a video; prepare for the debate; are you going for a walk?; let's throw someone in the shower; lets go for a chat; what about a pint?; a game of pool; lets go to the quiz; publications committee meeting is on now!; well when do I get to study??? The answer is - YOU DON'T !! The College unknown to the students hires perpetrators to infiltrate and destroy our chances of study and for the most part they do succeed because walk into any room and you will find students in a tizzy, contemplating an hour of concentrated study but just unable to move - must have been the "anti-studier" that the Chef put in our soup! Well what's the cure? As of yet the cure is as difficult to invent as an antidote to A.I.D.S. and all Shannon Students are here at their peril to study or rather to try and study.

I, for my part am off to write my third thesis because I have invented the most effective way to study - DON'T !!

Richard O'Sullivan
(1983/87)

INTO THE DARK

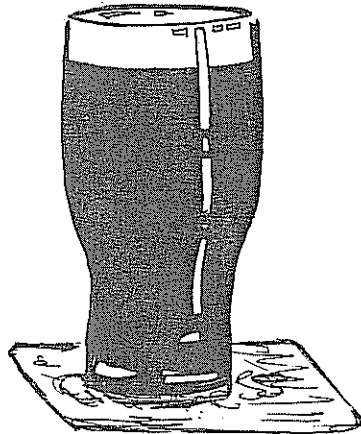
January the 28th saw the eagerly awaited arrival of Messrs. O'Toole and O'Connell from Guinness Group Sales. The afternoon lecture was very interesting and the attentiveness of the class reached a record level.

After watching videos on bar control, cooling systems, new technology in beer taps and finance available to the publican we had a question time where such topical questions like how much Guinness lost on "Guinness Light" and so on were asked. For some unknown reason the two gentlemen could not remember.

We then moved outside to view the Hotel's cold room facilities for the beer kegs. We were shown how the system worked and the various devices that aided in serving a top class pint.

Next came the tasting and the pulling of pints. If you will excuse the pun, it was soon becoming a case of too many cooks spoil the broth as there were more pints being pulled, than consumed despite our best efforts !! However reinforcements arrived in the form of 3rd Years and the backlog was cleared.

Afterwards there were some very good spot prizes and everyone was of the opinion that Guinness was good for you. We are very grateful to Guinness Group Sales for a thoroughly enjoyable, interesting and educational afternoon.



Dermot J. FitzGerald
1st Year.



A SOCIETY WITH A DIFFERENCE

"The lads are off again" while the refined third year ladies watch Dallas and Dynasty and talk about marriage and babies. Not to be outdone by the male species, neither to spoil the traditional image of 3rd years, the women of the 'Bob Abplanalp Promotion' formed the APPRECIATION SOCIETY, with due thanks to a cute Swiss man and a bottle of POMMERY. From there on in, there was no stopping them. Bottles of B....., C.....and G.... and what appreciated following is too ambiguous to mention. We hope future 3rd year ladies will follow suit. Should they require any help or information, please don't hesitate to contact any members below.

The Galbally Gallop.
Phelan's Playmate.
The Leopardstown Leopard.
Kerry's Mother.
Brandy Branningan.
Ashbourne Thug.

TEST YOUR KNOWLEDGE

1. What is the difference between a strawberry tartlet and a strawberry barquette?
2. If you were working in the pastry department what could you prove?
3. The main ingredient of Creme St. Germaine is.....
4. Give 3 examples of white fish
5. Is a chicken spatchcock (a) boiled (b) roast (c) fried (d) grilled.
6. What is the dominant flavour of souffle Milanaise?
7. Beef Olives should be cooked by (a) boiling (b) braising (c) frying (d) steaming
8. Osso bucco is made with (a) shoulder of lamb (b) leg of lamb (c) shoulder of veal (d) knuckle of veal.
9. The term for vegetables cut into thin strips is.....
10. "THE GUIDE TO MODERN COOKERY" was written by.....
11. Fats differ because of the.....acids from which they are derived.
12. Which vitamin is necessary for healthy bones and teeth?
13. What is another name for Niacin?
14. Name four varieties of coffee?
15. Which is hotter Cayenne or Paprika?
16. Gross price is the price of an article before or after discount has been deducted?
17. What do the initials C.E.R.T. stand for?
- 18; Name a fish dish garnished with bananas?
19. Whitebait are the fry of young.....
20. What is a buckling?
21. What do the initials T.V.P. mean?

ANSWERS ON PAGE 29

Compiled by.....Chef Vaughan

FIRST LESSON FREE

The following are actual statements found on insurance forms where car drivers attempted to summarise the details of an accident in the fewest words possible.

- "Coming home I drove into the wrong house and collided with a tree I don't even own."
- "The other car collided with mine without giving warning of its intentions"
- "I thought my window was down, but I found it was up when I put my head through it."
- "I collided with a stationary truck coming the other way."
- "A truck backed through my windshield into my wife's face."
- "A pedestrian hit me and went under my car."
- "The guy was all over the road. I had to swerve a number of times before I hit him."
- "I pulled away from the side of the road, glanced at my mother-in-law and headed over the embankment."
- "In my attempt to kill a fly, I drove into a telephone pole."
- "I had been shopping for plants all day and was on my way home. As I reached an inter-section, a hedge sprang up obscuring my vision and I did not see the other car."
- "I had been driving forty years when I fell asleep at the wheel and had an accident."
- "I was on my way to the doctor with rear-end trouble when my universal joint gave way causing me to have an accident."
- "To avoid hitting the bumper of the car in front I struck the pedestrian."
- "My car was legally parked as it backed into the other vehicle."
- "An invisible car came out of nowhere, struck my car and vanished."
- "As I approached the intersection a sign appeared in a place where no sign had ever appeared before. I was unable to stop in time to avoid the accident."
- "I told the police that I was not injured but on removing my hat, I found that I had fractured my skull."
- "The pedestrian had no idea which direction to run, so I ran over him." "
- " I saw a slow moving sad faced old gentleman as he bounced off the roof of my car."
- "The indirect cause of the accident was a little guy in a small car with a big mouth."

GOING HOME FOR A WEEKEND

We are all sitting here in the class at 3.45 p.m., and the clicking of pens and shuffling of books, increasing with every minute, Mr. McMahon trying his best to look annoyed with us but he knows it is a futile gesture and his cause is lost because the weekend is nigh and we can forget about Departmental Contribution Margin %'s and Fund Flow Statements and anything else that bugs us about the COLLEGE. At 3.59 he lets us go and thirty three STUDENTS FLING THE DOOR OPEN AND CHARGE DOWN THE RUNWAY OR RATHER THE ROAD to the old sod i.e. the International Hotel (*****). At this stage the adrenalin is pumping so hard that we forget all about the rules of going through the COLLEGE DOOR and knock Mr. Dalaghan on his back as the main hotel entrance is bombarded. Those American Tourists look on amicably thinking us lovely students if a little on the livewire side "Hasn't anyone told them it is the weekend".

The assault on the three hundreds continues down the stairs past the luxurious lounge oops sorry, the two chairs, to the left lies the in-house laundry, O.K., O.K., the washing machine and finally we are there, in our Zimmer or Chambre. The uniform never gets much respect on a Friday - the trousers go to the left corner and the jacket gets stuck to the ceiling. Now the bag is thrown open to be filled with dirty Laundry and toiletries and some also pack their books (they do) !!! Those not going home, club together to purchase the groceries such as.....(those of you with good imagination will know what these consist of) bread, ham and cheese etc., (fooled you).

Off we go to Limerick - £2.80 for a bus ticket!!! Typical, I forgot to buy a Student's Card. On arrival in "the big smog" we might even stop for a coke in the Railway Bar and eventually head for the "choo choo". The journey homeward is usually uneventful - no crashes or murders in fact it's dead boring. Home Sweet Home and there's Mummy and your Aunty, Your Grandfather, your Son, your brother your ex-wife, your mistress and your dog, Spot - all waiting to see their darling son/husband/nephew/grandson... "How's SHANNON LOVE? "I would rather not say Mum". "Are you doing much study son?" "I'd rather not say Grandad". "What's the talent like?" "Terrible Aunty". (The dialogue is the same from year to year).

At home you relax in front of your large log fire and yeh we can get B.B.C. & I.T.V. Out you go to meet your old friends and strangely, you are not 100% comfortable with them - they have got new friends, new surroundings, and you day to day acts are not discussed on common ground. In a way, coming to SHANNON IS A SORT OF DIVORCE from all the friends you grew up with because 50% of your college career is spent abroad and only the best of friendships will remain what they were before.

Relations call around to the house and utter in complete amazement. "Oh I never knew you were doing that, tell us about it". After 350 explanations you get a teeny weeny bit cheesed off (I have a lot of relations). The weekend flies, the washing is done, the study is finished (seriously!!!) and it is back to home ground le SHANNON for another early rise, late for fall all routine week. Meeting all your classmates again on the train and in truth they have become your new friends - into Limerick, back on the bus (still no student card). The Hotel, the room and new Lenor smelling sheets and Sleep.

Anyone ever had a weekend like that?



BY RICHARD O'SULLIVAN
(3rd Year)

QUOTES

If you came from the wilds of KNOCKAINEY you'd nearly have to learn a new lingo like.....
Hamburger to communicate. MR. ROWLANDSON.

The Boys after rugby training.....

JAMES G. "Oh, I feel like an old man" RICHARD "I'm like a corpse if you're like an old man - riga-
mortis is setting in on me"

"My problem is mostly mental"

MR. ROWLANDSON.

"I'm not thinking now, my brain hasn't been working for the last four days"

WALTER.

ENDA "What's the difference between 'r' and 'i' ?

MISS DALY "There's no difference.....Oh, there is....'i' is the Interest Rate and I can't remember what
'r' is...(?!)"

"I'm small compared to my Father"

WALTER

Everyone connected with the college knows what occurs on the third Friday of February. If you don't know well then you must be an infiltrator so stop reading at once or else give the password. The password of course is Dress Dance.

Once again the Old Ground was the setting and the many and varied modes of fashion were shown to the onlooking males who were suitably impressed or unimpressed depending on their politics. After a Champagne reception in the Clock Lounge, the whole Shannon tribe and partners advanced to the scene of the crime - Ennis. On arrival we were greeted by a resplendant Dress Dance committee, even Enda was looking really snazzy with his new grey dickie-bow although as usual his shirt wasn't ironed! A punch reception was the first item on the agenda and the taste of cloves was still strong in our mouths when we were called to dine.

While we were digesting a lovely meal, speeches were made, Mr. O'Gorman was presented with a set of Waterford Crystal glasses which constituted a small thanks for the fine job he had done in his "interregnum" period as college director. Next came the spot prizes which this year were very good and varied and the students and outsiders won many delightful presents. As a break between spot-prizes there was some light entertainment in the form of acoppella or barber-shop singing. After a resounding performance, the crowd gave a standing ovation for a job well done. Many thanks are due to Eoin, Ciosa, Richard, Conrad, Mary, Brenda and Katie who may well take up Mr. O'Donovans suggestion that they go into Showbusiness. In fact they're on "Screen Test" next week so all you Shannon proteges look in and see what the college is now producing.

Now Dinner Dance is a double-barrelled word and for those with great intellect you will notice that so far the dinner has only been dealt with - the dance is now the topic: Well what can one say? The dancing aspect of the night was as usual mind-boggling - the yearly question that parents, students, directors, graduates and others alike ask is "why was Mr. Maher never asked to partner Ginger Rogers in Hollywood?" The answer is elementary - he had too many tutorials to give. As for the rest of the dancers - they all had a wonderful time waltzing, jumping, jiving to the musical beat of "Celebration" a jazz combo from Galway. I'm sure they were totally astounded that conservative Hotel Managers and Manageresses could be so different when they get out of their working uniforms. In the true sense - the "Hall was rocken", even Barry Smith's antics measured seven on the Richter Scale.

Finally at 2 a.m. the band were given a rest and the wonderful dancers were too tired to call for an encore. We all gathered up our cadarve and headed for home, exhausted and fit to drop. However when we hit the fresh air we were fit to dance on and on. We did in the Round bar of the International Hotel to the music of our resident party D.J. Steve. The minutes flew into hours and the oil spattered seagulls were squawking in the morning air before the Dinner-Dance-Disco came to an end. Well not quite. For those of you familiar with the Shannon scene - the double barrelled word of Dinner-Dance turns into a multi-barrelled word by the end of the weekend so now the article can really be entitled the Dinner-Dance-Disco-Nellies-Fibbers-Magnums and Co. weekend. And what a weekend it was! for those of you wishing to find out the details please phone the Hotel after office hours.

Finally on a serious note many thanks are due to the Dinner-Dance and Co. Committee who painfully or should I say painstakingly organised the whole affair with such style and flourish. The whole body of students and I myself as chairman would like to thank Enda, Katie, Orla, Susie, and Paddy on putting on such a successful event. May the legend continue.

James Glanville.
1983/87



QUICKEST WAY TO THE TOP?

Before being baffled by the title, this article is attempting to outline the basic differences between training through both a hotel and a hotel college.

After four years in either a college or a hotel, one is equally qualified, the only difference in theory is that one leaves a college with "A piece of paper" stating that the student has graduated with either a Diploma or a Degree, or whatever qualification is offered by the college in question. Therefore, the immediate question is - what advantage is there over being in college for four years, paying fees and ending up with a diploma in contrast to earning money weekly for work done while training through a hotel?

Firstly, when looking at such a contrast it is necessary to realise what a hotel manager must be, not his personal qualities but what his understanding of management should be, indeed, what is management?

Many definitions of management have been written, in fact whole books have been dedicated to this subject. To put it in every day language management is, very basically, getting things done through people. That in itself is a sweeping statement and would not stand up to any authority on the subject, yet, it holds a lot of truth. While getting things done is important, it is twice as important to know how to get these things done, while still creating both a sense of responsibility and authority, for to give a person authority without responsibility or vice versa is absolutely pointless.

This is where the biggest contrast between a college training and a hotel training is to be seen. For while one's practical training in an hotel is second to none and probably better than most, one cannot deny that through such a training the trainee lacks in the theoretical teaching of management, which is well emphasised through college. However, this may not be totally detrimental to the trainee as his understanding of the nature of management will be received directly from seeing his supervisory managers approach to this area throughout his training period. Should this manager be sufficient to teach the basics, the trainee will learn the finer points through his own experience. On the other hand, the college students should by the time of graduation have a better understanding of this nature of management. This is not to say that the graduate will know it all, he too, will have a lot to do which will inevitably come only through his own working experience.

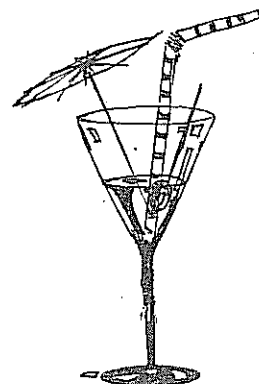
While this would seem to come out in favour of a hotel college training, it does so only on this point, for the hotel training will never be matched for its practical training which can at times be extremely demanding on the trainee, it leaves him with no airs and graces and an excellent understanding for anyone working at the lower levels in the employ of an hotel, a quality essential for management.

Obviously the minor differences between the two types of training are innumerable, but it is this basic difference that is most noticeable, and the first that will come to mind of any employer who may have both types of applicants, yet, still at the stage of interview, it is still a case of the best man winning, and he may well come from either training programme.

DENIS Mac CANN
1st Year

WORLD IN A GLASS

A slice of lemon on a frosted glass,
Lusciously glazed, and terribly sweet.
Upturned umbrellas, and quartered orange,
Pearls of ice, and bent barber-shop straws.
Weird and wonderful bottles,
Greens and plums and browns.
Me on my head, and you on yours,
Toss the tumbler upside down.



HOTELYMPIA

Friday the 31st of January was the date for the attack on London to see the be-annual event! Hotel-lympia. It promised to be a quiet weekend and in true Shannon style it was.

We left Shannon at 12.15 on board a British Airways jumbo jet - well maybe it wasn't that big and flew over the Irish Sea to that great mecca London. The weather on arrival was only gorgeous, even the underground was freezing - however, not too dismayed we proceeded to Kensington to check in at our Hotel. Rumours had it that the Hotel was a Grade A 5* de luxe but as always the myth was shattered when it turned out to be a Grade Z.001* do it yourself type establishment - we were even amazed to discover that in a city of such great technology our rooms had black & white T.V's. So distraught were we that a drink was considered in order - unfortunately someone had overlooked the fact that the bars didn't open till 5.30 - how dammed inconsiderate of Mrs. Thatcher - did she not know that Shannon Students in London could boost the economy by 200 per cent if it wasn't for the licensing laws. Eventually (after every movement of the second hand was noted) we headed out for a "swift half" hmmm not bad - I think I could get to like this lager. Out in Kensington High Street the lads stared googly eyed at the English females, each one wishing that they could work with T.H.F. in London. The girls meanwhile stood idly by, annoyed that their male counterparts took no interest in them - its London for God Sake - what did they expect.

After a couple of bitters we headed back to the hotel to change for the Shannon Alumni Reunion Dinner Dance to be held in the Kensington Close Hotel. At 7.30 all suitably dressed, we set forth and at the cocktail reception we chatted to graduates old and new, Mr. Blum, was there looking well as usual and Mr. Hughes made himself known to everyone as the new college director.

Following a very nice meal and various speeches, we danced the night away to the latest uptown beat and at 2.00 a.m. we wearily headed back to the Hotel. Those with no stamina, flopped into bed and the others with the will and strength of the Vikings sat down and talked philosophically about the pluses and minuses of the evening ably supported by some exotic refreshments.

Saturday morning we rose and ate a hearty breakfast consisting of orange juice and stale croissants. At 9.30 we headed for the exhibition centre under the leadership of Mr. McMahon. The amount of merchandise on view was staggering - needless to say Mr. McMahon flashed his chequebook and bought £6m worth of equipment for his wife (Kate - unfortunately the cheque bounced because Mr. Maher had embezzled his funds. Highlight of the day was our visit to the Salon Culinaire which boasted superb culinary sculptres of butter, chocolate, marzipan, icing etc.

During the afternoon we sat idly in our hotel watching the rugby from Paris keeping in mind that our Swiss Colleagues were among the spectators in the Parc de Princes. At last the evening arrived and after a few apperitifs in the hotel bar we hit the city - Shannon style. At this point the group split up - some with more affluent tendancies dined in Maxims, others went to a party in Gatsbys, Ealing Broadway and the few remaining went eating hamburgers, loads of hamburgers (only those people involved will know what I am talking about). Anyway to cut a short story even shorter, it was one of the great nights of the year.

Sunday morning and we are all beginning to feel the strain of our excursion. It was an early start to catch the flight back to "Green Acres" i.e. SHANNON. Unfortunately we arrived back safely to a rapturous reception from the entire College - no I tell a lie, the maid in the freeflow said hello to us. Back at the ranch or the Hotel we got down to some serious partying after the amateurish efforts of the previous few days - however that's another censored story.

Sian Moynihan 1983 - 87



Name

College

STUDENT

WHERE WOULD YOU BE NOW IF YOU WEREN'T DOING HOTEL MANAGEMENT?

Defected to Russia.....Michael Roche.
Attacking Lybia..... Dermot FitzGerald.
Fighting a Rebellion.....Robert Mooney.
Finding a Prince.....Mary Creedon.
In Bed.....Edward Stephenson.
Me too.....Elaine Quinn.
Be with Elaine.....Michael Dennehy.
Busking in Lisdoonvarna.....Adrian Flynn.
Looking for that famed banjo man.....Deborah Baldwin.
Sweden, with his red Porsche.....Brenda Creedon.
In some sleazy bar with a sleazy girl in Soho.....Ajit Simha.
Punching holes in Marietta biscuits.....Mary Breen.
In the Dail, sorting out Garret and Charlie.....Mary Buckley.

Supervising the tasters in Guinness's, lots of practical experience....Greg Browne.
"Filleting" human bodies.....Sandeep Kumar.
"Finding" the "Young P.D's".....Emily Moore.
Cleaning door handles or T.D. for South Tipperary.....Michael O'Dwyer.
I'd be training with "Micky Duck" promotions for the "HAGLER" fight at the "Garden"...Howard Flannery.
In India.....Susie Seidler.
In a Tropical Country (Zimbabwe) married to some idiot.....Lesley Conchar.
Soaking up the rays with "Macker the knacker", maybe he could stay awake there.....Maureen O'Neill.
In a double bed with my boy-friend, Cutter.....John Squeri.
In a Nut-House with all the rest of the Looney Tunes.....Dermot Fehilly.
At U. Mass. with Cutter.....Niall Kelly.
Down and out in Athboy.....Denis MacCann.
Thanking God.....Rosemary Daunt.
Competing with Dolly Parton.....Anne Marie

NOW THAT YOU'RE HERE

DOLLY: A country lass at heart (and that's fairly big) who was quiet at the very start of the year but was soon enticed out of her shell by a tall dark foreigner and hasn't gone back since.

DERMOT: A man who keeps to himself (but who wouldn't with his room mate) some say he is already headed for the Bahamas, but, they just can't be sure, the question is, whether or not he has another card up his sleeve?

NARGIS: Another quiet one with a great ability to wash clothes, she has her heart set on that "cooler" although some would just say he's a bit of a "Micky".

JOHN S. A guy who has been known to go walking with his stick late at night in the neighbourhood. He once gave the impression that he had "kissed the Blarney stone" Unfortunately his heart was broken over the Dress Dance.

LITTLE MOE: This young lady finally settled very happily for a "wee plot of land west of Shannon". There's still a bit of VICE in her yet.

MACKER: It looked like the altar rails for this young man but that was soon to change and he reformed, one thing's for sure he's always lively in the classroom.

NIALL: Often seen to give freely of his affections, but never his heart, that's for Toni. Did he really go to Tipperary for St. Patrick's week-end?

LESLEY: A lady who really showed us how to celebrate one's coming of age. Her heart seems to be with her homeland (Zimbabwe) or is it Tramore.

ROSEMARY: The local girl who showed a mermaid like ability in water in Rockwell. We know little of her nocturnal habits although she has been seen in action on occasion.

NIKKI: This girl seemed to age visibly over Easter, her car seems to be her greatest problem, especially as she is seen going to Dublin once in a while.

MICK R: A shrewd business man with a great deal of interest in Russian exports. He has proved to his desk, if to no one else, that he has a hard head.

MARY CLAIRE: A great interest in fish and it's no wonder being from that coastal town. Yet she settled for a real "Main Lander"

HELEN: A young lady from the metropolis who has got in over her head on more than one occasion but always seems to come out smiling.

SAM: A cool hand at poker so some discovered to their disadvantage, some say he'd even gamble his partner (or was it someone else's).

BRENDA: This girl seems quite content to settle down with the sheep from the Curragh, forgetting all about that red Porsche.

DEBBIE: A girl with her heart set on English soil, surely a contender for couple of the year, however she is the only girl with two husbands. Switzerland beware.

POLLY: This pure bred west Clare bull is great for tuning frying pans, he has another great talent which he has often shown (singing, of course).

THE DUCK: A promoter of the finest young fighters in the country, was once a great fighter (or was it a diplomat) but an injury to his nose forced an early retirement.

DINGBAT: The only girl to feature in both Rocky and Rambo, a great future for her in films, if she can ever get out of bed.

EDDIE: A serious young man whose love lies deep in the south, his nocturnal ability has been seen in such strange places as the kitchen.

SCARY MARY: This lady just loves early mornings, is it possible that her quest for a prince could end in Stillorgan, you just never know.

DERMOT FITZ: A self assured young man who has shown some entrepreneurial skill in getting work. It looks as if he'll have his hands full with his own compatriots in Switzerland. Good Luck to him.

ROBERT: The only guy in Shannon on Coke. This rebel is the best in the business for a quick getaway, his amorous adventures are kept strictly north of the border. Or so we thought.

PADDY: This young lad from the capital must have thought he was going to have an American relation at one stage but that was not to be, indeed that was by no means the only American influence in his life.

ORLA: A girl given to early nights and an awful lot of studying. She has played Hostess to the biggest and best in Irish Show Business including some of our crowd. God Bless her tolerance if she could bring that lot home.

GREG: A real ladies man with a definite preference for maturity. They say he's good behind a bar, he's certainly got a talent for off license trade.

MARY MUCK: The lady who keeps us all under control, is there something blossoming in the north of her garden, you can never tell.

SANDEEP: The medical student with an appreciation for the macabre so it would seem. He fell in love with Galway when he was there over Christmas but didn't get a chance to improve on his acquaintance with that city.

CINDY: Another native from the cosiest pub in Limerick. She also tells little of her secrets though few are wondering if she'll be doing battle in Ballyhea.

THE RAT: Housekeeper of the year, surely, an incredibly good student, one of a kind. Greyhounds are his passion but we were soon to discover it isn't his only one.

THE SURFER: The international of the class, rumour had it that she was off to test the surf of Cyprus but eventually settled for her native Irish wave.

HOWIE: Finally got himself into the Duck camp and it now looks like he'll never leave. What will he do in Switzerland without Mummy's cooking. We'll just have to wait and see.

BERNARDO: The man from Portugal who showed a great affinity for Limerick earlier in the year, but that died out at about 6 o'clock in the morning.

SUZIE: A fun loving German who is yet another contestant for couple of the year. This girl also shows a great love for accountancy of all things.

The Author
(Work that one out for yourself)

QUOTES

PADDY ON THE SUBJECT OF HYGIENE.....

"Do you think we should wear face-masks in the kitchen?"

MISS O'ROURKE....."When do you next have Mr. Chawke?"

BRENDA....."We had him this morning"

MARY B....."The water is awful, it's giving me a rash"

MISS O'ROURKE...."Denis, do you have any problems with the water?"

DENIS....."No, I don't wash"

COLLEGE RE-ORGANISATION

Well, since I last wrote an article for the College Magazine, there have been a few changes within the College itself.

First off, we said Good-Bye to Mr. Blum last Summer, and then Hello! to Mr. O'Gorman who was our Acting Director from October last until January 1986, when our new Director, Mr. Gerry Hughes joined us on January 7th.

During the time Mr. O'Gorman was with us we all enjoyed it very much even though I myself was a bit wary of him to start with. I really didn't know how we would get on working with each other, so I took things easy and one day at a time! In fact, to be honest I really enjoyed it. I felt relaxed in my work and liked to be of assistance when it was required. The students took to Mr. O'Gorman like ducks to water and they had a lot of admiration for him. I think they too were sorry when he departed. Still, they didn't forget him, and their appreciation was expressed in more than words at the recent Annual Dinner Dance. As usual, and once again, Mr. O'Gorman was overcome with surprise and left speechless. He too seems to miss being with our happy little family, and enjoyed every minute with us.

Once the Christmas recess was over, Mr. Hughes took the chair. I was not expecting him until the College officially re-opened and both staff and students were back in action. Nevertheless, he presented himself with a friendly smile and a firm handshake the first day. Then it was down to hard work for all concerned. The students returned and were introduced to Mr. Hughes and the laws laid down. Gradually the new year began and day to day matters dealt with in a routine manner.

Things are progressing nicely and Mr. Hughes is doing a fine job of keeping us all on our toes! Here's hoping he has a long and happy reign with us.

Good Luck for 1986 Everyone!

Caroline Joy (Secretary)



THE TOGA PARTY

Who dared say that Latin culture was extinct, for on the 6th December a night of Roman debauchery was held in our local amphitheatre, the round room, for all aspiring classical students and even the odd guest.

The night began with the donning of the togas, after which the gladiators entered the arena to do battle with opponents of their choice. The top gladiator turned out to be none other than that famed giant of Goliath proportions, Walter Hall, he succeeded in defeating an incredible 19 opponents and was finally allowed to retire from fatigue (?).

Many people wondered through the night if one illustrious third year had been told that it was also a Paddy's day party, for he gave the impression of a Roman modelling the latest Irish fashion in togas.

The crown of laurels for the best toga would have to have gone to our bar man, Paul, who, although he had little Britvic to sell he looked quite resplendent in what could only be described as a "Toga Virillis".

While all togas were worthy of Caesar the security of all meant that any traditional ideas of an orgy were given a most imperial thumbs down. However this did not effect the atmosphere of the evening, as it turned out to be a more than memorable night, indeed it was rumoured that Sandeep was turning his room into a famous Roman institution, this turned out to be just a sick joke.

Denis Mac Cann. (1st Year.)

COCKTAIL - DU - JOUR

Bar catering has gone through many changes over the years and cocktails have become very much a part of this change. Efficient bar management presents the opportunity for added profit without significant capital investment, and it is with professional bar management that one can achieve that ageless climb to profit.

When developing a high standard of cocktail service there are many factors which have to be considered. It is not just a matter of mixing spirits with juices, as is often the case. One has to consider marketing, advertising, organising, atmosphere, staff training product knowledge, equipment and salesmanship.

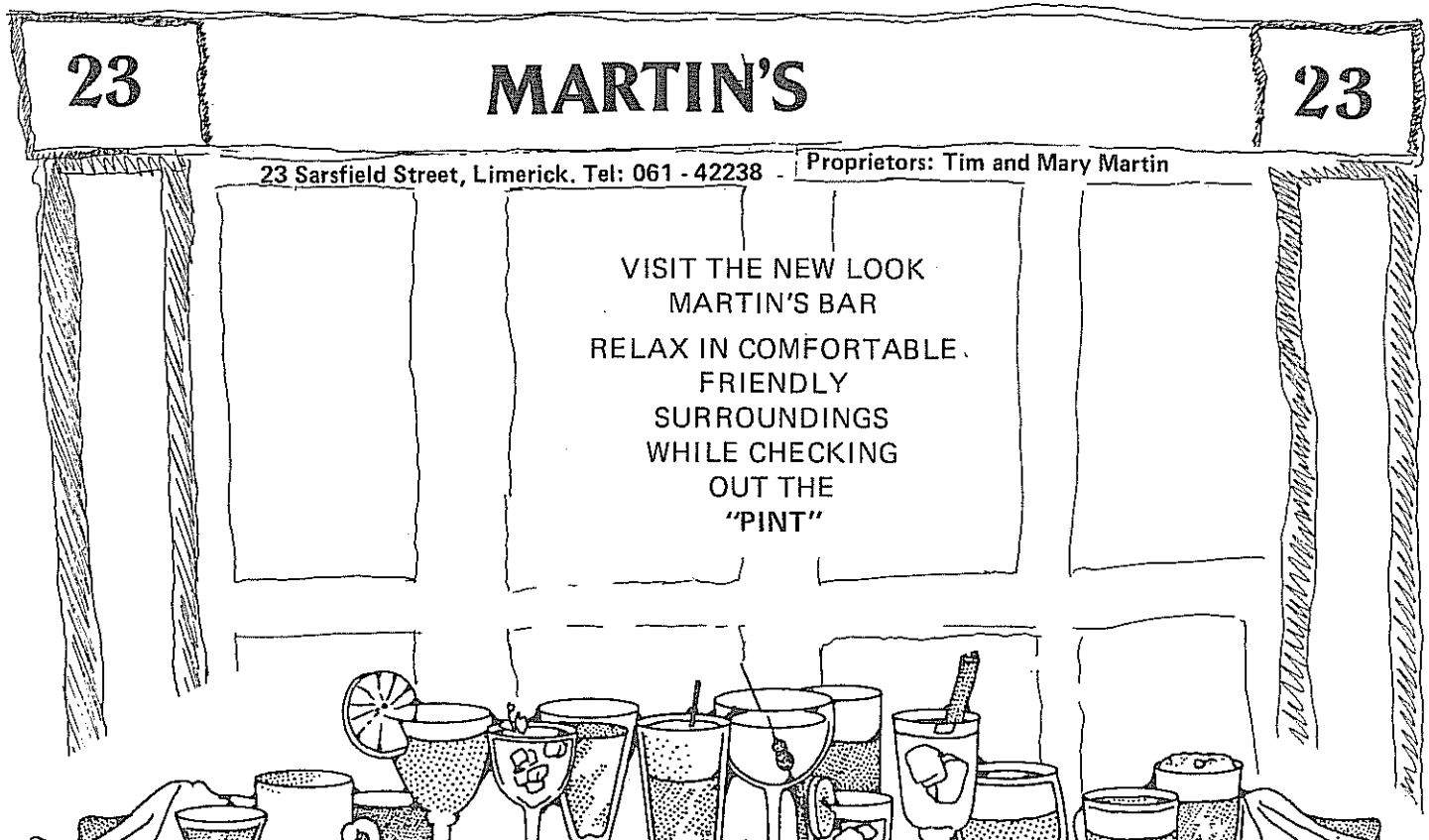
How many of us have experienced the inevitable array of liqueurs, which month after month are taken into stock without noticeable change of content. The professional bar person when training their staff in product knowledge can encourage them to use some of these liqueurs thus relating an attractive cocktail which eliminates the problem of holding liqueurs rather than selling them.

The best alternative when compiling a cocktail menu, is to offer a few cocktails which can be served attractively, rather than offering a large number of cocktails which cannot be presented to an acceptable standard, which is often the experience of a guest today. However, the Hotel Manager plays an important role in relation to high standards of the finished product, in this case that profitable item the **Cocktail**. The sales of liqueurs have flourished and cocktails are the main market for selling liqueurs, we no longer see them as a fad, they are here to stay! The marketing element of promoting cocktails is also a very important factor. So few of us go beyond our own environment, the priority here is to go and investigate the opposition's presentation, using the old cliché - "Anything you can do I can do better".

When selling or promoting cocktails use some of the materials which are readily available e.g. glow boards, cocktail menus. Why always Creme-de-Jour. Why not **Cocktail-de Jour!**

'Prohibition' who said the dreaded word. Well, prohibition believe it or not was a major contribution towards the boom in the cocktail trade in America during the '30's, and to the delight of many Bar Managers today, this boom has returned. So why not capitalise on its return and advance up this Avenue to Profit.

Walter Flood
Training Adviser - Bar Operations
C.E.R.T. Limited



THE EIGHTH WONDER OF THE WORLD – WOMEN.

Oh yes, I can just imagine the eyes being raised to Heaven and numerous mutterings of.....'there she goes again', up on the bandwagon, with her Libbers, banners and burn the bras routine'. Well, believe it or not, you're wrong! I am writing this unarmed, (apart from my daily vitamin tonic (&GIN)!) and with my bras intact. So, what is the purpose of my little article in this illustrious Magazine? Well, it is simply to tell you about the wonderous creatures that surround you every day of your life.....DE WOMEN!!!

Women could be aptly described as the jewel in the crown or the pot at the end of the rainbow. Men do, however, very rarely recognise our real worth, sure Ladies, weren't we put on a par with a pint of HARP in the Sally O'Brien Ad.? Now how's that for a compliment?!

We, namely my fellow females and I, have many obstacles to overcome in life which men haven't ever dreamt of having to worry about. Yet we bear it all with great fortitude and competence. Since I am an Irish woman, I know more about us than others and boy oh boy have we come a long way in the last decade. Since the 70's, we have gained the right to equal pay, equal rights to the family home and even a foot in the door of Male preserves e.g.: The Dail, Bank and Hotel Management, the Judiciary, flight decks of AerLingus airplanes, Garages and even the highest echelon of all - C.I.E. buses. Without a doubt, Irish women are on the move!!!

Now don't get the wrong idea, I'm far from being an advocate of women's Lib. Surprising as it may seem, I am not a Libber. One of my pet hates is the Queen of the Libbers, - Nell McCaferty. As far as she's concerned, the world should be populated 100% by the Female species. Now, that's what I call BORING! Can you imagine it? That would be like Hell on Earth! Ah, girls, I can imagine the hair is standing on the back of your necks at the mere thought. Believe me Ladies, men are a necessary evil: to SIAN, life without the boys would be like life without Ponsadon!

And boys, before you get smug, remember: 'Blessed art THOU among Women'. Where would you be without us? , well it's really quite simple.....you wouldn't!!!! You'd still be a twinkling in your Father's eye! We women possess the most wonderous gift of all; the ability to give life to another tiny Human Being. Now lads, no matter what, you can't match that. God must have entrusted that with us for some reason.

We may be in the minority at times, especially in 3rd year, so naturally we have to make our presence felt. This may appear somewhat aggressive at times but it isn't reallyIt's just that the lads feel that we are easily as good as they and being supportive class-mates, we must constantly prove them right. I have no doubt that we equal them in character and competence and strength' is another faculty worth considering: e.g TUG O'WAR.

So, as we shake the dust of the Bedroom Battle off our feet, the Bosses and the Trade Union Leaders will hear the dreaded cry, -- 'WE'RE COMINATCHA'. It has often been said that a woman must do twice as well as a man to be thought half as good. Remember girls, you've come a long way Babe and you've a helluva longer way to go. I rest my case, - for truly you must agree, WOMEN ARE WONDEROUS!!

Catherine O'Neill
(3rd. Year.)

CATERING WITH A DIFFERENCE

On Friday 11th April, we had the opportunity of visiting Trabolgon in Middleton, Co. Cork. Trabolgon is a leisure centre comprising of 164 houses situated on 140 acres of land by the coast. The centre caters for all age brackets ranging from young families to Senior citizens.

The planning for the centre began eleven years ago and has been added to gradually over the years. It was financed by a Dutch Pension Fund and is presently run by a Dutch man, Mr. Van Tergouw offers a complete package to clients. The type of houses range from 'twin' cottages to eight sleepers. They are fully furnished and equipped but should you prefer dining out, there is a restaurant and Take-Away on the site. Other facilities provided are Badminton and Tennis Courts, a swimming Pool, Disco and pub to mention but a few.

Mr. Van Tergouw informed us that this concept is getting increasingly popular year after year. It's a healthy and innovative idea.

Ciosa Hickey (3rd Year)

FILM 1986

The location was the Round Bar and its surroundings, with its panoramic view of the Shannon and the factories on the other side of the estuary. All the props were in place and the scene was set.....

Take One..... Action, and so production got underway in Hans "Spielberg's" latest epic, which is due for release any time now, and looking good for a few Oscars.

The opening scene was a vicious duel using darts, thought to have been imported straight from an Amazonian tribe. This ended with the young Newbridge man tipped to be a star of the future coming out victorious (Who's that? Robert de Niro? No, Richard O'Sullivan). Meanwhile Kid Curry (Darshak) and Hannibal Helen took the mixed table-tennis with a partnership that seems mysteriously well practised (Was ist das, D.P.?) While the first years put their foot down (on a few third years shamrocks) winning both male and female table-tennis singles, by Ajit and Emily (although some dispute arose over Emily using a surf board instead of a bat)

Just as the Mediterranean sun split the sky (somewhere south of Greece) the costume clad competitors stepped outside for the tug-of-war which took place on the now well manicured hotel lawn. Spielberg had to make a few takes in this scene, as the first years thought they were allowed an extra man because they were in "Nelly's" the night before. The third years came out victorious in all categories, although to all our dismay we had to dig Mary Mc back out of the mud, as Chef said we couldn't leave her there, so it wasn't a victory after all.

After a bit of light entertainment by Richard and the locksmiths performing "The Green Door" we proceeded to the Miss O'Rourke studio for the final of the quiz, hosted by Chef Vaughan and that little girl from "Landmark" (yes Teresa) looking resplendent in her new "wellies". Everything went smoothly except for technical problems with Miss Hickey's music, she is obviously more happy doing it in England. In a tense finish Team D took first prize, with Denis and Orla Nallan answering all the questions and Kevin giving great support by nodding his head in agreement everytime they answered.

ADVERTISEMENT BREAK.....ADVERTISEMENT BREAK

After something to eat, a representation of first years known to the Pope as the "Heavy Gang" entertained us with a presentation of everything they have learned in Shannon, although Greg has absorbed a little bit more since then (in his studies of the wash up.)

Finally, on to the debate supervised by the very reverend Tim O'Connell and that part time pig motler Ivor Tyndall. The winning team consisted of James G. Aileesh (who looked terrific in her bikini) and Sandeep (who did very well, as well) beating Walter (who had the wool pulled over his eyes), Anne-Marie McGahan and Cutter (whose natural shyness hindered his presentation.)

Spielberg's last and greatest moment came with the presentation of prizes to all the cast as the production reached its climax in the Round Bar. He made a moving speech and gave us such gems as "snooker is a sign of a mis-youth spent..." Last I saw of him he was dancing with Katie at the disco, while the rest of the cast were playing "ducky fuzz" while doing their homework.....but that's an over eighteen's movie and not suitable for any of your eyes.

Once again three cheers for Hans Spielberg and his organizing crew for a movie well made. I look forward to the Premiere in "Nelly's".

Enda O'Meara
3rd Year

TRIP TO THE LEE

Friday, 11th April was one of the most 'memorable' days in our college diary, for it was the day we visited the Banks of the Lee (for those lacking in geographical knowledge - Cork).

We left Shannon at 8.30 a.m. and arrived at our first stop "Barry's Tea" at 10.50 a.m. Here we had a very interesting lecture and guided tour from Mr. Daly on how Barry's produce such a lovely "cuppa cha".

Then, on to Jury's where on our arrival we were greeted by the Manager, Mr. P. Malone. During the time that preceded lunch we all went to view the hotel from different angles - some on a guided tour with one of the Assistant Managers, others from the 'Muskerry Bar'.

We then sat down to an appetising meal accompanied by wine sponsored by Gilbey's. Afterwards a standing ovation was given to the Chef de Cuisine, of which he truly deserved.

After lunch had been arranged in the loft of Maguire's Pub we exercised our palets with the 'desirable' taste of eleven different wines, of Woodford Bourne & Co. Mr. Cashman and Mr. Connolly then went through the wines explaining them in detail to us. Some of our devout students were attentive, while others paid attentively to the wine left over!

Again a big thanks to Mr. Schmid for a great day.

Mary Creedon
Michael Donnelly

MR. HANS SCHMIDT

On a Wednesday morning in 1951 a certain little man from Basle arrived here in Shannon to take up a position within the catering organisation set up by Brendan O'Reagan. The same man is still here thirty-five years later and on this his twenty-fifth year with us here in the Hotel College, it is very much in order that a tribute should be paid to him for his services.

Twenty-five years is indeed a very long time and many people have passed through this college during that period. Hans Schmidt has played a vital role in the development of Hotel Managers for Ireland's Tourism Industry and for that we must be grateful. Indeed, in those twenty-five years, Students, the College, Airport Catering Operations and Shannonside Tourism have benefited greatly from his energy, enthusiasm and knowledge of the industry he holds so close to his heart.

Mr. Schmidt having completed his formal training in Switzerland was asked by his patron Mr. Primus Boan, director of many Bahnhof buffet's in Switzerland as well as many Hotels, to come to Shannon to impart his knowledge and learn the English language. To say that Hans Schmidt's coming to Shannon was a twist of fate is no understatement, as originally he was to be sent to Brown's Hotel in London. However it came to be that the person originally assigned to Shannon had to get married unexpectedly and as Shannon was a new contract for Mr. Boan he sent the reliable Hans Schmidt in his place. Mr. Schmidt accepted but had no plans to stay in Shannon after the prearranged period of six months had expired. Indeed the day he arrived he repacked his bags and decided to go again. That of course didn't happen and Mr. Schmidt decided to stay and brave the cold Atlantic breeze among other things.

Shannon in those days, was a far cry from what it is today and far removed from the luxury of the Belvue Palace in Bern where Mr. Schmidt had worked and trained from 1946 to 1949. The luxury and comfort of one of Europe's finest Hotels was replaced by a windy airfield and the well healed guests by cold and tired transit passengers. Mr. Schmidt was indeed used to luxury having worked both in the Belvue Palace in Bern and the Suvretta Haus in St. Moritz. It was indeed a big change but of course his adaptability won over in the end.

In the oncoming years Shannon's trade began to pick up as did the catering operations business. In that time however, it was not all work for Mr. Schmidt as he met his wife, wooed her, courted her and married her. He settled in Limerick but when a Depression hit Ireland in 1959 life was not all roses. Mr. Schmidt took six months leave of absence from Shannon and returned to Switzerland along with his young family. By now Ireland had already found a place in his heart, and in May 1960 he returned to Shannon to take back his position of Maitre d'Hotel.

January 1961 was an eventful month in the history of this College for it was the month that Mr. Schmidt was persuaded to take up the position of Service Lecturer in the Hotel College. Persuaded however must be the operative word as he had great misgivings about lecturing due to the language barrier he believed to exist between himself and his prospective students. Of course in a typical Mr. Schmidt manner this was easily overcome and another European accent took the podium in the Shannon College of Hotel Management.

Mr. Schmidt therefore has been with us no less than twenty-five years with only one break in service. His efficiency and knowledge were required at Dromoland Castle on the request of Brendan O'Reagan, Mr. McDonough the proprietor and with the consent of the College to put the house in order. This job been completed Mr. Schmidt returned to the College in 1968 where he is to this day.

Ten thirty a.m. arrives. We all remember going upstairs; grabbing a quick cup of coffee and attacking with enthusiasm the polishing of silver, delph and with finesse preparing those scrumptuous Crepe Suzettes under the watchful eye of Mr. Schmidt. As he did then and still continues to do now he gave us invaluable information which we needed in Switzerland and will need for the rest of our careers. Indeed where would we be without knowing how to burn the ceiling by using cognac on those Crepes!

However, on a more serious note I know that all Shannon students past and present are united in offering Mr. Schmidt our sincerest thanks for his interest in us and in our careers over the years. His continuous comradeship with the student body is something that is very much appreciated by us all, and his ideas and help in organizing functions, games and activities are not forgotten.

On your twenty-fifth Anniversary with the College we would therefore like to wish you continuing Good Health, Happiness and Fulfillment in the Future.

Eoin O'Sullivan
3rd Year 1983/87



p
M
12/21/86

HEAVEN

Ladies and Gentlemen, we all have our own concept of Heaven, what it is like, what will happen up there, but we should forget about the unknown for a few moments and realise that we have a Heaven here on Earth, a place that everyone longs to go to, no matter how much it costs, but unfortunately, not everyone can. Yes folks, this exciting, carefree, relaxing, sometimes rather boring Heaven is right here and now we are in it: Shannon College of Hotel Management.

We entered through the gates in September 1983, when our Father, Mr. Blum, received us warmly. He told us what he expected of us while there, and he gave us his blessing - a lot of us really needed it! Everyone was so friendly on the first day, fluttering about like little Angels, I even believed that Angel O'Connell was innocent but, have faith my brother; even the Pope makes mistakes!

Well, whoever said you are dead when you die is incorrect. We left school and died but we yet had to face the big, exotic sunny Shannon to experience our new life....The After Life!

Those serious, heavy lectures between 8.30 a.m. and 10.30 a.m. in First Year drained us to the extent that we laid down in rest again while Miss O'Rourke demonstrated the latest recipes which had arrived in Heaven. Ah yes, those good old days, when we were all young and carefree, discussing the Richter Scale in the back row with Darshak and Finola, slagging your fellow Angels on their adventures of the night before.

The Lord said, Sunday should be the day of rest for the living, but, for the reborn dead, who have the fortune of making it here to Heaven, every day is a day of rest. Yes, my dear friendly Angels, we do get up for classes at 8.30 a.m. every morning. Our first two lectures (readings) are usually according to SAINT TOM and SAINT DERRY and then we retire for a Coffee that sure is Heaven.

Heaven has its bad points too. The long year in Switzerland where a Gentleman could not even pick flowers for a lady without being asked to go and have a chat with some uniformed men, who so kindly offered us all a bed for the night - EACH! but, reluctantly we refused as some of us had other engagements with our Employers the next morning.

Then there were those parties in Geneva, which we Angels (known to the Swiss as HELL'S ANGELS) just had to attend. We never really wanted to have parties nor did we want to accept all the invitations which packed our letter box, but popularity has its price and we fulfilled our duties by attending. Those Europeans upset a lot of our Angel parties: damaging Letter Boxes and kicking in door panels; taking furniture from restaurants for their own personal use. Their actions nearly made us fallen-angels but, we survived and we are still here in Heaven - we are truly God's Angels!

Back here in College, long, boring parties are held on a regular basis. Again, I say; one has to force oneself to partake - a party is more for the souls of Purgatory than for the Angels of Heaven!

Study is yet another great joy of this College.....so enjoyable that we spend hours upon hours swotting in the third year block and make regular trips into the N.I.H.E. library to get as many extra books as possible and to eye up the talent there (which is poor anyway).

The female Angels, have a habit of relieving the pressures of this new life with evening sessions in Riddlers. We have one doubtful Angel who indulges in only the best of Brandy and in the best of FIRST YEARS!!! She says the First Years may be junior in age but they are equal in experience. Don't worry TIM, I'm sure the girls won't mind giving you a lesson or two!

So now my dear Brethern, before I begin to sound like the local Parish Priest on a Sunday morning giving out about the filth on the 'LATE LATE SHOW' last night, just let me remind you that we are now in Heaven; and have yet to experience Hell.....I'm sure that T.H.F. will gladly provide that for us!!

Mary Mackesy 3rd. Year.



QUOTES

MR. CHAWKE TO THE FIRST YEARS.....

"Is anyone teaching you Computers this year, NO "Good, 'cos I know nothing about Computers"

MISS O'ROURKE ON RELATIONSHIPS.....

"As people become better off, they become less emotionally involved with bread"

MR. CHAWKE IN A COUGHING FIT.....

"It's the 'CHAWKE' dust that's getting to me - I should be used to it by now"

THE JURY'S EXPERIENCE

On Friday 11th of April, the third year students were invited by Mr. Peter Malone to visit Jury's Hotel, Cork. After an early morning start, we arrived at Jury's to be greeted by Mr. Malone at noon. He gave us a brief talk about the evolution of the hotel and it's success. A variety of questions were posed by the students and those concerning finance were not to be answered until Tuesday 15th of April, when Jury's went Public.

After Mr. Malone's very interesting talk, we adjourned to the Fastnet room where we joined the first years for a delicious meal — Seafood Vol-au-Vent, followed by veal and pineapple St. James. The wine was Cour Pavillion and sponsored by Gilbey's. After lunch we had a quick tour of the hotel. We were all very impressed with the interior design and architecture for which Mr. Doyle is greatly responsible and Mr. Malone is very proud, although further plans are under way for the reception area and lobby. We departed from Jury's at 2.30 p.m. glad to have met Mr. Malone and looking forward to meeting Mr. Paul Carey to see his side of the operation.

We were greeted at Jury's Dublin by Mr. Paul Carey and Mr. Donnacha Reidy who first gave us a detailed tour of the hotel where we saw everything from the main kitchen to the Jacuzzi. Paul and Donnacha talked us through the organisation and operation of the hotel and again said our questions on finance would be answered when the company went public. For many it was their first visit to Jury's Dublin and it was very impressive indeed. Our accommodation was first class. Mr. Maher was thrilled with his flowers and fruit.

In the evening students, graduates and lecturers alike familiarised themselves with the Dubliners Bar in the hotel. At 6.30 p.m. we gathered for a cocktail reception before dinner in the Embassy Room. After dinner, we headed for Kitty O'Shea's on the recommendation of Paul Carey and Mary Walsh. It proved to be a very entertaining evening with the Dubs' and was rounded off in Legg's Night Club on Leeson Street.

On Sunday, everybody was finding their bearings in the big hotel and in the big smoke, so we all did our own thing — especially Mr. Maher who, somehow ended up with Andy's swimming togs. The hotel's facilities were freely available to us and we made full use of the swimming pool, jacuzzi, and coffee dock in the small hours of Sunday morning. The day went all too quickly as did the week-end.

We would like to thank Mr. Paul Carey, and Mr. Donnacha Reidy for their hospitality that week-end. Maybe someday, we can return the compliment.

Ciosa Hickey 3rd Year

QUOTES

CHICKEN FEED

"You can't drown chickens....they can swim"

ELAINE

"Even when the chickens are stunned, you are still killing them alive"

BRENDA

"I think Mr. Maher would go more into body language than I would"

Mr. MC MAHON

Mr. Maher....."Every time a girl was born to parents, an operation was performed to ensure they wouldn't have any more."

Conrad....."Was the operation done on the parents or on the girl?"

"The rice wasn't cooked properly, so Michael told me, it was Basmati Rice...you have to spit on it first before it cooks."

MR. ROWLANDSON

MR. ROWLANDSON..."Did you ask Miss Daly about the CORRELATION COEFFICIENT?"

KATIE...."Yes"

MR. R....."What did she say?"

KATIE...."Not to worry about it".

"If you see a car wandering all over the road and the driver isn't drunk, it's a woman" MR. ROWLANDSON

"Variable elements are ones that are not constant"

MISS DALY

Lunchtime.....WALTER TO MR. SCHMID

"I had a very bad experience with a potatoe once"

"Chef do the chickens ever try to escape?"

ADRIAN

"How do you make a chicken?"

NIKKI



THE CHARITY WALK

September 1985, we scribbled a few names on pieces of paper which were duly counted, and so the Charity Walk Committee was formed. Curiosity got the better of the first year's - What's this Charity Walk crack. All the way to Limerick? Oh, no, I must ring Mummy, what and in fancy dress ??? Memories are stirred and amidst laughs and slaps the discussion revolves around Nellies and Setrights, Sarsfield Bridge and into the Glentworth. It's become a landmark in Shannon, to be looked forward to by all.

Preparations got underway and plans were launched. Amid the fuss a new fund raising event was added. Our hygienically minded students, ever aware of dust and dirt decided in conjunction with the Chamber of Commerce to 'clear up' Ennis. This project was initiated by Mr. Denis Maurher, an Ennis jeweller who felt that fund raisers should do something constructive when raising money for Charity. He, and other litter conscientious traders of the town pledged the students money for their work.

Out we tramped armed with shovels and brushes plus a hearty breakfast (provided by Mr. Dalahan after considerable bartering). Plackards were placed by the monument and the Ennis people, pleased by this venture donated generously to our cause. The trailer which was filled many times over with refuse, though an eyesore emphasised our point. Great enthusiasm was shown by all students and a long hard day was put in by all, though a few due to the pressures had to take a coffee break!! and one frail student couldn't stand the pace and had to retire early. One student felt that he was in the wrong business and wanted some photographs to show the folks in 'Lisboa'. Public relations played an important part by the monument where our Garfield fan bullied and begged people to give her money. At four o'clock the students retired to Brogan's for soup and sandwiches leaving the streets litter and dust free.

So, preparations for the great day got underway. Fancy dress being the operative word as prizes were big and stakes were high. Costumes were imaginative and everyone was sewing, sticking, and painting. Tim O'Connell volunteered his services as seamstress and although he didn't get time to do all the make-up he did put the final touches on everyone's lipstick!

A tense group awaited the judges final decision. Hot favourite was our petite model who bared all. First prize was dinner for two at McCluskeys and our winner had a 'tick-tock' time, while Miss Moynihan's pulse quickened and her 'heart' swelled when she was awarded the next best cure for the cold nights in Shannon. Unable to secure a keg of harp for our viking, he was sent to the hairdressers, in Shannon, town centre.

Off they set enthusiasm and spirits high, really too high in the case of our redhead, who found nearly too late that legs alone don't stop juggernauts. Meanwhile 14 collectors were conveyed into Limerick where they jangled their cans at old and young alike. Luckily for us, it was a day of strike for the teachers, so there were many people about. As usual, the first lap of the walk was completed quickly and the group took refuge at Durty Nellies. Thirst quenched by some light liquid refreshment, a lively singsong took place led by Eoin and Adrian. However, to the disappointment of many the crack was good, but the walk had to continue though it was suggested that we finish after Nellies closed.

Heading towards Setrights, Santa missed her favourite child. Not able to find him anywhere the alarm was raised. Walter then found the second black and white minstral had gone astray, but not to worry, he found a sheep to comfort him.

Santa was near hysterics as she searched high and low, but like all good children, the pair were asleep under the bed, which had been kindly lent to us by Barrington's Hospital.

A packed lunch was served at Setrights, though plans for washing it down were laid aside when Mr. Maher joined us. Not put out, he picked up his glass and joined in. The 'lads' were so chuffed that they sang for him.

Though dry, the day was very cold and seemed to affect most of the students heading for the Davin Arms. Tired and miserable spirit left most of the group and enthusiasm was very low. Over hot whiskies at the Davin Arms and Katies 'pep' talk a lively group headed for Limerick to extract the last phingians to the amusement of pedestrian and motorist alike. The colourful group made their way to the Limerick Leader office where photographs were taken.

Last stop, the Glentworth, where after a shower and change, a lovely meal was enjoyed by all. Meanwhile the ladies of the Soroptomists had been counting the bucket loads of proceedings after our days work, so the charity walk committee were able to announce the total results, of which a total £5,260.00 was collected altogether.

The students joined in with a ballad session with great zeal and practically lifted the roof, dancing on the floor, the tables, the chairs. We also got blasts of some of the college favourites, such as Finnegans Wake, The Rooster, and a very unwilling stripper. Some additional voice came from a young lady called Joleen

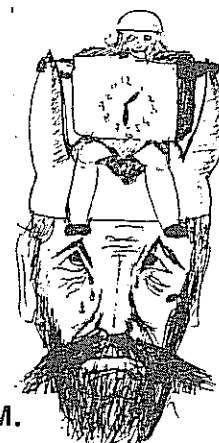
whom Walter got to know better during the disco. Good man Wally! At 11.30 the John Travolta's and Madonna's hit the floor and bopped the night away and so began the Jane Fonda workout.

More memories to be stored and to be often talked about. It was a great day and a great success. Thanks to all who took part.

Aileesh Carew
(3rd Year)

Charity Walk Committee 1985:

Aileesh Carew, Andrew Phelan, James Tynan, Maureen O'Neill, Helen O'Herlihy and Ajit Simha.



E. O'M.



IF YOU WEREN'T DOING HOTEL MANAGEMENT – WHAT WOULD YOU BE DOING ???

- CONRAD: An entertaining Gigilo.
MARY: Backing singer for Tina Turner.
GARY: Retired and living off the Socialist State.
LIAM: Gathering Sheep for Walter.
KEVIN: Become a Wino.
TIM: Modelling G - Strings.
ORLA B: Become lead singer with "Big Tom" and the Mainliners.
ANDREW PH: Playing "Ducky Fuzz"
ENDA: Chief of Police in Lausanne.
MICKEY: Giving Public Speaking Classes.
JACK: Living on the dole in the Virgin Islands.
COLM: A plumbers mate.
DARSHAK: A German Housewife.
SIAN: Probably bullying my way through something else.
- WALTER: Gigilo.
PAUL: Rolling it with Collette.
AILEESH: Having Bambino's
CHRISTOS: "Kamaki" down the beach.
ANDREW L: Keeping Enda's staff in work and supplying their wives with flowers on their birthday's
JENNY: Commuting between Tyrrell's Pass & Nassau.
JAMES T: I would get into 5 S's Sun, Sea, Sand, Sangria and Senorita's.
EOIN: Career guidance Councilor in the Shannon College of Hotel Management.
GERALDINE: Driving Eoin home from Nellies is a full time job already.
RICHARD: A terminator with a licence to use a master key.
KATIE: A professional Nymphomaniac licenced to thrill.
BLANAID: Living a life of leisure.
JAMES G: Replanning Liam's crashed cars.
ANDREW TH: Driving to Drink - Jeden Nacht.
CIOSA: Sewing Bows ' on elastics for Andy's wardrobe.
ANDY: A mistress for a wealthy Italian.
IVOR: Professional model for Italian designers.
DWYANE: Editor of Tom Maher's Autobiography.

MANAGEMENT GAME

Friday, 12.1.1986 saw an entourage of 3rd Year Students leaving the College for the I.H.C.I. Management game in Jury's Hotel, Dublin. The Management game is to be an Annual exercise run by the I.H.C.I. in the form of an open Hotel College competition. There are representatives from Dublin College of Catering, Galway R.T.C. The Ulster Polytechnic and of course Shannon College.

We were to stay in Jury's overnight so after settling into our rooms we went in search of liquid and solid nourishment. At this point our public relations exercise started as we met some of our competitors from the other colleges. Certainly Paul and Andrew Phelan made their best efforts to make the Ulster ladies feel at home.

Meanwhile Darshak and Co. went in search of some native sustenance in a city centre Indian restaurant. This experience was enjoyed by all except perhaps Walter who found it all rather "Chickeny". Back at the ranch Mr. Maher, on a late night check of all his kiddies, was rather mystified not to mention concerned about the strange noises coming from Katie's room. Gary says he knows nothing about it. Richard slumbered through it all deciding that an early night would greatly increase his performance on the day. Inevitably the next day dawned, the Shannon troops resplendent in uniform made their way to the lobby after breakfast to prepare for battle. So separation into respective teams, registration, a quick briefing, and we were underway.

The competition consisted of a case study on The Rosehill Hotel in Kilkenny which has been taken over by Liam Griffen, and is managed by Richard Butler.

The day was divided into four sessions with each team's answer to be submitted after each session. The questions basically called for an analysis of the problems affecting the hotel following a Recovery Plan to get the hotel back into a financially stable, competitive position.

At lunch time our three team placings were:

Team A - 6th Team B - 6th Team C - 11th

So fortified with a delectable lunch and strategic briefing from Mr. Maher and Mr. Hughes, we returned to the chamber to attack the two final questions.

All answers were to be submitted on overhead projector sheets with limits of 40 words per sheet and 3 - 6 sheets per answer. Therefore there was much brainstorming, writing, rewriting, modifying, erasing and remodification before the end product was ready. The final masterpieces were submitted with intermingling feelings of relief, grief, concern and curiosity as to whether the "piece de Resistance" would be rated brilliantly or not at all.

However to calm any such nervous disorders sustenance was to be obtained in the bar. Incidentally there was coffee available, though the only partakers seemed to be Tim and Mrs. Maher. A slight delay in the adjudicators decision caused tremendous dismay all around as it precipitated a most "unwelcomed" stay in the bar! However about 5 pints later we were called to reassemble in the chamber which had been transformed into a partitioned reception area.

The air was tense with expectancy as Walter began to write the acceptance speech on behalf of his team. Alas, his hopes were dashed as the results were announced with Galway clinching 2nd and 3rd place from Shannon and Cathal Brugha Street the ebullient victors.

Disappointment, dismay and a tinge of embarrassment set in around the Shannon camp. We realized that we were perhaps ill prepared for the depth of the Marketing knowledge required as well as the lack of experience in completing case studies within time limits.

However Mickey's team did rather well to pull up from 11th position to 4th after lunch. This was due to their obvious financial expertise which was credited as being the best of all teams.

A wine and canapes reception followed the awards which gave us a chance to meet again the other colleges on a social basis where we all intellectually gave a dissection of the case study as we saw it, washed down with a little vino. So to the bar again for further socialising this time Mr. Maher kindly "called" a drink for all team members.....! Finally it was time to head back to dear old Shannon. Aileesh however was so engrossed in determining gross profit margins with Jury's F & B Manager she almost didn't make it. It was a very mentally tired and strained group which returned to Shannon on Saturday night, yet all in all it was a super weekend and very beneficial experience for all concerned, so beneficial that Paul extended it to our recent Dinner Dance. Perhaps next year the Management Game might provide even more Dress Dance partners.

"FIRST YEARS – YOU HAVEN'T SEEN THE HALF OF IT!"

O.K. Kids! (Wow, I feel so aged now and its only been 9 months!)

So you think you have learned a lot and worked hard this year? Well; "You ain't seen nothing yet!" Touching down in Zurich Airport, you will begin to wonder what strange adventures lie before you. There are plenty of them!!

Aspects of work and life are very different from area to area, but many things are also true in every part. Basically speaking - you're coming here to work and work you will do! The hours will be long, restaurants will be busy. Everybody seems to eat out here, and Movenpick is the favourite. People will be too busy to concern themselves with your various problems; the language will pose endless difficulties, and, within two weeks, at least half of you will be found throwing yourselves from your local bridge!

Now that you're all shivering in your black socks; tendering your resignations from college; selling your chefs uniforms and gathering for your last pint in the Airport Bar.....STOP! There's more to come yet.

May we now present "The Other Half".

As the train winds on down country from Zurich Airport people will be lost along the way. All promises to write, telephone, visit, take holidays, etc., should be forgotten before even made. If you are in another town you might as well be in another country. In fact you'll be lucky, or unlucky as the case may be, to meet everybody once during the year.

The first step forward into the breach are Zurich people including, Zurich Airport, Regensdorf, Carlton, Elite, Feldsloschen, Wurenlos. People are soon deposited in Berne and Basle. Next stop Lausanne, and last but certainly not least, on to the 'fun-spot' of Switzerland - Geneva. More about that opinion later.

You can expect the first month to be rough, the second less so and from then on you're home and dry! Your respective languages will improve rapidly; new friends will be made; 'haunts' will be discovered; you'll begin to work ten times faster than ever dreamed possible; your bosses will be happy; social life will pick up and of course (comme d'habitude!) there will be parties to be held and attended! The hidden key to all this - just work hard!

Now, I know at this stage you all are itching to hear about the most important of material matters - MONEY! Here goes.....

The richest students will be found somewhere in hiding within the northern confines of the country. Namely - Zurich Airport and Regensdorf with Wuernlos not much in arrears. However, some students actually most come to think of it, seem to have no ability to control money, and are therefore not much better off.

You see - my dear recruits - despite the fact that the gross salaries are approximately the same on paper; your nett salaries will vary as much as the degrees of dampness in your Shannon bedrooms!! However, don't despair - everybody is paid quite well.

As for you southerners - you shall receive your just rewards. For, as the 'mon' is found in the north - the 'fun' is found in the south! And, as popular opinion appears to justify, Geneva (and its little sister Lausanne) can be referred to as 'party-land!! However, we won't mention any more about that.....! Mais 'Bienvenu a la fete!!

Over the last few lines I've tried to paint a picture of Switzerland as it stands. Not much remains to be said but I possess this terrible habit of talking too much - so I'll continue!

All Shannon students that come here follow in a long tradition - Wow! All this sounds so nostalgic! The people you work with will, for the most part have worked with Shannon students before you. They will, hopefully, tell you how the students before you got on so well! Therefore, all that has to be done is be willing to work hard, learn and generally live up to their expectations. If you can accomplish this, (not easily done), then you can look forward to one of the most interesting years of your lives. —I always was a bit of a dramatist!!

Börinè Chance,
Jerry O'Dea
2nd Year
Switzerland 1985/86

POLLS OF THE YEAR: RESULTS

CHEF OF THE YEAR	1st Andrew Phelan 57 2nd Rosemary Daunt 52 3rd Michael Dennehy 39	COUPLE OF THE YEAR	1st Greg & Dolores 87 2nd Greg & Jenny 64 3rd Richard & Walter 27
WAITER/WAITRESS OF THE YEAR	1st Niall Kelly 57 2nd Brenda Creedon 28 3rd Howard Flannery 26	DAWG OF THE YEAR	1st Greg Browne 123 2nd Andrew Langwallner 46 3rd Nicola Corcoran 21
STUDENT OF THE YEAR	1st John Squeri 59 2nd Richard O'Sullivan 29 3rd Ivor Tyndall 27	CUDDLIEST PERSON OF THE YEAR	1st Paddy Dogget 51 2nd Maureen O'Neill 34 3rd Brenda Creedon 25
GENTLEMAN OF THE YEAR	1st Robert Mooney 68 2nd Ivor Tyndall 38 3rd Michael Roche 35	FLIRT OF THE YEAR	1st Mary Breen 75 2nd Mr. T. Maher 52 3rd Nicola Corcoran 25
LADY OF THE YEAR	1st Maureen O'Neill 40 2nd Katie O'Neill 27 3rd Ciosa Hickey 26	MACHO MAN OF THE YEAR	1st Christos Louca 101 2nd Michael O'Dwyer 80 3rd Ivor Tyndall 16
BEST DRESSED OF THE YEAR	1st Orla Brannigan 52 2nd Mr. T. Maher 34 3rd M. Roche/E. Quinn 25	MOTHER-HEN OF THE YEAR	1st Katie O'Neill 102 2nd Anne Marie Cross 41 3rd Ciosa Hickey 36
SCRUFF OF THE YEAR	1st Mr. T. Maher 59 2nd James Tynan 50 3rd Paddy Dogget 18	FEET OF THE YEAR	1st Walter Hall 193 2nd Maureen O'Neill 21 3rd Kevin O'Callaghan 19
GUZZLER OF THE YEAR	1st Adrian Flynn 64 2nd Richard O'Sullivan 63 3rd Andrew Langwallner 48	SPEAKER OF THE YEAR	1st Paddy Dogget 52 2nd Aileesh Carew 42 3rd Cutter Lavoie 32
SPORTS PERSON OF THE YEAR	1st Walter Hall 69 2nd Kevin O'Callaghan 60 3rd Emily Moore 28	LECTURER OF THE YEAR	1st Mr. D. McMahon 74 2nd Miss J. O'Rourke 31 3rd Mr. J. Chawke 28
PARTY OF THE YEAR	1st Darshak's 21st 92 2nd St.Paddy's/Toga Party 37 3rd Niall and Bernardo's 32	HONEYPOT OF THE YEAR	1st Geraldine Fitzgerald 49 2nd Maureen O'Neill 28 3rd Blanaid Galvin/Ciosa Hickey 21
HEARTHROB OF THE YEAR	1st Mr. D. McMahon 30 2nd Michael O'Dwyer 24 3rd Lesley Conchar 19	CHEST OF THE YEAR	1st Ailish Carew 29 2nd Mary Mackesy 20 3rd Ciosa Hickey 17
PERSON MOST LIKELY TO SUCCEED	1st Andrew Phelan 58 2nd Cutter Lavoie 36 3rd Mr. Hughes 17	SWOT OF THE YEAR	1st Richard O'Sullivan 23 2nd John Squeri 13 3rd Christos Louca 11
LEGS OF THE YEAR	1st Blanaid Galvin 94 2nd Helen O'Herlihy 37 3rd Walter Hall 33	POSER OF THE YEAR	1st James Glanville 51 2nd David McSweeney 17 3rd Howard Flannery 9
EYES OF THE YEAR	1st Mary Creedon 23 2nd Enda O'Meara/Lesley Conchar 18 3rd Ciosa Hickey 14	AUTOCRAT OF THE YEAR	1st Anne Marie Cross 80 2nd Jack O'Donoghue 37 3rd Katie O'Neill 27
DANCER OF THE YEAR	1st Sandeep Kumar 71 2nd Sian Moynihan 69 3rd Mickey Kular 30	REAR OF THE YEAR	1st Helen O'Herlihy 37 2nd Lesley Conchar 36 3rd Mary Breen 32



ANSWERS

1. d 2. Perrier, Vichy, Vitell, Evian. 3. They are also coffee based. 4. Bushmills, County Antrim -1608. 5. b 6. c 7. It is the recommended level of dilution i.e. 1 pastis to 5 water. 8. Greece. 9. Juniper. 10. Deo Optimo Maximo - "To God most Good, most Great". 11. Angostura Bitters. 12. Campari.

AFTER LIFE GOT BACK TO NORMAL

As life gradually lifted back to its normal pace after the festivities which are generally concerned with graduation, heads began to shrink to their normal size and the daily escapades to the soccer pitch reduced those "40" waists. Darshak Metha's 21st birthday popped up out of the blue on November 8th and what better to do than give this timid Indian a taste of how a 21st should be celebrated. Woh, What a Night, and morning. This was a memorable occasion for Alias Richard too, as it was also the occasion of his 16th or was it 20th birthday, who knows?, you could never tell. Steve, our local "D.J." kindly obliged by providing the music into the early hours. Various types of games got under way during the night, the winners rushing to the enclosure to be awarded such fantastic prizes as cans of dog food (a prize many of our pedigrees present would have given their right paw to win), Surf, (for the unclean among us), Mugs, (well, they speak for themselves), Walt DISNEY tapes (for the musically inclined) and many more to cater for all tastes, shapes and sizes. The spot prize of the night went to the host himself, Darshak. OH, to see the look on his face, it would bring tears to your eyes when he opened his birthday trunk to find the love of his life, Suzie, smiling up at him. Well, the happy couple, assisted by fate, took to the floor and have never left it since.

"Friends, Romans, Countrymen, lend me your toga. Yes, the annual toga party took place on December 6th. Julius Caesar eat your heart out. Little was left to the imagination that night as all togas were original, skimpy, artistic but alas, extremely safe.

After everyone had a rest over the Christmas period, the New Years resolutions were broken on January 16th when we celebrated Lesley's 21st Birthday. This was an opportunity for everyone to get to know each other once again and introductions lasted well into the early hours of the morning in the form of "the Auld Sing-song. "Friday evening saw a 100 metre sprint to the beds between Jack and Andrew Phelan. The resurrection took place 24 hours later.

The main event after this was the "Quiz Brains of Shannon" the first round was held on Wednesday 19th February with five teams participating, including a team of diligent lecturers. Alas, the pace was too much for them and Miss O'Rourke was left feeling like a red pepper (Paprika). This most enjoyable competition finalised on our Sports Day and prizes were presented by Mr. Hughes that evening for the events of the day after a wine reception during which the entertainment was provided by none other than that inimitable duo Eoin and Adrian with singing from Richard and Brenda. Once the evening was completed the night began and everyone went off to don their green for the annual St. Patrick's Day party, where green beer flowed from the taps. A most educational and cultural night for our foreign students and indeed for some of our Irish students too.

Coming back straight after Easter we saw the Shannon Grand Prix, more suitably entitled the Treasure Hunt in which Robert started as favourite in his dynamite injected Ford Escort. Unfortunately for Robert his co-pilots did not come up to scratch and they were narrowly beaten into last place as the honours were taken by John Carey, from the airport and his crew who pipped Michael Roche and Co. at the finishing line. Thanks must go to all our drivers and especially to the "President" for all his help.

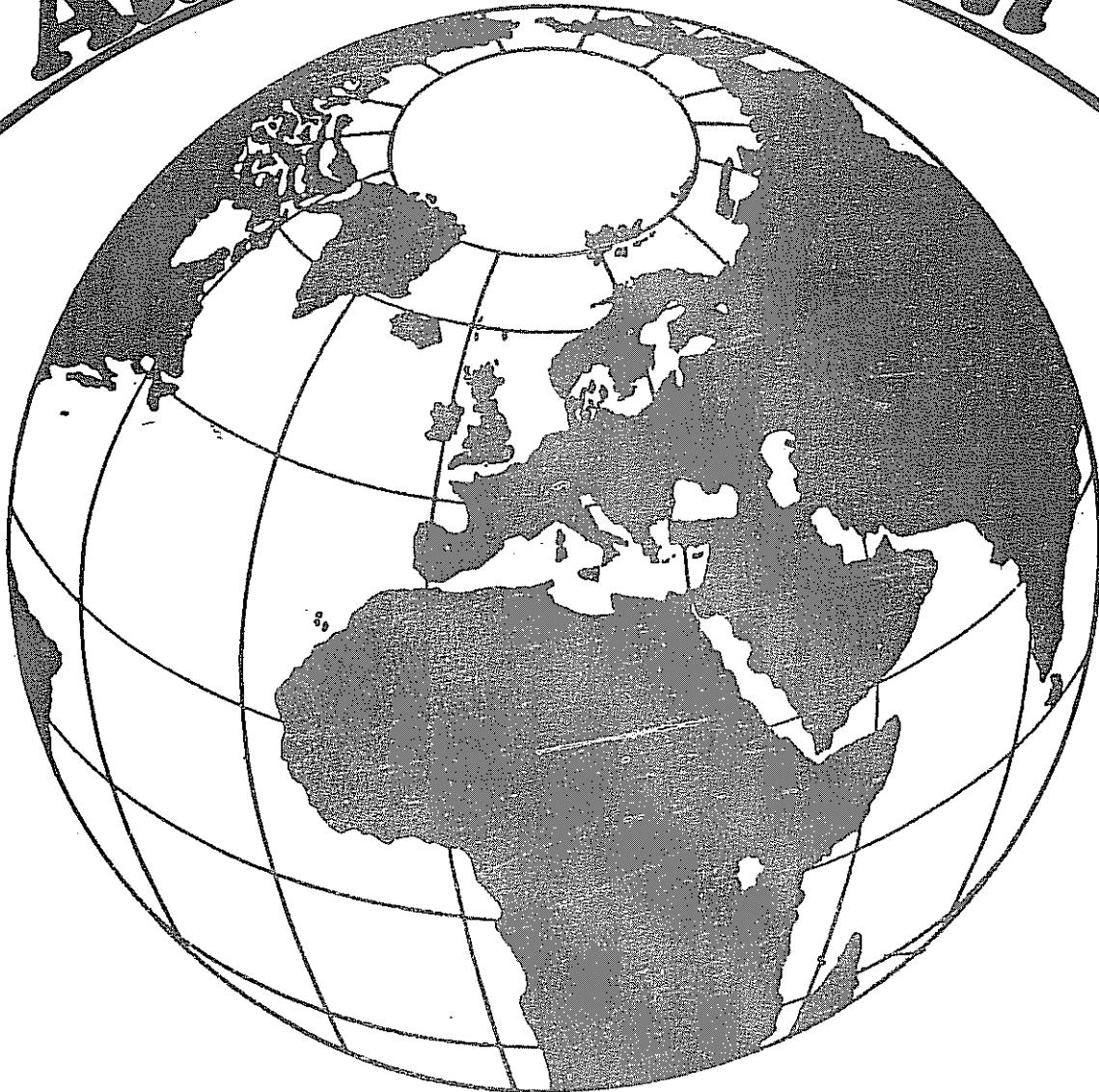
Teresa Byrne
Entertainments Committee



- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>12. Vitamin D</p> <p>13. Nicotinic acid.</p> <p>14. Kenya, Brazil, Mocha, Java.</p> <p>15. Cayenne</p> <p>16. Before discount has been deducted.</p> <p>17. Council for Education Recruitment and Training.</p> <p>18. Sole Caprice.</p> <p>19. Herring.</p> <p>20. A whole smoked herring.</p> <p>21. Textured vegetable protein.</p> | <p>1. A tartlet is round and a barquette is boat shaped</p> <p>2. A yeast dough</p> <p>3. Pea</p> <p>4. Brill, plaice, sole.</p> <p>5. Grilled</p> <p>6. Lemon</p> <p>7. Braising</p> <p>8. Knuckle of veal</p> <p>9. Julienne</p> <p>10. Escoffier</p> <p>11. Fatty</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

S.G.H.M.

Alumni Section



CONTENTS

FRIDAY GUEST SPEAKER LECTURES	32
GUEST SPEAKER	
AN INTERVIEW WITH A GRADUATE - JOE O'LOUGHLIN	33
PHOTOS	34
BUYING (CHOOSING?) A CINOYTER	35
PROFILE BELINDA BARADI, SHELBOURNE HOTEL	36
SOME MORE OR LESS MEMORABLE HOTELS	
I HAVE KNOWN	37
FRIENDSHIP IS LIKE A GOLDEN CHAIN, THAT BINDS US ALL TOGETHER	38
TOWARDS INDUSTRIAL PEACE	39
MICHAEL CLANCY PROFILE SHERWOOD INN	
ENNIS 1974/78	40

PAGE

CONTENTS

THE FOUR P'S ARE DEAD	
LONG LIVE THE SEVEN P'S	41
PAUL CAREY (PROFILE)	42
MAN AT THE TOP	43
KIERAN CARR DERRYNANE BAR/RESTAURANT ENNIS	
CONGRATULATIONS TO....	
DO YOU KNOW YOUR DRINKS	45
FOURTH YEAR ADDRESSES IN ENGLAND	
WHERE ARE THEY NOW	47
"EXTRA TIME"	
AN ODE TO THE CHARITY WALK	
COMMITTEE - 1985/86	48
PHOTOS	49

PAGE

The word, as far as I can ascertain is an 'américanism' that means a group associated with a school or college. To us ex-Shannon students it can mean a lot of different things. Some might say I don't mind what it means - but what can I get out of it? Some others might take the view - what can I put into this so that most of the ex-students will benefit?

Two years ago a group of six older graduates of Shannon sat down and formed 'Shannon Alumni'. The date was January 1984 and the venue was Galway. Our aims were to establish links with the past - we were and still are so proud of the standards of the present students leaving Shannon that we wanted to be closely associated to what we consider a very successful, famous and august group of very professional people.

There are many ways that the older students can help - these are too numerous to mention - most of us want to help. The first thing that comes to mind is 'job contact' back in Ireland - this could be useful connection for the younger man abroad. There are many ways in which a more recent student can benefit and in order to cement this contact you will shortly receive a letter inviting you to join the Alumni - please do so. It is then up to us - the older graduates to give you something you will be proud of, as well as something that will be beneficial to you.

Mr. Bobby Kerr.

VACANCIES

VACANCIES Within Ireland

Restaurant Manager....to take Complete Charge of De Luxe International Standard Restaurant
West of Ireland

Hotel Assistant Manager.....80 Rooms
Limerick Region

Restaurant Manager....26 years old.....Dublin.....Ref. B.K. 3. 86

Assistant Manager.....Large Luxury Hotel....Killarney....Ref. R.G. 3. 86

Manager....Coastal Resort Hotel.....Kerry.....Ref. J. M. 3. 86

Please forward a Curriculum Vitae to the College specifying post sought.
This will then be forwarded confidentially.

FILL THAT POST !!

Spend £10.00 well by advertising your vacancies through the AGELESS LADDER and get your message directly to the people that matter.

The Ageless Ladder is circulated to Graduates of Shannon College of Hotel Management Worldwide.

So why wait....Contact us NOW at the address below, and be included in our next edition:

Publications Committee
Shannon College of Hotel Management
Shannon Airport
Co. Clare.
Ireland.

FRIDAY GUEST SPEAKER LECTURES

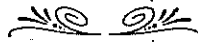
The following articles are summaries of some of our Friday Guest Speaker Lectures. The speakers are persons prominent in the hotel and catering business in Ireland who come to the college to impart some of their knowledge and experiences in addressing the third year students. Each week a student acts as host/hostess for the particular speaker, meeting him on arrival, introducing him after lunch and chairing any debate ensuing from his speech.

The first of our afternoon lecturers this year was Mr. J. Kearney, Chief Accountant of Bord Failte, and is concerned with the broader areas of accounting for the hotel industry as a whole. This brings me to the topic of his speech, which was the significance of the Stokes Kennedy Crowley Inter Hotels Comparison Report. The S.K.C. report was initiated by Bord Failte in conjunction with Stokes Kennedy Crowley, to give a true assessment of how the average hotel in the respective areas of the industry was performing financially. By respective areas, I mean of a selected grade be it A B or C in a specified geographical area such as the "Mid West Region".

Mr. Kearney expressed the importance of this comparison and urged us to think about the significance of this report to us as future hoteliers here in Ireland. He went on to say that this report gives every hotelier the opportunity to assess his performance in any given year on an industrial basis, and also give him a good idea of how he is doing against his competitors.

Finally, he concluded by saying that the Stokes Kennedy Crowley Report is a vital tool for any manager setting up in business or who expects to keep abreast of his competitors in today's fast moving industry.

James Tynan
(3rd Year)



On January 31st. I was hostess to Mr. Eamonn McKeowan, Chief Executive of the Great Southern Hotel Group of Hotels. He chose to talk to us about "Promoting the Irish Hotel in the Overseas Market".

He commenced his speech by stressing the importance of Irish Hotels looking to an international market for a successful future as the home market is too small for her 700 odd hotels. He showed how International business could be built by overseas promotion in the form of brochure design and tariff compilations. A great difficulty to promoting hotel business in Ireland was highlighted by the excessive air fares foreigners have to pay. Thus it is important Mr. McKeowan believes to attract the higher spending tourist to ensure a viable future for the Irish Hotels Industry.

Mr. McKeowan concluded his speech by asking us to be broadminded in our approach to the business. We must review development in the industry at home and abroad by speaking through the Hotel Federation on taxes, transport costs et cetera, which hinder our overseas development market.

I would like to thank Mr. McKeowan for his time and interest exemplified by his presence at the college.

Mary Mackesy
(3rd Year)



On the above date I had the pleasure of introducing the guest speaker Mr. Conor McCarthy to my fellow third years. Mr. McCarthy has been in the service industry in excess of 32 years and presently holds the position of Chairman and Chief Executive of the Ryan Hotel Group. The topic of his address was "Economic trends as they are likely to effect the hotel and catering industry."

Mr. McCarthy began his talk by citing the economic benefits of tourism and it's importance to Ireland. Following this he gave a brief summary of Bord Failte's plan in respect to tourist development in Ireland, pointing out areas of weakness in the plans. Also included in his speech were future problems affecting the industry which ranged from changes in market trends to transatlantic catastrophies.

Finally he discussed the benefits of Access Travel and the need to encourage travel between other European countries and Ireland.

All in all Mr. McCarthy's presentation was very informative and once again on behalf of all third year students I would like to say a special thanks to Mr. Connor McCarthy for his thoughts and ideas.

Dwayne Mortimer, 3rd Year.

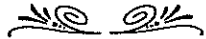
GUEST SPEAKER

On Friday 21st March 1986 our guest speaker, Mr. Des Doyle, who is from Burke, Kennedy, Doyle and associates came from his appointment in Cork to impart his knowledge onto us third students on the subject of Hotel Architecture and Design.

An interesting man who has a great deal of experience in the field, being in it for over 28 years, informed us of his experiences over the years. He has been involved in the structure and design of a number of hotels in Ireland, namely Jury's in Dublin, Sligo and Cork. He went as far as to give us the legal background to the architectural industry and presented slides portraying his work, both relating to external and internal design.

We were most grateful to Mr. Doyle for the intriguing information and would like to once again convey our thanks.

Liam McGahan 3rd Year



AN INTERVIEW WITH A GRADUATE – JOE O'LOUGHLIN

The editor of the magazine asked me yet again to add another aspect to the magazine by interviewing a Shannon Graduate and so during Easter I returned to the Hotel Keadeen in Newbridge Co. Kildare which is owned-managed by Joe O'Loughlin and his wife Rose.

Mr. O'Loughlin came to Shannon in 1961 and as was common in those days he did two years of academic studies back to back. Although this might terrify us nowadays he said that he was prepared mentally to do two years in Shannon as it wasn't all that bad.....besides the Honk and Dirty Nellies were always places of refuge! His practical experience commenced when he travelled to the Schloslaufen in the Rheinfalls outside Zurich for six months to work in Kitchen and then for six months he worked in service in the Bahnhof in Zurich which is so familiar to all of us especially the Windowshop.

His Swiss experience completed, the next stop was Hampshire U.K. to the Masterbuilders Hotel which astonishingly had five Shannon graduates to run a six bedroomed hotel. Needless to say it was a pleasurable experience but feeling bogged down he moved to the "Banqueting House Hotel" in Croydon where he assumed Asst. Managers position. There he remained for two years but itchy feet forced him to get up and go this time to Toronto Canada where he worked as Reception Manager in the "The Inn on The Park" Hotel. It was here that he married Rose Long, herself a Shannon Graduate and after saving enough money they returned to Ireland and purchased the house of Paddy Prendergast the renowned Racing Trainer and turned it into a Hotel. Today it is probably the most successful hotel in the Midlands, thanks to his entrepreneurship.

Asked if he was satisfied with his training while in Shannon, he replied that he was, although, more sales promotion and marketing would have been beneficial as would instruction on how to deal with banks, obtaining credit limits and loans.

The tips he would give to up and coming Shannon Students would be to get as much experience as possible abroad especially in America where Gaddafi permitting the Hotels are of a far higher standard. Also he would recommend that we KEEP THE CONTACT with the people we went through Shannon with as one day we may need them for something.

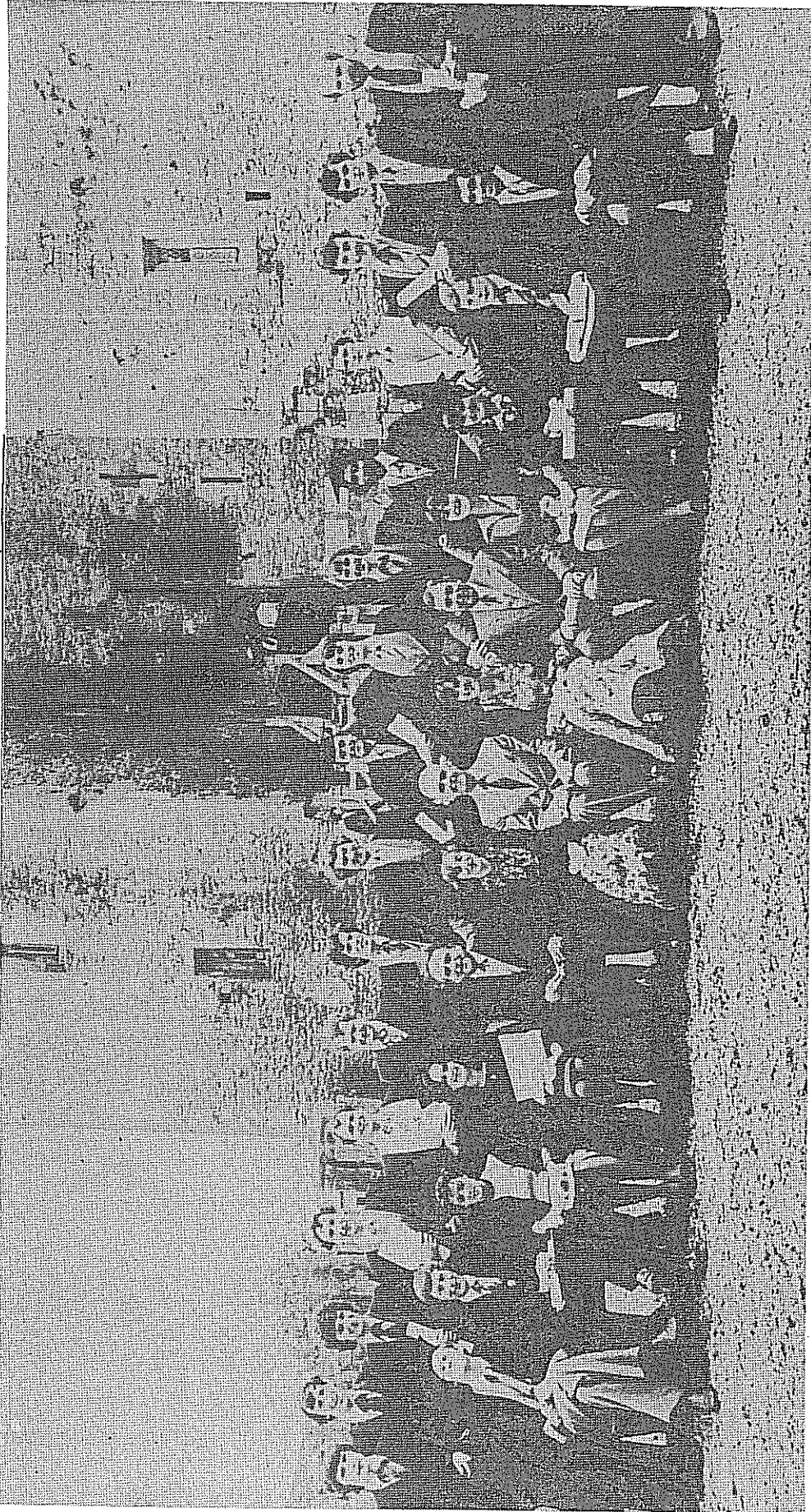
Finally I asked Mr. O'Loughlin what he saw as the future trends in the Industry. His answer was short; and concise. He saw a greater expansion in the leisure end of the business and a greater emphasis on resort hotels especially in the area of catering for families. He also expected to see more Japanese around so I suggested that he lower the height of his entrances in an effort to meet the demands of his customers?.....surprisingly he didn't see it that way.

I would like to thank Mr. O'Loughlin for his time and his openness in talking to me and I hope that I have done justice to what he told me. I did however remember to omit those things he relayed to me in the strictest confidence.....say no more.

CLASS OF 73/77

By means of the 'Ageless Ladder' we attempt to keep the contact with graduates. To improve existing links and extend the chain we are appealing to the class of 73/77 to contact the below address in order to be included in an Exclusive feature of the next edition.

The Publications Committee, S.C.H.M. Shannon, Co. Clare.



BACK ROW (Left to Right.) Padraig Kerr, Sean Heffernan, Joe McCarthy, Raymond Flannagan, Peter Daio Peter Dalton, Michael O'Connell, Donal Day, John Stokes, Jim May, Joe O'Dea, Peter McCabe, Belal Joy, Peter Hanley, Felix Mooney, Connor Britton.

FRONT ROW (Left to Right) Niall McLaughlin, Don Lappin, Jane Fulton, Susanne Scharrenweber, Franz Dietrich (Patron), Helen Daly, James O'Sullivan (Chief Executive, Aer Rianta - now retired), Jennifer Copplestone, J. G. Ryan (Director - Shannon, Chairman of College Board - now retired), Maria Colvert, Anette Cobden, Terry Jerymn, Abul Farook.

BUYING (CHOOSING?) A COMPUTER

The first commercial computers were built in the late 1950's. They occupied a huge floor area — 2,000 or more square feet of office space and cost about £500,000 — say 5 to 6 million pounds in today's prices.

You may see parts of LEO 1, the first commercial computer made in Europe, in the South Kensington Science Museum along with the first steam engines. Only parts of it are there because the Museum couldn't afford the floor space for the whole thing.

It will be of interest to Shannon students to know that LEO 1 was specially built for the catering industry. Lyons Tea Shops commissioned scientists in Cambridge University to build it to control the quantities of each type of cake they baked each night for their chain of Tea Shops and to prepare the paperwork to control distribution from the bakery to the teashops. Only a computer could do the job within the time available. Lyons called their new machine Lyons Electronic Office, LEO for short, and subsequently set up a Company to manufacture computers and sell them to other companies.

By comparison with that first computer, the smallest business computer today sits on the top of a desk, has considerably more memory, is much faster and costs about £4,000. In short, size and price have been reduced by a factor of at least 1,000.

One other great change has happened to computers. All computers do what you want them to because they are given 'programs' or sets of instructions. Lyons for example might have had one program to schedule production in their bakery, another to schedule the loading and routing of the lorries and a third to produce the paperwork for the managers of each Tea Shop. All of these programs were tediously written by specialist staff - each program containing thousands of instructions, all expressed as binary numbers. Nowadays, however, you can buy ready made programs to do most of the common business applications without the necessity of hiring specialist staff.

In fact you usually buy an applications 'package' i.e. a set of programs to cover all aspects of your business and you can buy the package from any one of a number of suppliers. Having bought a package all you have to do when putting it on the machine for the first time is to supply some key parameters or facts about your business which it will ask you for e.g. the number of rooms in your hotel, code, name and price of each kind of drink, the code name and cost of each item on the menu etc.

Because of the reduction in their price, many thousands of computers have been installed in Ireland since the first one in 1960. Not all of them have by any means been wisely chosen, principally because it is a common mistake to buy the computer first and wonder what to do with it afterwards. The result of that practice often is that the computer is virtually unused.

The best way to acquire a computer is to make the decision on the basis of a series of steps, taken in strict order. Unfortunately this way of making a decision involves some thought and effort on the part of the purchaser, but there is no way of avoiding it unless you believe in magic.

The first step is to list what jobs, activities or sectors of your business might be controlled only a computer or might be controlled better by computer. If there are no such jobs, you don't need a computer at all. The next step is to list in detail for each job, activity or sector what are the pieces of information you need to control it better, e.g. number of customers per half hour, sales revenue, cost of materials, cost of labour, overheads etc. If possible decide how you would like the information presented, e.g. do you want everything in great detail or do you just want summary information for most activities with the 'sore thumb' items only in full detail.

The third step is to set out your detailed requirements as a specification. Send the specification to the suppliers of applications packages for the hotel industry with a covering letter asking each to indicate clearly which of the requirements he cannot meet. If he says a particular requirement will be available next month or next year, discount him as unable to meet that requirement. Ask him for a list of hotels where his package is in use. Ask him also whether or not his package is in use. Ask him also whether or not his package is a 'multi-user' one i.e. whether or not more than one person can be using a particular program at the same time.

The fourth step is to call to see one or more of the hotels using each package, spend at least half a day, and check out how easy the package is to use, how suitable it is, how much help is given by the package supplier, how responsive he is to difficulties, the reliability of the equipment used and the reliability of the maintenance service on it.

Some of your potential suppliers of packages will have now dropped out voluntarily or will have been eliminated by you. Assuming you still have one or more packages which come fairly close to what you need, you now - and only now - can consider the fifth step which is to choose the computer you would like to run the package on. Ask your chosen supplier(s) of the package which computers his package can run on now - don't buy on a promise that it will be running on the Itsv-Bitsv machine

next year. It's better than somebody other than you is waiting for your money 'till next year or maybe the year after or maybe never). The key questions on choosing the computer are the stability (size) of the manufacturer, how many machines there are near you (this a big factor in the availability of spare parts), how many maintenance people for that machine there are near you, whether you have more than one maintenance company to choose from, the guaranteed response time if you have a breakdown and whether or not they will provide you with identical equipment while they take yours away for repair. The last thing to consider in selecting either the applications package or the computer hardware is the price. It's rather like buying a suit - price is important but your suit is not cheap if it will only fit pygmies.

The last step is to calculate the total cost. All suppliers of packages and computer hardware will tell you how easy theirs is to use - the in word for this is 'user-friendly'. For even the best of them, you will almost certainly need some help from time to time totalling at least 8 hours or more. Allow a week to a month in total spread over say six months but only use it sparingly whenever you have real difficulties. Ask for the hourly cost for support from your supplier and add the total cost of that support for a week or month to the cost of your package and the use of your computer hardware. Now you have a price to decide whether it is all worth while. If you decide at this point that it is not worth while, don't lament the time you spent arriving at the decision. Consider yourself lucky - it could have been much worse.

AIDAN O'MEARA
CARROLS PLC



PROFILE BELINDA BARADI SHELBOURNE HOTEL

On a Saturday afternoon recently I found myself admiring the luxury of the Shelbourne Hotel on Stephens Green, Dublin, which is part of Thrust-Houses Forte exclusive hotel division. Sitting opposite me was Belinda Baradi the Assistant Banqueting Manager who graduated from Shannon in 1983. Belinda has been with The Shelbourne for two years now and is perfectly happy in her present role.

She feels that working in a Thrust-Houses Forte Hotel in Ireland has the advantage over working in a similar U.K. establishment in that they are more removed from head-office and are left to formulate much of the Hotel policy. Belinda spent her industrial training period in Harrogate with T.H.F. before moving on to Swansea so she is well experienced in the Hotel Groups operations. Returning to Dublin, her hometown fulfilled an ambition for Belinda and proved to be fruitful in more than one way as she recently became engaged to Mr. Eamon Daly the Banqueting Manager in the Shelbourne. T.H.F. must be complemented on their management training as the level of teamwork which exists in the Banqueting Department of the Shelbourne Hotel is extremely effective according to Belinda. On getting married Belinda has no plans to take up the housewife's way of life on a full time basis but eventually hopes to open a restaurant with her future spouse.

Belinda enjoys her involvement in the increasing success of the Shelbourne which is due mainly to extensive refurbishment and a strong management team. This was acknowledged in Mid-April by the granting of four red stars by the A.A. which makes it the only Hotel of its class in Dublin. As a Shannon graduate she is lavish in her praise for the College and cites the influence of Jorgen Blum as having a major effect on her career.

We extend congratulations to Belinda on her engagement and continued success and happiness in the future.

GARY McGann.
3rd Year.



WELL DONE PETER.....

On behalf of all the graduates of the College and myself? Personally may I congratulate Peter O'Meara, actually General Manager of the Albany Hotel, Glasgow? for his recent promotion to Area Director for Scotland.

Peter, a very strong supporter of Shannon, is the first graduate of Shannon to reach such high office within the Trusthouse Forte Hotels division.

We all wish you Happiness and Luck in your new job.

JORGEN E. BLUM

SOME MORE OR LESS MEMORABLE HOTELS I HAVE KNOWN:

This article has been specially commissioned for those of you who have trouble getting to sleep at night. It is an 'I remember when I..... etc.' piece of the sort I have found effective in sending my wife to sleep, when read aloud.

CANADA:

In February 1973 I flew to Halifax, Nova Scotia. The weather was so bad at Halifax that we were diverted to Montreal, where we were put up at Air Canada's expense, at Le Reine Elizabeth, a rather good hotel in the centre of Montreal.

The bar system was interesting, I was given a tab-card which the barman inserted into the side of the till whenever he served me with a drink (I drank Labatt's Blen, and excellent local lager). The till stamped the price of the drink on the tab-card and he handed it back. At the end of the evening or when you thought you had had enough, you handed the card back to the barman, who replaced it in the till and the machine then totalled it up. No money changed hands until you presented the tab-card for the final reckoning. In the meantime the washrooms were reached by the lobby and there was nothing to stop the drinker from leaving without paying his bill. I was never asked if I was a hotel resident. In the morning I had a blueberry jelly omelette for breakfast. A few weeks later I was staying in the Le Royale Hotel in Sydney, N.S. a run-down former steel town on the North Coast of Cape Breton Island. The Hotel had been built in the boom days. It was a vast stone mausoleum of a place with empty corridors and empty rooms. The hotel clerk looked like a variety of Elvis Presley and sat with his boots on the counter. Outside it was 10 degrees below and thick with snow. There was so much snow that there were eight feet high walls of it along the side of the pavement, banked up by the snow clearers. You could cross the road at intervals where 'doors' had been cleared in the banks.

One day I set off walking to visit someone at, say, No. 138 X street to find that the street numbers ran to about 1000 and the street was about two miles long. I was of course, at the wrong end of the street. Snow-cats whizzed past me as I walked along. Men sit at bars in Canada drinking cocktails out of cocktail glasses with cherries on sticks. Lumberjack jackets and little pink drinks. At first I thought I had hit on one of those places but not so. It's very much the norm to drink cocktails in Canada.

SOVIET UNION:

Jumping 9 years to 1982 I found myself in Moscow staying at the Hotel Cosmos. The lobby was so vast that you could fit the centre of Clarecastle into it (I exaggerate slightly). On our first night staying there I went out for a midnight stroll with a colleague who spoke the language. It was 20 below and painful on the lungs. Breathing the air was actually sore. It was also difficult to keep upright (no drink taken as yet) on the icy pavements. We spoke briefly to a soldier on patrol in a heavy greatcoat looking for a light. Half an hour later in the late-night hotel bar we were appalled at the high price of vodka and orange. It turned out that the orange cost over twice as much as the vodka. I quickly discovered the virtues of neat chilled vodka.

Russian food I found excellent. Plenty of it and lot of taste and variety. In the cafes and food shops around Moscow I did not notice any shortage. It seemed to me that the average Moscorite ate pretty well. Add to which the fact that rents were frozen in 1926 and have never gone up since then (they take about 4 per cent of salary) and the free central heating system, the apparently widespread ownership of colour T.V. and fridges and I thought the Russians were doing alright. The women were beautiful, quite unlike the heavy shapeless stereo type of Russian women I was used to in the West.

In the stone city of Leningrad (St. Petersburg) I stayed at the Hotel Moskva, just opposite the Alexandra Nersky Monastery. Again food and service were excellent. I missed the dinner setting one day came in about 2.45. I had a table set for me alone and the attention and service of a waiter and waitress who served a delicious meal without the slightest sign of being put out in anyway. St. Petersburg is indistinctly beautiful so I will make no attempt to describe it, except to say that I have never seen a man-made environment so beautiful.

NEW ZEALAND:

Later in 1982 I found myself in Wellington N.Z., staying at the Salvation Army run Railfon Hotel, formerly the People's Palace, built around the turn of the century. No alcohol allowed on the premises. Spartan but clean and cheap. Again, good food with pumpkin served as a vegetable. I did get fed up with lamb though, Lamb sausages, Lamburgers, etc. The hotel was in a red-light area and I was several times propositioned by the most hideous crones imaginable. On the other hand, the Perfumed Garden strip joint round the corner displayed some of the most attractive females imaginable, not that there was

Returning via Thaiti and L.A. I had two days on my back in a non-descript motel near LAX. I had slipped a disc. My credit limit on the Access/Mastercard had been exceeded and I had to make some rather desperate transatlantic phone calls to get some funding.

Breakfasts were marvellous, eggs done in various different ways, plenty of bacon, all the coffee you could drink and hot buns with maple syrup for about Two Dollars - very good value. I remember a single tuna salad which would have served four in Limerick. Everyone spoke Spanish.

If you want to work in California, 'havea espanol, con mucho guto' !

Paul Rowlandson
Psychology Lecturer, S.C.H.M.



"FRIENDSHIP IS LIKE A GOLDEN CHAIN, THAT BINDS US ALL TOGETHER".

Sadness and loss were the emotions expressed by all PADDY HOWLEY'S friends when the news of his death became known. Paddy died on Monday the 20th of January after a relatively short illness. He was buried in a beautiful, picturesque graveyard on the outskirts of Corofin (West Clare.).

All who knew Paddy, during their college days will remember him for his friendly nature and kind deeds. Some will reminisce on days spent touring West Clare, others on cosy fireside chats and many will remember the regular Saturday food baskets he so kindly brought to us.

Paddy would have been both happy and proud with the large number of students and graduates who attended his funeral. It was an emotional sight to see the college boys carrying his coffin to the grave, and the girls who followed with the many beautiful wreaths sent to him as a final farewell.

It is with deep regret that we inform graduates of Paddy's death, although he is now gone from us, he will always be remembered as a true companion and friend.

MAY HE REST IN PEACE

GERALDINE FITZGERALD.
3rd Year



TOWARDS INDUSTRIAL PEACE

In this country we live in a Democracy and this grants us freedom of association, the right to withdraw our labour and to engage in peaceful demonstration - all these enshrined in law to protect individuals and groups from exploitation. We humans, especially in groups, are a bewildering mixture of reason, emotion, self-interest, common bonds, power, culture and prejudice. Because of this complexity, the manner in which we choose to utilise our rights is often difficult to understand and in industrial relations, is both frustrating and perplexing. It is inevitably influenced by the fact that we are more sensitive to what we perceive to be our rights rather than our duties and responsibilities - and this is true of employers and employees alike.

To say that industrial relations problems in Ireland are unique would be an exaggeration - but they are different and are to a degree the product of our cultural background. History has bred attitudes hostile to authority and there is a great respect for individual rights. Our economic history is another factor - the folk memories of 1913 are still with us even though the circumstances have changed. Also our educational system has not adjusted sufficiently to the role of change in society.

The Irish system of industrial relations is based on free collective bargaining with the minimum of legal interference or direction. The eventual conclusion of such bargaining is a tense resolution of conflicting interests which does not, unfortunately, reflect the desirable mutual recognition of a common interest. Some of us frustrated by the events of recent years seek a solution of at least some of the problems through the enactment of legislation. While one can sympathise with the feeling of frustration, one does not see a solution arising through the enactment of legislation alone.

Rather it is a matter of education in the broadest sense at all levels and on both sides of industry. Allied to this must be the active positive promotion of good industrial relations at company and plant level. There must be a realisation and a recognition of the limitations imposed by the size of the national product and the legitimate expectations of others having a claim thereon. But above all there must be a change in attitudes towards greater realism and understanding.

The Government should seriously examine education curriculae with a view to adapting education to the needs of a modern industrial economy. It should also radically overhaul the existing institutions and industrial relations procedures. It must not however be a question merely of papering over the existing cracks.

The employers should move towards the achievement of a much wider sharing of information and understanding of the issues which are important for business enterprise and these should be presented in a form which is interesting and intelligible to staff. Management need to find ways, in full participation with the Trade Union movement, to improve the quality of life at the workplace. Even ignoring the effects which poor morale has on efficiency, it should, from a human point of view, be an objective to enhance job enrichment.

A major contributory factor to industrial unrest in Ireland has been the weakness and fragmented nature of the Trade Union movement. The Unions should examine their own role and structures and seriously question if their current strength is always being used in the best interest of their members.

That industrial relations is central to economic, social and political life is a truism. The complex-

ions throughout the economy. In many cases it is no longer a question of the direct employer - or employee suffering exclusively or even suffering most from any such action. Very often it is the poor or the old or consumers, workers or employees far removed from the scene of conflict and often oblivious of the rights or wrongs of the situation, who suffer most. The inherently difficult nature of any industrial relations problem can be further complicated by its social, political and economic overtones - not to mention such things as inter-union rivalries. Problems of recognition, the constraints of the market and the need for competitiveness, unofficial action, inadequate procedures or the failure to use agreed procedures even when they are adequate - are all factors which underline the complex nature of the problem and therefore the difficulty of achieving the solution. Indeed "solution" may be the wrong word. One should, in all realism, aim for a sustained improvement in the situation; there is no "solution".

Without a philosophy of work to which society as a whole can subscribe, all our efforts to promote industrial peace and approved participation, will be frustrated. If work is regarded purely in material terms as a means of generating an income, what possible incentive is there for an individual to cooperate in improving industrial harmony if the evidence suggests that militancy is more likely to improve his lot. We must develop a real work ethic in Ireland consistent with those Christian values to which most of our institutions claim to subscribe and as Pope John Paul II said in his Limerick address some years ago:

"You cannot be a genuine Christian on Sunday unless you try to be true to Christ's Spirit also in your work and commercial dealings, at your Trade Union, or your employers or professional meetings. How can you be true community in Christ at Mass unless you try to think of the welfare of the whole National community when decisions are being taken by your sect or group".

BREEGE O'DONOGHUE
College Board.

MICHAEL CLANCY PROFILE SHERWOOD INN ENNIS 1974/78

At four o'clock in the afternoon the Sherwood Inn situated in Ennis Shopping Centre is still full; showing quite clearly that the afternoon lull doesn't exist here. Michael Clancy is busy helping his staff move along a que that has built up and even in this much rush the restaurant looks as clean as ever.

Later over coffee Michael explained that it took him three attempts to get into Shannon. At that time he was working under Chef Ryan as an apprentice in the airport and he felt that the difficulty in getting into Shannon was due to the simple fact that Mr. Blum did not like him. I sensed that Mr. Blum had a reason which Michael admitted concerned the length of his hair which was, he said, a bit long in those days. Reason or no reason it was third time lucky for Michael and Mr. Blum surprised him by appointing him prefect in his first year.

While in Shannon Michael participated in a one year exchange program in New York where he studied at a Hotel College. On graduating he tied the knot and found that while T.H.F. was excellent experience he just couldn't support his wife on his salary. At this crossroads in his life he decided to return to Ireland where he joined the National Catering Organisation under Paul Boxberger. He was appointed site manager at the Aughenish Alluminum Plant in Co. Clare where he spent several months before being transferred to Moneypoint Power Plant as site manager for catering also. Moneypoint suited him as the overtime worked was financially rewarding but when notice came from head-office of the termination of overtime he departed as an alternative suitable arrangement could not be agreed upon. Coincidentally Michael was replaced in Moneypoint by Mr. Derry McMahon who is of course a Senior Lecturer in Shannon today.

Michael felt that it was time to go it on his own and in 1980 opened a fish and chip shop in Kildysart in Co. Clare. He found the most difficult aspect of opening his new venture was the acquisition of the necessary capital but luckily Michael jokes he no longer has that problem as banks don't mind backing winning horses. He waited patiently for the correct time and place to present itself to expand and in 1985 in Ennis Shopping Centre it did just that. In a little over twelve months Michael has achieved much as The Sherwood Inn is renowned in local circles for good food and first class hygiene. While his gross profit percentage is good he still relies on considerable volume as rent of £600 a week is no joke. Michael prefers restaurants to Hotels and particularly enjoys the evenings off to spend with his wife and two children. He thinks the proof of the pudding as to whether you are suited to Hotel Management as a career is if you are still in the industry five years after graduation. He cites the fact that only eight of his class remain in the Hotel and Catering industry today. The number of badly run Hotels and Restaurants in Ireland make it a land of opportunity for dedicated graduates according to Michael.

Before departing I posed the question as to his plans for the future but that's another story he replied. I'm sure we all wish Michael Clancy continued success in the future

THE FOUR P'S ARE DEAD, LONG LIVE THE SEVEN P'S

At least two decades of Marketing students have been brought up on a diet of the 4 P's. Few will require a reminder of the need to manage Product, Price, Place and Promotion in order to achieve market impact in ever changing consumer segments. However, I am sure that many readers with experience in managing marketing within the service firm will realise that somehow or other the 4 P's does not fully capture the service situation.

Perhaps at last, Services Marketing courses can break free from traditional marketing approaches. The seven P's have arrived! The old four P's remain, but we now have People, Physical Evidence and Operating Process. These additions offer an exciting new challenge to service marketers.

Of course it has always been recognised that the traditional marketing mix related specifically to manufacturing and was not suggested to capture the essence of service situations - intangibility, inseparability and temporary possession. Hotel managers are quick to remind us of some of the special problems in marketing their services:-

The problems of providing a consistent quality of service.

The problems of staff who help enhance the service 'experience', with varying degrees of success.

The problems in not being able to store the service product - the need to manage occupancy rates.

The problems of distributing and delivering an essentially intangible service.

Three new elements have been suggested (people, physical evidence and process). These elements, along with the original four, now comprise the service marketing mix. Of course the need to constantly monitor, shape and design the service marketing mix to meet changing market circumstances and needs still remain. But now service organisations must reflect on how these new elements, typically the domain of operations personnel, can be incorporated and influenced to gain increased marketing leverage. This is not a new message to the more progressive, marketing orientated service firms. Let us briefly consider each element in turn.

People buy People! We like to do business with people we like, trust and respect. The role of the salesperson is well understood in service situations. But of course telephonists, waiters, receptionists and lift attendants, to name but a few, all play their part in providing the level of service needed to generate an excellent service 'experience' for customers. Therein lies the conflict. These service personnel have a clear 'operation' or 'production' role, but they also have a marketing role. The role of service personnel is too important to leave to operations managers. Marketing management must have a clear say in the job performance of operations personnel with customer contact responsibilities. How the service is presented and delivered will play a critical role in influencing customer perception, hotel image and degree of satisfaction.

The new marketing graduate must be able to make a clear statement of the nature and type of customer contact required. The old phrase, 'service with a smile' is now an 'in' phrase.

Physical Evidence.

The environment and atmosphere in which a service is purchased and delivered is a key determinant of a customer's view of the quality of the service. Buildings, layout, signs, furnishings, colour and lighting all play their part in the 'visual merchandising' of hotels. Sometimes marketers are not involved in the totality of design and a major opportunity is lost to gain competitive leverage.

Perhaps more hotels particularly the medium sized ones, should emulate the practice of the few that deliberately attempt to generate a corporate personality and corporate identity through design and atmosphere. Logos, potted plants and piped music are not enough! The totality of the environment, the impact on customers must be understood. It is not good enough to leave these decisions to designers and architects. Marketers must plan the impact of desired environments for customer segments identified.

Process

Why on earth should the operating process become the realm of the service marketer of the 80's? The answer is simple, operations are too important to be left to operations managers. From a customer's

down we are all aware of the customer friction created - double bookings, sloppy waiter service, poorly cleaned rooms. When the system is working well the real impact is rarely articulated by customers, but the quality of service is undoubtedly felt.

So marketeers must work closely with operations management in the design of operating systems. Such areas as procedures, use of technology, employee discretion, degree of customer involvement and general standards must always be viewed from a customer perspective.

The conclusion is simple. If marketing within your organisation is still regarded as a means to promote the business and to identify new segments, a major opportunity is being lost. By adopting a customer perspective throughout the organisations and in the process of generating increased competitiveness through the seven P's of marketing, so the service organisation can find a new cutting edge in ever toughening markets. How are the seven P's represented in your organisation?

Mr. Stephen Pettit
Marketing Lecturer
S.C.H.M.

PAUL CAREY (PROFILE)

In February we had the opportunity of meeting some of the College Graduates at the Annual Dress Dance in a purely social light, but this weekend we saw Mr. Paul Carey in his true business environment at Jury's Hotel, Dublin. I managed to grab a few minutes of Paul's time to learn of the steps that have led him to the position of Food and Beverage Manager today.

Paul told me he first considered catering as a career after the Inter-cert when he went to Rockwell Catering College to do a two Years Chef course. His first experience of hotel work was at Kelly's Hotel Rosslare where he spent nine months. It was the late Mr. Billy Kelly who put the idea of Hotel Management into Paul's head. So with this idea in mind Paul went back to Rockwell Catering College where he did a one year certificate course in service. Shannon College then came into view when he won a scholarship for half the College fees.

He did his term of probation in the flight kitchens and worked with Chef Ryan, Mike Tuohey and Joe Powell. Paul reminisced on those carefree days when he and Mike Tuohey catered at the Listowel Races and ran wild around Ballybunion.

After a successful probation, he gained entrance to the College and in those days the students lived in the luxurious hostel. Paul remembers one wet afternoon seeing an odd character arriving back to the hostels with "bags of goodies" from Quinnsworth. It was Paddy Howley - the man who was just as much a part of the College as the students themselves. Paul shared accommodation with Simon Fuller, Ralph Parkes and Johnny McClinty.

As usual, first year flew and the students found themselves in Switzerland before they knew what hit them. Paul worked in the Carlton Elite with Simon Fuller and Carl Schurmann. In those days, only three students worked in Zurich, four in Basel, three in Lausanne and the rest in Geneva. Paul feels they got a very good experience and opportunity in the Carlton Elite. He remembers the Manager of the Carlton Pub - Ted Willy who showed them the ropes in Zurich. The students then, were able to arrange their own Summer experience so he and Carl Schurmann worked together as waiters in "La Belle du Saffran" Hotel in the South of France. In third year, they lived in Dromgeely flats near Paddy. Paul's best memory of third year is the Sunday morning drives with Paddy around West Clare with a flask of tomato soup and cheese sandwiches.

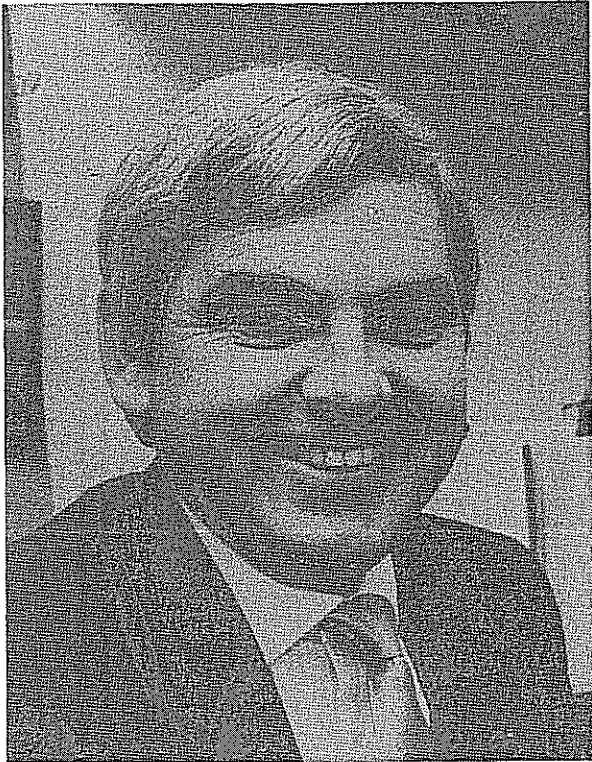
The fourth year placement in the U.K. brought him to the Post House Manchester where he gained great experience, thanks to his General Manager and his Personnel Manager, Linda Woodhouse. He said that even six years later he can still relate to that experience. He said Manchester has a very good Irish community and students going to Manchester should get in touch with the Irish Club - a very good social outlet and contact.

Shortly after graduation, Paul won the Dunphy Scholarship which sent him to the "Parket House Hotel" in Boston and to Cornell University, where he bumped into Ralph Parkes and Barry Curran and had a ball. After a year he came back to the U.K. to work at "Haydock Post House Hotel" where he was Assistant Food and Beverage Manager for two years and Sales Manager for one year.

Next step was the "Ground Hotel" Manchester as Banqueting Manager. He then spent fourteen months as General Manager of Haydock Racecourse with Ring and Brymer. Then his position at Jury's came onto the horizon.

Having been away for so many years Paul found it quite hard to get used to Ireland but he was very keen on getting home. He emphasised the importance of keeping contact with people you meet throughout your career. It's not always a bed of roses and one must learn how to discipline leisure time and work in the Hotel business.

Though quite new to the Jury's hotel group, Paul seems to have settled very well into his position as



**man
at the top**

While Neil Armstrong was walking on the moon, Peter Malone was working at the reception desk in Grossingers Hotel in New York state. Both men were equally happy with life, their jobs and their achievements. You can't go much higher than walking on the moon, so the young Dundalk man was probably the more ambitious of the two — and in the intervening years he has climbed high on the managerial staff of the Jurys Hotel Group, and even higher in the estimation of those involved in the tourist and catering business in this country. But if you are talking in terms of physical heights — Peter Malone's environment isn't exactly in the clouds. As manager of Jurys Hotel in Cork, he is master of a two storey complex — and he lives

PETER MALONE

Anyway, Peter Malone never wanted to be an astronaut — he never wanted to be involved in anything other than the hotel business, though he had no experience of the complexities of the trade, except from school holidays as a boy, spent with his aunt who ran a hotel in Bundoran.

The eldest of a family of seven children, and living in Dundalk town, Peter's father died two months after he had done the Leaving Cert exam. Though now a passionate Corkman (like all those who 'convert'!) Peter Malone still has a great loyalty to Dundalk and to his Alma Mater — the eldest of his own three daughters is called after the founder of the Marist Fathers, St. Peter Chanel.

Because the hotel business is often rootless (not to mention ruthless!) Peter and his wife, Clare-born Mary Brassil, consider involvement in the local community extremely important, for the security of their children. Sitting in his small office, glass-screened from the administrative nerve centre of the 150 bed hotel, the Manager of Jurys in Cork is surrounded by photographs of the famous and infamous who have stayed there. On top of the filing cabinet — it was too new to have yet found a permanent niche to show it off to best advantage

the sculpture awarded as best garden in Ireland in the hotel section and 2nd overall winner and presented last month by Bord Failte to the hotel. But as this cheerful man detailed his hopes and aspirations, his proudest boast was that he was current chairman of the St. Catherine's School Parents' Association. "When I came down to Cork from Dublin, I had been warned that the Cork people were clannish and standoffish and that it was very hard to be accepted into their circle, but we found it to be the direct opposite — and with three of our girls passing through St. Catherines — which has 700 kids — I felt we should give back something to the school for what they were giving us — so at the moment, I'm fund raising at a great rate!"

Peter Malone's first step into hotel management was on a Restaurant Management course in the Lyons Corner Houses in London, immediately after leaving school. There he worked with nine others, who spent two weeks in each location, all over London. Raw from Ireland, and its somewhat jaundiced educational system, Peter, as the only Irish man on the course, was amazed to find the English to be warm, open and hospitable. It was a difficult course, but when Peter returned to Ireland two years later, to

man at the top

Management, he was the eldest in the class of 30 and found he had benefited greatly from his experience. Now it pleases him greatly to return to the Shannon School as Chairman of the extern examiners, and a member of the Board. Though he considers the training there excellent, he would like to see the courses being reassessed, as the colleges tend to become distant from the industry itself, and the possibility of college staff returning to the hotel trade, to remain au fait with the business.

It was in the canteen of the school that he met his wife Mary, from Ennis, who, was working at the time in Shannon. After one year as part of his 4 year training course, spent in the Carlton Elite Hotel in Zurich, Peter Malone won a scholarship to the United States, and studied there in the Sullivan County College in upstate New York before going on to Grossingers Hotel. The American experience he considers one of the highlights of his training, but he returned to Ireland to become Catering Manager of the Turlough Hill ESB generating plant which was then in construction — and to his lady love, who had waited for him on the banks of the Shannon!

After their marriage, Peter answered an advertisement for the Trust House Forte Group in Connemara — but instead he was immediately posted to the Shelbourne in Dublin, and enjoyed that position immensely, bringing as it did, a flat in Kildare Street.

Not inclined to move on to the 'international scene' Peter accepted the position of Manager of Indoor Operations at Pat Quinn's club in Kiltarnan "I opened the hotel, and I closed it" says Peter ruefully, — for despite maintaining good relations with Pat Quinn since, the closure of the hotel brought on a difficult patch for the Malones when many "friends" deserted them with the collapse of the enterprise. He describes as a "bombshell" being left with no job — the Malones then had a two year old child. But the families rallied around, and though Peter stayed on in Kiltarnan Mary and the baby went to live with her parents in Newmarket-on-Fergus. He was however, "getting nowhere" until Alan Glynn of Jurys offered him a position in their Dublin Hotel. By August of 1972 the Malones were back in Dublin,

with Peter as Food and Beverages Manager. Thus began his association with Michael MacCarthy of Jurys, and the Jurys group, and a very happy five years, during which the Ballsbridge Hotel was expanding rapidly.

The experience at Pat Quinn's had made him 'tougher' Peter admits, but he was still open to challenge, and accepted the offer to come down to Cork, and help to develop Jurys Hotel there. Jurys in Cork, situated on the banks of the Lee, had belonged to the Intercontinental chain, and even after its takeover by Jury's still had a reputation as being an "American/Dublin hotel," and not very involved in the life of Cork. The Malones had just bought a house in Foxrock, and could have settled quite comfortably in Dublin but instead decided to uproot themselves and their three small daughters, and move "for two years" to the 'foreign' territory of Cork, to the hotel on the Western Road, which was "a bit of a building site." Now, six years later, they are adoptive Corkonians, with a great feeling for the place — and Jurys has become the hub of many social activities in the city.

A shrewd businessperson as well as hotelier, Peter became involved in the Cork Chamber of Commerce, and for 2 years edited its magazine, producing 6 issues in that time. He has just completed three years Chairmanship of the Cork branch of the Irish Hotels Federation, and is on the national executive. Also on the executive of the organising body of Cork 800, Peter was in at the inception of the idea of marketing Cork — battered, bruised and dismayed as she was with the highest unemployment in the country after the collapse of the old local firms, Dunlops, Verolme and Fords — the committee did not whinge, but with a "whoopie!" declared a year long festival of celebration and good times. That it worked is indisputable. "Cork 800 was not about creating jobs — but in a way it has" says Peter. "Because Cork 800 has brought thousands of visitors to the city in an otherwise very bad year, and if a festival is good for the hotels, it is good for the city, because the spin-off all over has been enormous. I reckon Cork 800 has been worth about £10m in extra business to Cork this year." Advised by Michael MacCarthy to "get the marketing right" Peter made sure that by early

'84, the Jurys Cork brochures for '85 were available internationally. Cork 800 has meant some 20 conferences to Jurys Hotel alone, (and about 300 to Cork generally) as well as beds for many visiting VIPs. Along with this was the huge influx of people — with their very special needs — after the Air India crash in June. Jurys Hotel in Cork was used as the control centre by Air India after the crash, and ironically, the room allocated to them as an office was number 132 — the very number of bodies recovered after the tragedy, which claimed 329 lives.

At present, there are major plans afoot to build a further 51 bedrooms, bar and function room at the four acre site. The conference market Peter sees as the major one to bring in profits and create employment. He has been actively campaigning this year for a major custom built conference centre for Cork, on the lines of that in Birmingham — as a factor in contributing to the future prosperity of the city. Jurys alone gives full employment to 150, and casual work to a further 50.

In the meantime, Jurys is offering facilities to the visitor and the Cork native alike, and the work of providing these facilities and keeping the show on the Western Road is very much a team effort, under Peter Malone at Jurys.

Always cheerful, 41 year old Peter is very much in evidence in the hotel — but he is also a family man, who is "not bad" at cooking, but prefers the organising and amazingly — the tidying and washing-up! He thinks his real talent is as a writer, and if he hadn't gone into the hotel trade — he would like to have been a criminal lawyer! Relaxation for him is being with the family — walking and sport — including rugby and GAA — Peter has got to know a lot of the local sportspeople after the inception of the regular "Jurys Sportstar of the month" awards five years ago.

He is still ambitious "but I would like to remain within the Jurys Group," and his charm and relaxed attitude belies his precision and attention to detail — what annoys him most is when staff do not carry out instructions to the letter. He himself is quick and far-seeing.

One thing about Peter Malone — you could never, ever, imagine him saying "... Que? ..."

KIERAN CARR DERRYNANE BAR/RESTAURANT ENNIS

Polishing delph in the restaurant was where I found Kieran Carr. After a brisk lunch Kieran was still in his chef's whites for he does all the cooking himself in a style that would make Chef Vaughan proud. He's just gone through five chefs in six months and found out that he just couldn't afford one during the off-season.

On graduating in 1982 Kieran returned to his home-town of Ennis where he developed the family bar 'The Derrynane', and extended it to what is a comfortable 44 seater restaurant and bar today. A combination of a low average spend per head coupled with a high turnover is his recipe for success in Ennis. Kieran has also branched out and owns a dry-cleaners and hairdressing salon but the Bar/Restaurant remains his most profitable venture to date.

He is lavish in his praise for the training he received in Shannon, particularly the periods of practical training but feels that returning to Ireland is ill-advised unless you have your own business to return to.

He has been trying for some time now, a function room which he has developed on the Lahinch road into operation but is having problems with the planning authorities, so we wish him Good Luck in obtaining the necessary authorisation for his new venture and continued success in the future.

Gary McGann



CONGRATULATIONS TO.....

James O'Shea and his wife on the birth of their baby girl
Janna Elizabeth.

Dominic McVey who is now banqueting Manager at the Albany
Hotel, Glasgow.

George Cooney on the occasion of his Marriage to Karen on 18.4.86.

Norma and James Packham on the birth of their Son

Belinda Baradi on her recent Engagement to Mr. Eamonn Daly.



DO YOU KNOW YOUR DRINKS ?

ANSWERS ON PAGE 28

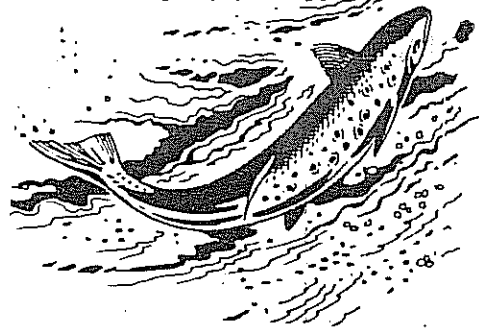
- The ingredients of Margarita are:
 - Tequila, Vermouth, Orange Juice.
 - Vodka, Triple Sec (Cointreau), Lime Juice.
 - Tequila, Vermouth, Lime Juice.
 - Tequila, Triple Sec (Cointreau), Lime Juice.
- Name four French mineral Waters
- What have, Kahlua and Tia Maria got in common apart from the fact that they are all liqueurs.?
- What is the Oldest Licensed Distillery in the World and in what year was it licensed ?
- The Ancient Japanese drink sake is technically a
 - Wine
 - Beer
 - Spirit
- The term Lager originates from the German verb
 - To Keep
 - To rent
 - To Store
 - To Let
- Why may the numbers 5:1 appear on the label of a Pastis Bottle.
- Metaxa Brandy originates from which country
- What is the Berry Used in the production of Gin?
- The initials D.O. M. M. are inscribed on the label of every bottle of Benedictine. What do they stand for.
- What would you use to make pink gin besides Gin.

BOLUISCE

Spiddal Village,
Connemara,
Co. Galway.
Ireland.

(091) 83286

Proprietors: John &
Margaret Glanville



"Boluisce is an excellent Pub/Restaurant with an
imaginative and moderately priced menu."
Sunday Independent

Open All Year
(except January)

Lunch: 12 noon — 14.30.

Dinner: 17.30 — 22.00

"Very comfortable with no fancy frills — has one of
the best menus we found on tour."
Toronto Star

All major Credit Cards accepted

"Boluisce, where genial owner John Glanville insists
you try his Chowder or Scallops or Homemade Brown
Bread."
Detroit Press

"A haven of sanity in the too often pretentious world
of eating out."
Evening Herald

Evening Herald

"Boluisce, recognised as the biggest seller of Lobster
in Ireland, will also happily serve you with just a cup
of coffee, a bowl of soup, a seafood snack or a pint of
Guinness."
John & Margaret Glanville

John & Margaret Glanville



Wellington Park Hotel

21 Malone Road Belfast BT9 6RU Telephone 661232 Telex 747052

The Wellington Park Hotel is pleasantly located near the Queen's University
and the Botanic Gardens and within five minutes walk of Belfast City centre.

Fully Licensed

Bed, Private Bath, Colour T.V. Radio, Direct Dial Telephone

Ideal for Conferences or Banquets

Excellent Cuisine

Personal Service

A La Carte Menu

Night Club

Cocktail Bar & Restaurant

STOP HERE

FOURTH YEAR ADDRESSES IN ENGLAND

BRANNIGAN ORLA	<i>Swan Hotel, High St. Lavenham, Sudbury Suffolk C010 9QA</i>
BYRNE TERESA	<i>Post House Hotel, Herbert Walker Ave. Southampton SO1 OHJ Hampshire.</i>
CAREW AILEESH	<i>Walker's Cay, Hotel & Marina, 700 S.W., 34th St. Ft. Lauderdale, Florida, 33315, U.S.A.</i>
CRONIN ANN	<i>Post House Hotel, Northney Rd. Hayling Is., Havant, Hampshire PO11 ONQ</i>
FITZGERALD GERALDINE	<i>Randolph Hotel, Beaumont St., Oxford, Oxfordshire, OX 1 2LN</i>
GALLAGHER PAUL	<i>Dragon Hotel, Kingsway Circle, West Glamorgan, Swansea, Wales.</i>
GALVIN BLANAID	<i>Post House Hotel Heathrow, Sipson Road, West Drayton, Middx. UB7 OJU</i>
GLANVILLE JAMES	<i>The Wessex Hotel, Paternoster Row, Winchester, Hampshire SO23 9LQ</i>
HALL WALTER	<i>Walker's Cay, Hotel & Marina, 700 S.W. 34th., Ft. Lauderdale. Florida. 33315, U.S.A.</i>
HANNON COLM	<i>Strand Palace Hotel, Strand, London, WC2R OJJ.</i>
HICKEY CIOSA	<i>The Cumberland Hotel, Marble Arch, London W1A 4RF</i>
KULAR DALJINDER	<i>Skyway Hotel Heathrow, Bath Road, Hayes, Middx., UB3 5AW</i>
LANGWALLNER ANDREW	<i>Albany Hotel, Bothwell St., Glasgow, C2 7EN, Scotland.</i>
LOUCA CHRISTOS	<i>Excelsior Hotel Heathrow, Bath Road, West Drayton, Middx. UB7 ODU</i>
MACKESY MARY	<i>The Berestede Hotel, Bagshot Rd., Ascot, Berkshire, SL5 9JH</i>
MEHTA DARSHAK	<i>Post House Hotel, Braunstone Lane, Leicester, Leicestershire LE3 2FW</i>
MOYNIHAN SIAN	<i>Post House Hotel, Gatwick, Povey Cross Rd., Harley, Surrey RH6 OVA</i>
MCGAHAN LIAM	<i>Ariel Hotel Heathrow, Bath Road, Hayes, Middx. UB3 5AJ</i>
MCGANN GARY	<i>Queen's Hotel, Promenade, Cheltenham, Gloucestershire GL50 INN</i>
O'CALLAGHAN KEVIN	<i>Albany Hotel, St. James St., Nottingham, Nottinghamshire.</i>
O'CONNELL TIM	<i>Ring & Brymer, Catering, Berkshire.</i>
O'DONOGHUE JOHN	<i>Post House Hotel, Pentwyn Road, Pentwyn, Cardiff, South Glamorgan, CF2 7XA, Wales.</i>
O'MEARA ENDA	<i>Cavendish Hotel, Jermyn St., London.</i>
O'NEILL CATHERINE	<i>Dudley Hotel, Brighton/Hove, Lansdowne Place, East Sussex. BN3 IHQ.</i>
O'SULLIVAN EOIN	<i>Imperial Hotel, Park Hill Road, Torquay, Devon TQ1 2DG</i>
O'SULLIVAN RICHARD	<i>Mayflower Post House Hotel, The Hoe, Plymouth, Devon, PL1 3DL</i>
PHELAN ANDREW	<i>Post House Hotel, Chapel Lane, Great Barr, Birmingham, B43 7BG West Midlands.</i>
PIERSON JENNIFER	<i>The Majestic Hotel, Ripon Rd., Harrogate, North Yorkshire.</i>
THOMAS ANDREW	<i>The Shakespeare Hotel, Stratford-on-Avon, Warwickshire.</i>
TYNDALL IVOR	<i>Grosvenor House Hotel, Park Lane, London W1</i>
TYNAN JAMES	<i>The Polygon Hotel, Cumberland Place, Southampton, SO9 2DS Hampshire.</i>
MORTIMER DWAYNE	<i>Post House Hotel, Leeds/Bradford, Bramhope, Leeds, West Yorkshire</i>
KING CONRAD	<i>Crown Hotel, Crown Place, Harrogate, North Yorkshire.</i>

WE REGRET THAT THE SWISS & IRISH PLACEMENTS WERE NOT AVAILABLE BEFORE THE
PRINTING DATE

————— WHERE ARE THEY NOW ? —————

- WILLIAM SHEAHAN**, (FREDERICH JAHN PROMOTION 1981/'87.)
The Shakespeare Hotel, Chapel Street, Stratford - Upon - Avon, Warwickshire, U.K.
- DOMINIC McVEY**, (MARIO DECURTINS PROMOTION, 1979/83).
Albany Hotel, Bothwell Street, Galsgow, Scotland.
- WALTER FALLON**, (FRANZ DIETRICH PROMOTION, 1973/77)
Burlington Hotel, Earls Avenue, Folkestone. Kent. CT20 2HR. U.K.
- PAUL CAREY** (FRITZ HALLER PROMOTION 1975/79)
F. & B. Manager. Jury's Hotel, Ballsbridge, Dublin 4.
- RALPH PARKES**, (FRITZ HALLER PROMOTION 1975/79)
Parkway House, Dublin Road, Limerick.
- DERMOT GALLAGHER** (CARLO de MERCURIO PROMOTION, 1965/69).
18, Bracken Lane, Retford, Notts., DN 22E U.K.
- LUCINDA ROBERTS** (ROY DUNPHEY PROMOTION 1982/86)
The Sail Inn, Dromineer, Nenagh. Co. Tipperary.
- MAEVE NOLAN** (FREDERICH JAHN PROMOTION 1981/85)
Wessex Hotel, Paternoster Row, Winchester. Hampshire. U.K.
- JOSEPHINE AUSTEN** (FREDERICH JAHN PROMOTION 1981/85)
Strand Palace Hotel, The Strand, London WCR2 OJJ. U.K.
- MYLES McGOURTY** (RUDOLF MUNSTER PROMOTION 1976/80)
Hyatt Regency Acapulco, Av. Costera, Miguel Aleman 1, Acapulco, Gro. 39869. Mexico.
- JAMES ENRIGHT** (VINCE GALVIN PROMOTION 1969/73)
T.H.F. Hotels, 9750 Airport Boulevard, Los Angeles, California. 90045, U.S.A.

"EXTRA TIME"

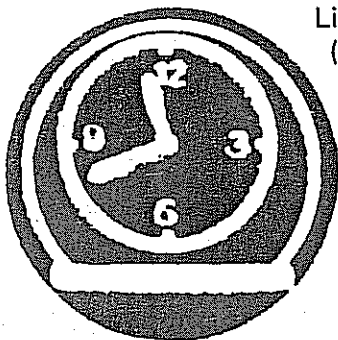
Saturday night it was Nellies,
to recuperate the thirsty bellies,
on to Fibber McGees,
God what a squeeze,
Sunday afternoon on to Magnums,
for a jazz session,
there sure is no sign of a recession.

The booze was naturally on the flow,
when the singers were tired,
Eoin and Adrian carried on the show,
the manager proclaimed "Boys you are hired".
Pubs close early on a Sunday,
never fear because this is our Funday,
we feel a bit hearty,
sure we will throw a party.

A herd crammed into three oh five,
it is like a busy hive,
music full blare,
let the booze pour,
we are going to party until a quarter to four.

Forget the expense,
I have just looked at my wallet,
and it has left me tense,
I think we should take a ballot,
and without a fear,
Thank God the dress dance comes only once a year.

Liam McGahan.
(3rd Year)



AN ODE TO THE CHARITY WALK COMMITTEE – 1985/86

This year we face the problem
Of how much money we can get
The committee designed a target
On which our aims we set.
After many weeks of exhaustive research
Our committee worked long and hard
And valuable study time they did neglect
But this paid off in respect.
For our gallant efforts we did collect
A neat little sum of £5,500.
A nice little cheque
The road was long and tiring
The music system worth hiring
The cheerfulness of the walkers inspiring
Passers-by, tickled pink and admiring
The costumes stayed together throughout the walk
We certainly fired Limerick with a topic to talk
After our pictures there was a bit of a rush
All up to the Glentworth - into rooms we did crush
Everyone changed and looking a bit better
Down to the bar for a sing-song together
The dinner was eaten by hungry wolves
And back to the bar and the same bar stools
Into the disco to jump and to prance
With just a little pinch of light romance
Then the night was over and back to our beds
Our eyes were heavy, some with dead heads
And to our Committee we must all thank
For without them Charity would not stand a chance

Photo Finish

