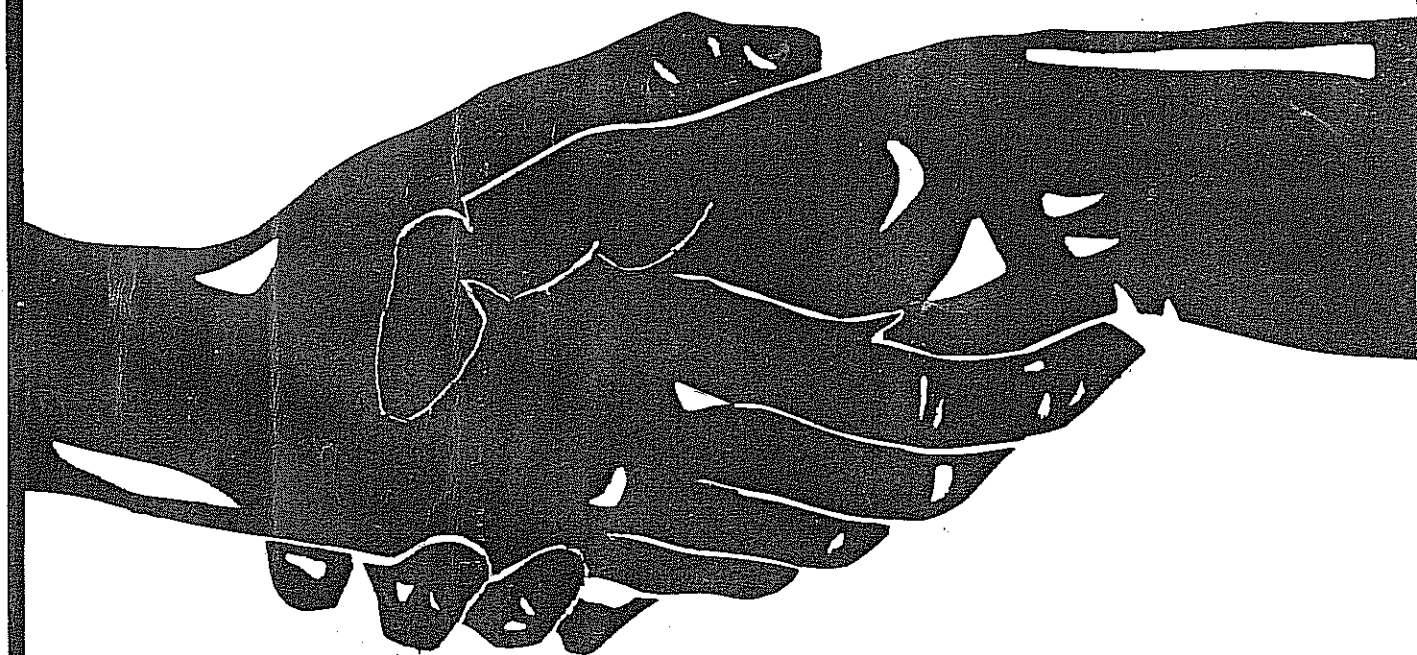


THE AGELESS LADDER

COLLEGE YEARBOOK 1987



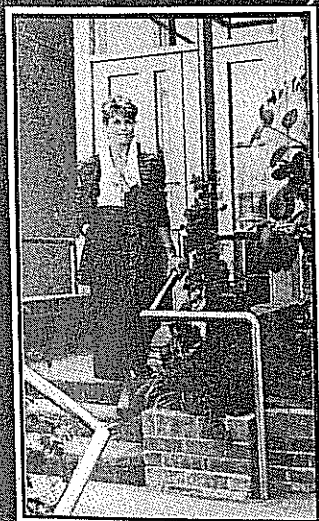
Shannon College
of
Hotel Management



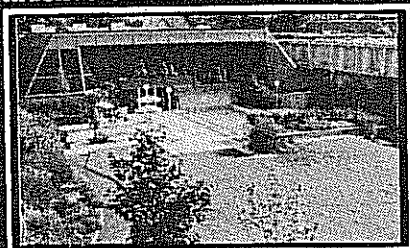
"Keep The Contact"

Jurys Hotel Group

'Traditionally the Best'



People talk about "traditional hospitality" — Jurys Hotels practice it. Modern facilities: De luxe twin-sized rooms with bath/shower, attractive Coffee Shops, elegant Restaurants, Pubs, leafy Pavilion Lounges, indoor/outdoor swimming pools, extensive meeting and banqueting rooms, jacuzzis and landscaped gardens, central locations — but above all, a staff who really care about their guests.



Jurys Hotel Group

Ballsbridge
Dublin 4
Tel: (01) 605000
Telex: 93723

Western Road
Cork
Tel: (021) 966377
Telex: 76073

Ennis Road
Limerick
Tel: (061) 55266
Telex: 28266

COLÁISTE BHAINISTÍOCHTA
ÓSTÁN NA SIONNA

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



SHANNON COLLEGE OF
HOTEL MANAGEMENT

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

Dear Graduate,

The Shannon Free Airport Development Company have contacted the College to ask us to inform Graduates in the field - particularly overseas - that they would be very keen to hear from any who may have an idea for establishing a food processing business in Ireland. Normally ideas which would attract heavy grant aid would be of the manufacturing type e.g. convenience foods, ice creams, cheese etc. A very strong grant infrastructure and set of tax incentives are available to persons who have the ideas, the know how, the possible markets and some part of the start up finance.

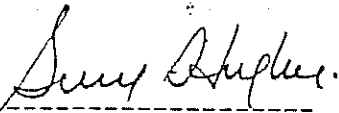
Coincidentally a brochure is enclosed of a product development course being launched by S.F.A.D. Co., in July '86 with another proposed for 1987 with a similar orientation. Details of content etc. appears on the sheet. In addition participants would be paid a training grant of between £75/£120 per week during training out of which they have to cover costs of accommodation etc. Oliva Loughnane indicated that she would be very keen to incorporate 1/2 of our graduates on the programme and it may offer them the chance of establishing a food product business or or a career with a food manufacturer in the region.

Full literature on Small Industry developmental incentives are with us in the College should any graduate like to make contact.

I would point out - particularly to Overseas graduates - that I am constantly being requested to propose candidates for various executive/entrepreneurial assignments here and abroad - The only way I can effectively handle this is by compiling a professional register of possible candidates. To this end I would ask that any graduates who have their career sights set on objectives appropriate to these requests would forward a C.V. with (a) the envisaged career orientation or opportunity sought (b) probable availability over approaching months and whether your name could be released. (c) Any influencing factors domestic or otherwise that could weigh on a decision. These should be addressed to me, marked Confidential and in no case would a name be released without you having granted express permission. They would, of course, be treated as highly confidential. The most recent request is for a lecturer in the Hotel Management/Personnel area for Zimbabwe at about £17,500 p.a. all found tax free.

I look to your co-operation to start this register and I am particularly anxious to register people with rich International experience.

Yours sincerely



Gerry B. Hughes
DIRECTOR

FOOD PRODUCT DEVELOPMENT PROGRAMME

Shannon Development, in conjunction with AnCO, will conduct the Food Product Development Programme for small food-manufacturing companies and graduates who are interested in working with them on the identification and development of new food products or those who, as individuals or part of a team, will develop their product ideas with a view to setting up a business or entering into a Joint Venture or Licencing arrangement. This course will provide comprehensive training in all aspects of new food product development.

COURSE CONTENT:

The course will consist of formal lectures and practical food product development work. Lectures will include the following topics :

- New Product Development
- The Food Industry
- Market Research
- Food Production
- Liaison with State and Semi-State Bodies
- New Product search - Brainstorming/Synectics
- Finance
- Promoting and Launching a new Food Product
- Selling
- Computers
- Starting Your Own Business

During the course participants will be assisted by experienced management consultants who will provide advice and direction to each participant in the development of their product.

FOR WHOM :

The course is especially suitable for food science graduates and graduates of business studies and marketing. It is also suitable for those who have experience of the food business or with skills which could be utilized for the development of a food product.

DURATION :

This is a twenty four week Programme. The Programme will commence on June 30th, 1986.

FURTHER DETAILS:

For further details please contact:

Olivia Loughnane,
Training Officer,
Shannon Free Airport Development Co. Ltd.,
Town Centre,
Shannon, Co. Clare,
TEL NO: 061 - 61555.

EDITORIAL

Graduates, Students and Friends, welcome again to The Ageless Ladder. This year saw a change in format for College Regulations with major emphasis being placed on a comprehensive end of year edition.

The resulting offering lies before your eyes and we sincerely hope that it pleases. Interesting articles and adequate funds are the two eternal problems facing each years Publications Committee. To those who helped we forward our thanks. To those who perhaps have not yet found the time, we urge you to remember us.

Each Graduate who receives a magazine we ask to send a subscription through the Bank Giro Account below. £5 might not seem a lot to you but it would certainly mean a lot to us.

Both articles and constructive criticism are always welcome with open arms.
Please Keep The Contact !

PUBLICATIONS COMMITTEE 1986/1987

EDITOR: Jerry O'Dea

TREASURER: Mamie Corscadden
Dermot Collins, Darragh Quinn, Susanna Molony, Laura Bath, Ish Anand, Breda Lawlor.

CONTENTS

The International Contracts Register	2	Cornell and the American Experience	16
C.E.R.T. Its Importance to the Hotel Industry	3	IHCI Past, Present and Future	16
Tourism Could Provide 30,000 New Jobs	6	'Anyone Remember Lausanne ?'	17
Is There Anyone Out There Who Wants To		Dear Aunt Julia	17
Take Charge ?	7	Men	18
S.C.H.M The Old And The New - Shannon 1956/86	8	News From Fourth Year	19
Management Services In the Hotel Industry	9	Where Are They All ?	21
Recreation and Leisure Within The Hotel Industry	10	Revised Address List	22
New Business Opportunities For Graduates	11	Committee Reports 1986/87	23
Shannon Reunion (UK) 1987	12	Student Stuff	27
In The News	12	"The Caspar E. Manz Promotion 1984/88"	31
The State of Irish Tourism	14	Who's Who 1987 Polls	32
Swiss Scholars	15	An Ode To The First Year	33

CODE NO.
90 - 44 - 21



TO BANK and BRANCH

Bank Of Ireland
Shannon Airport
Ireland.

ACCOUNT
The Editorial Committee, 'SHN'

Account Number 6 5 5 7 8 9 8 9

NOTES
COIN
TOTAL CASH
CHEQUES Etc

IR£

Receiving
Cashier's
Brand &
Initials

PAID IN BY _____
ADDRESS _____

**THE INTERNATIONAL CONTRACTS
REGISTER**
Gerry B. Hughes
Director

Many of Ireland's illustrious sons have long realised that not only is emigration not the scourge of our Nation - it is in many ways the most striking monument to our contribution to International recognition and respect. In the total industry we have long recognised the value to the individual of a range of international experiences as the most fitting preparation for undertaking senior executive responsibility in the industry. It has always been foremost in Shannon's many strengths that graduates of the school have a higher level of International exposure than any other major school either in Europe or the United States. It seems to me, therefore, appropriate that Shannon graduates should formally mobilised to capitalise on this in the coming years.

The College has positively entered the International training consultancy field in the last twelve months with the development, on the one hand, of Shannon based training courses for professional managers from the developing world. On the other hand the College has successfully competed for a major International technical assistance contract to service the developmental and training needs of the hotel industry in Malta. This contract was awarded to the College by the W.T.O. in the teeth of very strong competition from other International organisations in the U.K. and Europe. The College has been judged to have most successfully executed the project and most of the College staff (in co-operation with CERT in Dublin) have contributed to the success of this.

This leads me to the future. The developing World has, by virtue of its general shortage of mineral and agricultural resources, combined with a frequently favourable climate, a very heavy dependence on tourism. This means that consultancy and training services for the tourism/hotel industry as well as turnkey and management contract for hotels and similar establishments feature very strongly in the economic planning of such countries. This will continue to be the case for the next 20 - 25 years at least. Many multi nationals have seen the tremendous opportunities this presents and have mobilised themselves to respond to the perceived needs. The most important elements in that response could be summarised as (a) Internationally expertise (b) A strong track record (c) ability to quickly assemble a task force.

It is my opinion that the Shannon College is uniquely placed to compete for such projects. Our graduates are dispersed all over the globe with as wide a range of experience as could be imagined. We have been established 35 years - a senior institution by any standards. We have proven that we have the ability to perform successfully in the field. Our only weakness is that we do not have the ability to assemble a task force sufficiently quickly to respond to such a challenge.

I would like to invite graduates of the Shannon College to put their names forward for the formation of an International projects register - particularly if one or more of the following apply to you.

- A strong mix of overseas experience
- Senior managerial or specialist (eg F & B, Front Office, Housekeeping, Personnel etc.) background
- Ideally aged 28 - 50, Male or Female
- Teaching, training or consultancy experience
- Involved in the opening of a new hotel property
- Geographically and domestically mobile
- Keen to work in the developing World
- Appreciative of the very high level of reward/perquisites available for dedicated service on the International circuit

Ideally candidates for the register should be holding down positions of responsibility which they would be willing to leave (at least temporarily) should a sufficiently challenging and rewarding contract arise. These contracts would normally have a 1 - 3 year duration but some may arise of 1 to 2 months duration where leave of absence could be taken from present job. Male and female candidates would be equally welcome.

I would propose to invite all successful candidates (initially aiming for a task force of 12 - 15) to invest in a 3/4 week training course in consulting, negotiation and teaching/training skills which we would mount in Shannon in late 1987. I would hope to attract a grant towards the costs of such a course - remaining costs of establishing a corporate entity to tender for International material. We would then formally tender for a range of contracts for consultancy, technical assistance or management projects. This is a field in which I am quite experienced.

It would be reasonable to assume that contracts would materialise quite quickly - I am already requested to fulfill missions for which we do not have the manpower. A salary/compensation expectation of the order of \$40 - 50,000 a year plus, in many cases, duty free car purchase plus many other attractions are a normal part of such projects.

It is also interesting to note that the Irish are particularly welcome as a nationality in the developing World - one has only to look at the success of Aer Lingus' "parc" who have none of the advantages of Shannon College. Irish consultants are English speaking with a strong sympathy for colonial nations and a history of teaching/missionary work. We have also the humility, tact and discretion to exercise empathy and sensitivity in a manner not always evident in our near neighbours.

I invite graduates of the College to write to me with an updated professional resume should they be interested in forming such a register. I promise to respond individually to each letter with an assessment of the persons potential and, where appropriate, an immediate invitation to form the initial task force. All registrations will be treated as strictly confidential and it would be preferable if private addresses were used. Those who do not form the initial group will be invited on the expanded task force as demand for our services dictates.

A letter back to me to-day could see you in the Caribbean, Far East or Souther Africa in twelve months time with a challenge and a career you never dreamt of. I look forward to a solid response whether you are in Dublin or Dubai, Middleton or Mauritius.

Thank you !

In Loving Memory of

MARY CREEDON

I have been blessed to have a friendship like ours.

You have seen me at my worst and best.

You've held me when I was in despair
and laughed with me when I was happy.

Our friendship was truly blessed by God
because it was unconditional.

I will always treasure the word friendship
because of you.

Submitted by
Elaine Quinn
(1985 - 1989)

C.E.R.T. - ITS IMPORTANCE TO THE HOTEL INDUSTRY

MR. BRENDAN PETITT (1954 - 1958)

One of the good things the Irish Hotel Industry did was to recognise its own inadequancies in relation to training. This was recognised as far back as the very early sixties. While the industry has done other things wrong - it felt the need very early on to put training, and the availability of committed trained staff as a high priority for development.

It was helped considerably, at that time by a very enlightened Tourist Board, which had, within Government circles, a very high profile. This high profile helped to set up the first Government sponsored industrial training agency in 1963. It became known as the Council for Education, Recruitment and training of hotel staff.

While its mandate has broadened since then, C.E.R.T.'s policy is now:

1. To co-ordinate the recruitment, training and formal education of young people preparing for careers in the industry.

2. To assist companies so that a high standard of training is provided at all levels for those already in employment.

3. To provide training for unemployed people that will enhance their prospects of securing employment.

4. To provide advisory and support services to the industry.

Not everybody agreed with the widening of its mandate at the time, from concentration solely on hotels to all catering and Tourism outlets. But time has shown that, not only was this move justified, but, indeed necessary. The availability of resources, including manpower, funds and commitment by the state could not have remained as strong if the organisation had remained confined to the hotel industry alone.

However, it is equally fair to say that the hotel industry, is the main beneficiary from C.E.R.T., mainly because of the number of units, the strong structural organisation which the industry has through its Federation, and the amount of commitment and good-will which exists to the industry towards C.E.R.T. and its personnel. Quality and standards are no stranger to Irish hotels, and to this they have found C.E.R.T. to be a willing bed fellow.

There is a feeling by some hoteliers that C.E.R.T. trains all staff. This is not true. Its main function is to co-ordinate the recruitment, education and training of staff at all levels. While it has got involved itself in training unemployed people at a number of venues, nevertheless its main function is of that described above. It does one further thing which has had very strong bearing on its relationship with the Industry - it places its trainees.

SCHOOL BASED TRAINING

Level 1. Before developing in detail the benefit of C.E.R.T. to hotels, a few statistics will help. In 1986, 5,800 school leavers applied for 876 places on C.E.R.T. craft courses. A further 347 trainees moved into their second year of training. Selection tests were arranged for all eligible applicants in regional centres and a total of 2,100 were subsequently interviewed by a panel of C.E.R.T. staff and representatives of the industry and catering colleges. 76% of those interviewed had Leaving Certificate which 20% had Intermediate Certificate.

It is clear from the above statistics that

- a. The courses are popular, leading onto what is now regarded as a popular service industry.

- b. The educational level of entrants has improved immensely with the consequent benefit to the industry of an enlightened and educated work force.

- c. The industry, being involved in the selection process, has a say in the quality of its staff.

- d. These courses put young people into a career path in which the majority stay - to their own benefit and subsequently to the benefit of the industry.

Level 2. Part of the value of C.E.R.T. to the industry is its facility to conduct worthwhile and useful research work. In 1985 C.E.R.T.'s manpower survey identified a clear need for formal training at a supervisory level for the industry. 1986 saw the establishment of new advanced courses in hotel and colleges, aimed at preparing experienced personnel for supervisory positions.

WORK EXPERIENCE & PLACEMENT

It is, perhaps, in this area of work experience and placement that the industry perceives itself as benefitting most from C.E.R.T. While one can argue the merits of this perception, nevertheless day to day running of a hotel has as much to do with the availability of trained, well motivated staff being almost instantly available to fill specified roles, as it has with long term strategic planning, which very often misfires and miscues. In the healthy days of the sixties, no area in the hotel industry created as much hot air as the demand for trained staff from C.E.R.T. in its placement programme. C.E.R.T. suffered because of this, and because of its perception by some of the favouritism in the delicate art of placing staff at crucial times. Changes in business demands and the increasing number of trainees eased C.E.R.T. out of this delicate situation, where today it manages to balance supply and demand fairly well. While the industry benefits substantially from the system which gives it each year, on a regular basis, staff who have commenced their training courses with the inherent discipline attached, it is also true to say that the system benefits from the placement, and C.E.R.T. would be the first to admit that without this facility their task would be more difficult. In 1986, 72% of all placements were in hotels. This is from an actual total figure of 1950 placements in 554 establishments. Demand for C.E.R.T. trainees has doubled over the past three years from 983 requests in 1983 to 1,956 in 1986.

NATIONAL CERTIFICATION

In 1984 C.E.R.T. set up the National Craft Curricula and Certification Board which operates under the auspices of C.E.R.T. and the Department of Education. This was indeed a milestone in C.E.R.T.'s history. It established for the first time the industry's own Certification Board with the consequent follow-through of Curriculum Development, establishment of a variety of courses, research work carried out to develop these courses, and a whole new look at what the catering industry is doing in terms of standards, methods of cooking etc. It, of course, takes away the necessity to use the London City & Guilds as a criteria, and allows us to develop our own criteria.

TRAINING AND ADVISORY SERVICES

A major source of help to the hotel industry, particularly in the past number of years has been C.E.R.T.'S industry training and advisory services. This offers a range of training and advisory services to industry employers, managers and staff, aimed at raising operational standards and performance in hotels, catering and tourism.

* It provides Advisory Services to industry establishments wishing to improve their operational systems.

* The Division organises In-company training programmes for industry staff and helps managers to develop their own training systems.

* It operates a programme of external courses in key management areas for managers and supervisors.

* It provides training in basic hotel and catering skills for unemployed persons who have by and large no previous experience.

During 1986, C.E.R.T. trained 4,681 hotel, catering and tourism personnel. This included staff and supervisors who received training in the workplace, and managers and proprietors who attend external courses. A further 625 unemployed people received basic skills training, and 88 percent found employment. C.E.R.T. also completed 175 company diagnoses as part of its advisory service.

Particular training emphasis was on developing the skills of managers and supervisors, who were given practical help in improving their operations.

EXTERNAL TRAINING

C.E.R.T. provided a total of 133 courses and seminars for 1890 industry managers, supervisors, operators and proprietors. These were designed to meet recognised training needs and were developed in consultation with industry associations. Courses were short term and provided participants with an in-depth knowledge of specific subject areas, including Stock Control, Accountin for Hotels and Restaurants, Modern Dietetics, Computerisation, Sales Negotiation and Labour Law.

The C.E.R.T. Supervisor Development Programme was expanded during 1986, and to date 550 heads of Departments and Supervisors have qualified as on-the-job trainers. The programme combines development of supervisory abilities with technical and training skills, and leads to C.E.R.T. Certificate in Supervisory and Instructional Techniques.

Training programmes were set up for staff of regional tourist offices in conjunction with Bord Failte, and during 1986 C.E.R.T. also awarded National Guide and Dublin City Guide certificates to 34 tour guides who successfully completed written and practical examinations.

During the year, C.E.R.T. organised a series of twelve Customer Relations Workshops for Industry managers in key regional location as part of a national drive to improve customer handling practices in the industry.

ADVISORY SERVICE

Demand for C.E.R.T.'s advisory services continued in 1986, and 175 company and departmental diagnoses were commissioned by hotel, catering and tourism businesses.

The advisory service offered management an in-depth analysis of the operations of their business, aimed at identifying shortfalls in performance standards or systems. The study can cover all aspects of a catering or tourism business, or can focus on problems in a specific department. Following the analysis, a confidential report was presented to management, with proposals for improving systems, increasing productivity and training staff.

Where there was a perceived need to raise the overall standard of a company's operations, the C.E.R.T. service provided a framework for making the necessary changes, by helping management to draw up an effective business and training plan. The advantage of the service is C.E.R.T.'s specialist expertise which can implement the training and operational proposals contained in any diagnosis.

UNEMPLOYED COURSES

C.E.R.T. provides a programme of basic craft training for unemployed people seeking jobs with the hotel, catering and tourism industry. Training is based in C.E.R.T.'s two training centres in Dublin and in temporary centres set up as required in regional locations. Some of these temporary centres are in hotels, which remain unused during winter. This is a decided advantage to these hotels where some activity is provided in otherwise closed locations.

A survey of trainees who completed courses between January and May 1986 showed that the majority were placed in establishments close to their home and to the training centre, and that all but 10 trainees were in full-time employment. The majority of employers (93%) were satisfied with the level of trainee skills and all would employ other trainees in the future. The survey report recommended the temporary training centres should not be located in the same area two years in succession to allow greater impact, and that they should be located in tourist areas or areas offering a wider catchment for recruiting trainees.

RESEARCH

Finally, of major importance to our industry which does not have the resources to do it itself in the research element of C.E.R.T.'s work. The emphasis during 1986 was on research towards new training initiatives in small business development for hotels and tourism, tourism management and technical skills development in industry.

A major survey was undertaken to establish the scope of the tourism industry, its manpower structure and training needs. Arising from this, "Scope of Tourism" summary, C.E.R.T. will draw up a training and development plan for managers in the tourism industry, to help it to meet projected expansion targets. This study compliments parallel research undertaken during 1986 in the hotel sector.

In 1986, C.E.R.T. published its Three Year Plan for the industry, which highlighted the need for improved management training and small business development. The Plan outlined training priorities and took steps to help industry to increase its own training in the workplace.

A C.E.R.T. survey of "Industry Attitudes to In-Company Training" in 1986 showed that while the value of such training is generally appreciated, the level of training varies between the different sectors. There are very few Training Managers employed in industry and, as a result, supervisors play a key role in the training function. The industry generally considered tight staffing levels and time to be the main obstacles to

training. Furthermore, in some establishments it was felt that low staff turnover and the fact of having a fully trained staff obviates the need for further training.

During the year, work was completed on a summary entitled "Where are they now?", an update of a study covering the whereabouts of C.E.R.T. graduates who attended courses between 1966 and 1984. It emerged that 60% of all respondents were still in the industry, 49% of those who trained before 1980 and 81% of those who trained after 1980.

C.E.R.T. serves the hotel industry well. For a very modest outlay of £16,000 per annum, a substantial portion of C.E.R.T.'s budget of £5.5M during 1986 was spent in the interest of the hotel industry. Whether it was wisely spent is hardly the argument, - very few will dispute that - what is perhaps of more importance is the perception which the Industry has of C.E.R.T., not in financial terms, but in terms of doing what the hoteliers feel it should be doing:

- a. Co-ordinating training activities.
- b. Recruiting young school leavers into the industry.
- c. Preparing them and the industry for mutually beneficial roles.
- d. Providing trainees for hotels in a mutually complimentary role.
- e. Providing advice for hotels through its various services.
- f. Making its very valuable research available to the industry.

C.E.R.T. does all the above very well.



"RELAX BOSS —
IT'S ONLY BRAIN DAMAGE!"

TOURISM COULD PROVIDE 30,000 NEW JOBS

A major report on the tourism industry's potential as a leader in the Irish economy has forecast that it is feasible to increase by 75% the value in real terms of overseas tourism to Ireland over five years.

This growth would bring 30,000 new jobs, would reduce Government borrowings by £107 million per annum and improve our balance of payments by £95 million per annum.

The report was prepared by a group of consultants, Stokes Kennedy Crowley, Peat Marwick and Davy Kelleher McCarthy, on behalf of the Tourism Policy Committee of the Irish Hotels Federation. Sponsorship for the study came from Coco-Cola and the Industrial Credit Corporation, supported by hoteliers and other interests within the tourist industry.

The study entitled 'Tourism - Working for Ireland. A Plan for Growth' examines the four main tourist markets, which account for 85% of overseas tourism income in Ireland - USA, Britain, France and West Germany and details what is required to increase Ireland's share of tourists from these countries.

The report requires a Government decision to recognise the real significance of the tourism business and the potential contribution it can make to our economy and a commitment to a realistic plan to reach the achievable targets set.

A strengthening of the Department of Tourism and a detailed co-ordinated plan for growth are needed in addition to a more competitive cost of access transport from two of the main source markets (West Germany and France) and a freeze in real terms of the price of the Irish tourist product, especially in the hotel and catering sectors.

The consultants recommend that only an additional £3 million to £5 million investment for consumer advertising media spent would be required each year to assist in attracting the increase in visitors to Ireland. No other similar investment could bring about such positive results for the national economy within such a short timeframe.

The report confirms that more than 90% of overseas tourists are satisfied with their holiday in Ireland. However, we are not spending sufficient on consumer advertising in the target markets as compared to our competitors. For example in the British market, Scotland spent nearly double Ireland's £780,000 in 1985.

Conor McCarthy, President of the Irish Hotels Federation has welcomed the study which shows that Ireland could increase its tourism revenue by 75% with some incremental investment and a lot of commitment from Industry and Government.

Mr McCarthy said: "The prospect of 30,000 new jobs and all of the economic benefits that it brings is extremely exciting for the entire tourist industry in Ireland. The report has confirmed that Ireland is in the right position, has the right tourism product and has enormous potential. The Government's White Paper on Tourism was welcomed but it was the opinion of the Irish Hotels Federation that higher growth targets were needed. This report now shows that such targets are achievable if as a nation we adopt a more compelling approach to the industry".

Mr McCarthy went on to say: "that the Government's recognition of the value of tourism should be implemented by re-positioning tourism in the national decision-making process".

The Tourism Policy Committee has presented the document to the Irish political parties and will be hoping for a positive response from them, with a commitment to putting the five year plan for growth into action immediately.

The report has been adopted as official policy by the Council of the Irish Hotels Federation, and by the Irish Tourist Industry Confederation.

Please feel free to contact me regarding any information on the report.

Jim Flannery,
Chief Executive,
Irish Hotels Federation,
Northbrook Road,
Dublin.

**IS THERE ANYONE OUT THERE
WHO WANTS
TO TAKE CHARGE ?
A Short Essay on Some Issues in Irish
Tourism**

It's all Bord Failte's fault really. Well, you've got to take Aer Lingus' attitude into account too if you're going to be fair. Alright, it's the other carriers too. Sorry, it's really due to the Government (any and all Governments) for not giving us the money we deserve and for not having a proper policy. Yes, but what about the 'cowboys', to say nothing of our own people - I mean have you ever looked at the state of a pub's toilets round about 11.00 p.m. on a Saturday night ?

Am I ringing any bells with you ? Does some/all of this (and a lot more in the same vein) sound familiar ? Have we not, all of us, at some stage raised an accusing finger and pointed it at one or other of our favourite villains, whom we hold responsible for all the troubles of our tourism industry ? I cannot ever remember meeting anyone who would readily point a finger at him/herself and say. "I could have done a better job. It's my fault that things didn't go as hoped for."

It would be oversimplistic and irresponsible of me to suggest that all the difficulties faced by Irish tourism could - or should - be solved by a national session of self denigration and breast beating. But, it seems to me that there is far too much of a tendency to blame the other guy whenever things go wrong and far too few occasions when people will sit down and say, "Okay, things are tough alright but there must be something I can do to get on top of the situation. Let's try to work out what it is ..."

The problem is, perhaps, primarily one of attitude. We seem to be afflicted by a pervading sense of fatalistic pessimism which saps our initiative. (Yes, I know that our tax system is horrendous but some people manage to survive within it and prosper so that can't be the whole answer). The spirit of doom and gloom is not something we inherit along with the colour of your eyes - a predetermined genetic defect, so to speak. If that was so our emigrant sons and daughters could not possibly have achieved so much in foreign lands as they indubitably have done. No, it appears to be something we have artificially created in our own land, and if it's something we have built it's also something we can tear down and replace. I suggest that we have relinquished any sense of personal responsibility for our own circumstances, a proposition - if accepted - that is bizarrely at odds with all the early family/school/church conditioning we received while growing up, while strongly indoctrinated us with the belief that we are responsible for our own behaviour and the consequences thereof. If we can readily accept

the notion that we are accountable for our own behaviour in the areas of personal morality and values, in family relationships, and in attitudes to our neighbours; if we can feel so personally involved in the suffering of others - look at how we respond with feelings of compassion for the victims of natural disaster (remember Ireland's response to Band Aid ?), then why can we not apply the same spirit of individual commitment to our view of the world in which we work ? Where are our innovators ? Our entrepreneurs ? Our leaders ? There are, and always have been, a few we can be proud of. Brendan O'Regan, the late Monsignor Horan, the people of Ryanair, and others spring to mind. But we need more of them - many more. And what should these people do ? They should be, if I may borrow a saying from a wellknown 'local', mould breakers - people who have the courage to think things out for themselves, however challenging to orthodoxy their conclusions might be: people who have the courage of their convictions and are prepared to take the risks associated with testing their ideas in the marketplace: people who inspire us through their example to think of bigger and better things to try ourselves: people who lead us to think about making a future for ourselves instead of dwelling endlessly on the failures of the past.

Yes, but leaders (and innovators and entrepreneurs) are born not made, aren't they ? We are just ordinary people who cannot expect to be able to achieve the uncommon, aren't we ? Rubbish, on both counts. The overwhelming evidence of a massive body of research clearly indicates that we all have the potential to develop our leadership skills and styles to good effect. We may not come near the stature of Alexander the Great, but we don't need to in order to achieve the kinds of change that are necessary. Similar comments can be made regarding the development of innovatory and entrepreneurial skills. As for the second issue, how many times do the media make their headlines out of stories which make precisely this point - that 'ordinary' people can and do, from time to time, achieve not only the uncommon but the extraordinary ? And if that observation does not seem to carry much conviction then consider the decades old proposition (so far unchallenged) by the arch guru of management theory, Peter Drucker, that the basic requirement of good management is to obtain 'uncommon' performance from 'common' people.

Let us apply this 'new' spirit of selfreliance to a topical issue - the high prices of Irish tourism products

and services which, we are told, are (a) destroying golden egg laying tourist geese; (b) inevitable; (c) the fault of Government tax policies, intransigent trade union wage demands, management incompetence, a weak currency (when looking at imported input costs) or a strong currency (when we are looking at falling tourism demand), or anything else which comes handily to mind. Such attitudes reek of unacceptable defeatism. Of course, we must be vigilant in keeping prices to a minimum - there is no excuse for sloppy cost control. Of course, we are entitled to lobby the Government by explaining the adverse effects on our industry of current fiscal and other policies. But, is that it? Are we just going to sit back and feel that having made our point it's now upto someone else to solve the problem. Why not recognise that, for the time being at any rate, we are a high cost, and therefore high priced, destination? There are vast numbers of well off potential tourists out there who don't mind paying high prices as long as they get value for money. The real question we have to answer is whether we are giving this value, and, if not, what we are going to do about it. What extra quality can we add to our

product/service? What are the additional needs of our customers which we are not satisfying? Who would really appreciate what we are offering? Are we, in fact, chasing the 'wrong' tourists - those who are price more than quality conscious, for instance? In truth, why do I not keep those toilets clean on a busy night - do I really believe that 'it doesn't matter'? (If I do think that, perhaps I ought to be in a different line of business where caring about people's needs is not important)

Those of you who know, understand, and practice these simple truths - to you I offer my apologies for the foregoing and my best wishes for a rewarding and successful future, you have earned it. For anybody else, why not give it a try? Isn't it worthwhile taking control of one's own destiny up to the limits possible? It can be good fun too.

Have a good season!

By Stephen Dewar, Senior Lecturer in Business Policy, NIHE, Limerick. (Stephen worked in Bord Failte in a number of positions between 1970 and 1978 and has kept up his close interest in the tourism industry ever since).

S.C.H.M. THE OLD AND THE NEW

SHANNON 1956

What was it like in the good old days, when Mr. Blum was still a petal just arrived. Mr. Shafer warning us NOT to take anything we saw in Shannon as our criterion and Hans a young stripling running around the dining room.

Shannon was a long runway surrounded by temporary buildings, our class rooms were about where the cafeteria is now and our bedrooms were up the road a quarter of a mile. The girls were one side of the road a reasonable accommodation like that used by air crews and the boys were in a missen but the other side of the road. That road we should never cross was known as the 38th parallel (from the Korean war). In winter it was an ordeal to walk to class in the morning down that exposed road with no buildings to give shelter.

MEMORIES: Enda Flannery was working for a few months at Shannon before the school term and during the time the KLM crash happened on the slot out from where the present hotel is. Enda helped with the rescue and I will always remember his description of bodies with their hands and one or two legs sticking up in the air covered with a blanket. Enda would also explain they had to break the legs and arms to straighten them out.

Walking to the Honk, with Billy Kingston and Cormac Hamill and Jerry Moynihan and Cormac always managing to fall in a ditch on the way back. Boning strips of bacon with a piece of string having first being scraped off the maggots with a spoon, a summer time job in the food store. The bacon was smoked and eaten with relish as Hans can tell you. Chef Ryan's kitchen,

cooking eggs in a gallon of fat, a cook who exposed himself when the waitress asked for sausage. Ox liver and bacon for tea.

Transit Bar - Sea Board and Western, full of American Airforce families landing every 30 minutes off with soft drinks vouchers, so we could serve the same coke topped up 3 or 4 times. Ball bearing, thumb and sometimes whole hand in the tot measure, always held at a slant.

Afternoon Tea - in the Lounge-same tea bags for 3 changes of hot water. The girls (who drank) drank whiskey and orange, I remember Mary Cunningham after we had driven into the sea in Lahinch walking along the edge of the cliffs of Moher at 2 a.m. in the morning looking for her shoes and Mary Murphy who always looked happy. Big Bernie and her little friend who would never walk beside me, Lelia Dooley the lovely wild cat and our little (or not so little) Pamela.

The fellows were also great, Enda a wonderful musician, of our band who now teaches music, Jerry the ear puller, John, Brendan Petit always solid as a rock with a sense of humour. Julian Chapman careful, Billy and Cormac Hamill from the wee north.

Shannon in 56 - we had no coloured TV in the rooms, no heating, no private bathrooms - just one cold shower for everyone (you guessed it - that's why it was cold!) We would either walk, or travel by bicycle, to Bunratty or Limerick to get drunk! Only one bicycle between us and straw tyres. It was a hard time you cushy lot, but we loved our ox liver and bacon.

Mr. John Daly
(1954 - 1958)

SHANNON 1986

An international airport that belongs solely to us during the dead winter months, fog bound, cold and grey, but with a great viewing lounge which, I think, owes its continuing existence to the ever thirsty Shannon Students.

Each day awakes to the sight of the students eagerly dashing down the road to join in another exciting episode of hotel law, and to bend their brain cells around the challenging tit bits of computer theory. Of course some people never quite make it on time, or in the right frame of mind or body. Naturally such horrible defects are highlighted for all to see on the dreaded Professional Attitudes Board which deals out judgement on such crimes as vandalising wallpaper or rolling in the corridors (in pairs). Of course Sue and Cathal were just practising their fire escape routine and Andreena maintains to this day that a poltergeist haunts the first year corridor. Some people go too far and it has been said that eviction is not a thing of the past in Ireland, and some people claim evidence of "a person" spending two nights in the 3rd year block - impossible of course !? Others, on the subject of accommodation, seem to be hard put to decide which is their own room, and Lola has been seen still searching blearily at seven o'clock in the morning for a bed ?

Strange sights have also been seen in the road between the hotel and that centre of friendly activity the Social Club. Security Gards claim to have seen a semi-naked man leaping down the road in a ladies negligee at about 3 a.m. An investigation has been led by Dermot, the inhouse detective who solved the crime of the "Missing Maintenance Book".

Food and accommodation have improved in the past thirty years (a bit), and Mr. Blum no longer holds sway over the trembling ranks, but we still work hard (sometimes) and the crack is just as good, although going to the Church is a bit dangerous nowadays as you have to dodge the 707's and valiant Aer Rianta Security !

All in all times have not changed that much down here in Shannon and college life will be sorely missed by us when we depart.

Sheelagh Daly
(1984 - 1988)



"I've got to tell someone, I killed the dinosaurs."

MANAGEMENT SERVICES IN THE HOTEL INDUSTRY

MR. MALCOLM SWEETMAN - Lecturer
in Mgmt. Services - N.I.H.E. Limerick.

The search for a better way to do things has progressed since the birth of mankind. The inventor of the wheel, undoubtedly, was motivated by a desire to eliminate some of the hard work involved in dragging things about. Better methods were thus early allied with the benefit and welfare of human individuals. Indeed man's self interest demands more efficient, less fatiguing procedures to do work.

The philosophy of Management Services is centred on the belief that there are easier ways of performing work and the measurement of that work.

Whilst Management Services has historically been associated with and used to great benefit in the manufacturing sector where it has been partly responsible for automation, mechanisation and lately robotics, there is no conceivable reason for it not to find similar success in the Hotel and Catering Industry.

One of the more popular arguments against its use in the Hotel and Catering Industry is because machines are lacking which reproduce the worker skills required and that volume production of an item is not attainable.

Whilst this statement is undoubtedly true, nevertheless it tends to restrict the philosophy of Management Services to one of seeking to automate the process.

In essence what Management Services strikes to achieve is an awareness of the potential for improvement regardless of the type of work involved.

Good management consists of understanding and directing the actions of human and other resources in such a way that an enterprise is controlled rather than the result of impulse.

One of managements prime objects is to be able to make decisions on a host of topics e.g. human relations, quality and service etc., etc. To enable management to decide a course of action it needs to have available some facts and where these are unavailable, some opinions. It is not unusual for management to place greatest emphasis on opinions to the detriment of the facts with the possible result that decisions taken are based on highly subjective criteria. Management Services on the other hand attempts to redress this imbalance by maximising the facts in the overall equation.

In summary, Management Services by virtue of bringing a specific approach to problem solving, in attempting to improve working conditions and methods is a powerful and necessary discipline regardless of the type of Industry.

RECREATION AND LEISURE WITHIN THE HOTEL INDUSTRY

My experience, in running the "OLD GROUND HOTEL" in Ennis, as Manager, in 1953, has changed somewhat, to Managing, 'NEWPARK HOTEL' 34 years later !! The "Questionnaires" which Travel Agents, asked you then, to fill in, always started with, "how many Rooms do you have"?. and how many of these, had hot and cold water !!? Today, they still ask, "how many Rooms have you"?. (they assume, that each Bedroom has a Bathroom en Suite) and NOW they ask "what Leisure facilities you have"?

In the last year, I have taken the trouble, to visit at least 30 Leisure Centres in Hotels, in Ireland, England, Scotland and the Continent. I learned what not to do, as much as to what I should do !

Someone once said "the facts are not important, but what people think are the facts are very important"! This I think is absolutely true, and it is particularly true, when people decide to go away on a short break or holiday. They agonise over Brochures and eventually, the final decision is made. My own belief is, that three quarters of the people, don't actually use the facilities, but they are motivated to come to a certain Hotel, because of certain attractions that they think they will use ! Since we have started to build our Complex, the Enquiries have trebled for Weekend Breaks, Conference and Mid-Term Breaks, so if nothing else, a Leisure Complex is a very important Marketing Tool, in a designate area. I don't advocate that everyone should build a Leisure Centre. The location of your Hotel, is the most important factor you will ever decide on, and there are certain location then suit Leisure Centres more than others.

Always remember that one Leisure Centre doesn't make a Resort!, but I do think, that Ireland, and particularly the Resort Areas, are suited, to Leisure Centres. Someone once said, about Irish Weather, that we have nine months Winter, and three months bad weather!, If that is half true, then a Leisure Centre is a must, and the more Leisure Centres we have in Ireland's Resorts, the better they will be. Personally, I think it is a great shame, that we haven't emphasised this more, and I would be very anxious that Bord Failte and the Government would lend it's full weight to developing Irish Resorts and encouraging Hotels therein, to add further amenities to what they already have, thereby making their location a worthwhile place to visit.

Lahinch is a place, in point. A man of vision MICHAEL VAUGHAN tried to get a Resort off the ground there, many years ago, and as far as I know it has been successful. I also know that he has not received much help from outside, but he saw and recognised the need of such a place, and he filled this gap. The classic example is, the late Billy Kelly's Hotel, KELLY'S HOTEL ROSSLARE. They recognised years ago, that the combination of good food and many Leisure Facilities increases the ambience of the whole area, and this Hotel has thrived more than any Hotel I know of, in Ireland, in the last twenty years.

I personally, visited Trabolgan, and stayed the Weekend with my Family. This is a development of £11 Million, Sponsored by a Dutch Pension Fund. It comprises of a CENTRAL SPORTS AREA & APARTMENTS, in a lovely part of Ireland, just outside Middleton, Co. Cork. As far as I can judge, it has been a very worthwhile project. I would advise everyone to seek out their Brochure.

THE LEISURE SPORTS COMPLEX itself, is a large area, kept at 82 degrees Fahrenheit. The big Swimming Pool, at one end of it has a Beach, at the other end there is a Wave Machine and a Rain Machine and a very comprehensive Water Slide, about 30 feet high and 100 feet long! Also there is a Children's Pool, Sun Room, and a Private Leisure Area. As an outsider looking in, they appear to have got their act together. They seem to be booked out well in advance. I think we could all learn from this experience, and I repeat, send for their free Brochure. You will receive it by return of Post, it's well worth reading.

In relation to NEWPARK HOTEL, we have added to the Hotel, a Glass Link Corridore with a "Gazebo" Structure in the centre, 14 feet high, 14 feet across, this connects the centre of the Hotel, directly into our Leisure Facility. This Leisure Centre comprises, an extensive Gymnasium, Creche, Viewing Room and Control Area. From the Control Area the Supervisor controls the Dressing Room Doors. In each Dressing Room, there are Showers, Lockers, Toilets, Wash-hand Basins, Hair Dryers, Large Sauna and Drinking Taps. Through this you go through a 8'x4' x 8" deep, disinfectant Footbath, out to the Main Area, which is again kept at 82 degrees Fahrenheit. The Main Area comprises, a large Swimming Pool, 52' long, A Children's Pool and a Cold Plunge Pool. There is also, a large Jacuzzi and since some people shun the thought of having a Jaacuzzi qirh aomwvosy wlaw, qw hcw pur in Private Jacuzzi as well! There are two Private Sun Rooms with Turbo Sunbeds, plus a Large Tropical Room, where people can relax after a Swim, (No Children are allowed there), Coffee and some other form of Beverage will be served there. There is also a Turkish Bath/Steam Room plus two Saunas in each Dressing Room.

It is too soon yet to judge, how successful it is going to be, but the pointers are all very encouraging. We are allowing, two types of Members, (A) those who stay in the Hotel have Membership Free, (B) the other kind, will be Club Membership where we can charge £X per year for a person to join the Club. We propose opening the Club seven days a week, from 10 a.m. / 10 p.m. or maybe earlier.

Other people who have built Leisure Centres are, Ballymascanlon Hotel Dundalk, Downhill Hotel Ballina, Jury's Hotel Cork, The Berkley Court Dublin, Jury's Dublin, The Talbot Hotel Wexford, The Limerick Inn, Limerick. I have checked with each one and they are all very pleased. Yes, I do think there is a future for Recreation and Leissssssure Facilities within the Hotel Industry in Ireland.

BOBBY KERR,
Managing Director,
Newpark Hotel.

18th March, 1987.

NEW BUSINESS OPPORTUNITIES FOR GRADUATES

Food kitchens have a very familiar ring about them as far as Hotel School graduates and others involved in the catering business are concerned. However, "food kitchens" with a difference exist in Limerick which may not conform to the average catering person's impression of such units but which, nevertheless, could have particular relevance to his or her work.

The "food kitchens" in question are, in fact, contained in the ultra modern Limerick Food Centre built by Shannon Development at Raheen Industrial Estate outside Limerick. They are part of what is called the "Food Technology Business Unit", jointly operated by Shannon Development and AnCO, which is geared to help people with agri-business or food product ideas to set up their own businesses.

This Food Technology Business Unit, which is part of Shannon Development's special approach to the development of small-scale food processing in the Mid-West Region, provides the necessary facilities to develop new food products and also gives access to training and professional guidance. The objective is to enable people with the necessary food technology or other relevant managerial experience to progress projects from the idea stage through to the marketplace.

At present, about 20 people are developing a range of new food products for the marketplace at the Unit. Products at different stages of development include continental sausages, pickles and preserves, goat's milk yoghurt, long life fruit cakes, frozen desserts, hand-made chocolates and fudge, griddle bread, pancakes, frozen potato cakes and Belgian waffles.

Facilities at the Limerick Unit include:

- * "Food kitchen" units of approximately 300 sq. ft. each where promoters can operate during the project development stage.

- * A range of food processing equipment for testing and developing new food products.

- * Advice and support from a resident food technologist.

- * A training and development programme covering business planning, marketing, product development and the hygiene requirements necessary in setting up a small scale food business.

- * A training allowance to qualifying participants.

- * Access to technical and business advisors from AnCO - the Industrial Training Authority, ACOT - the Council for Development in Agriculture, Shannon Development and the Institute for Industrial Research and Standards (IIRS).

- * Access to investment capital funds for selected projects.

Also located at the Limerick Food Centre is a full scale Food Laboratory operated by the IIRS which has comprehensive food testing capabilities and an experimental food kitchen, with back up technical advice.

Shannon Hotel School graduates may well find the Food Technology Business Unit in Limerick of interest from a number of points. For those graduates who are already operating hotel or other catering establishments in Ireland, it may offer an opportunity to source an unusual and appetising food product.

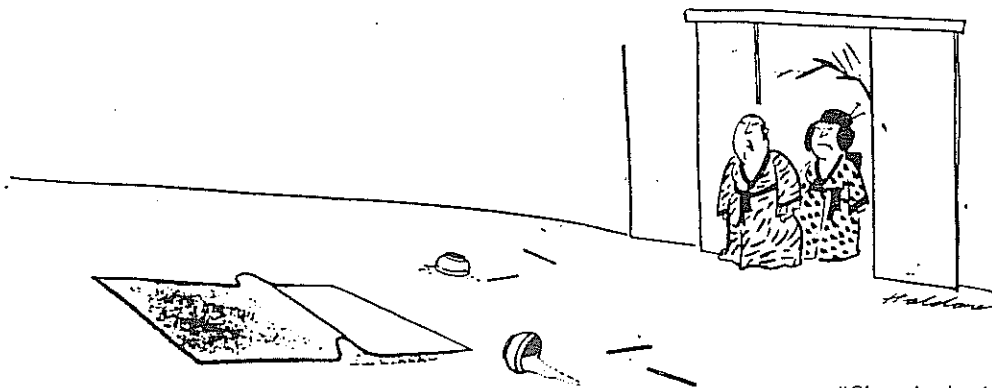
A wide range of products are being developed towards commercialisation, which are all either additive free or very low in additives.

On the other hand, if you are a young (or perhaps not so young) graduate who has an interest in food processing business on your own, then it may offer a chance to achieve that objective. Individual entrepreneurs or graduates, particularly those with a food technology or business background, who have visible food product ideas which they wish to develop towards a commercial business are very welcome to contact the Unit to see if they can be accommodated.

Finally, some graduates may wish to become involved in the food processing business as part of a team, either by investing financially in a project or taking a direct part in developing and running the business. A special "Food Link" programme developed by Shannon Development and AnCO, utilising the Food Technology Business Unit, might provide the appropriate vehicle for such involvement by Hotel School graduates.

For further details on the Food Technology Business Unit or on any aspect of its operation, contact the Food Technology Business Unit at Limerick Food Centre, Raheen Industrial Estate, Limerick, Ireland.

Tel: 061 - 28333 Ext. 204.



"Oh no, the place has been ransacked!"

SHANNON REUNION (UK) 1987

This year, the third annual UK reunion was held in the Brandon Hall Hotel near Coventry on Friday the 30th of January.

The decision to hold it on a residential and 'outside London' basis was very much a conscious one since the last two reunions were held in London to coincide with Hotel Olympia. The reunion committee strongly felt it was only fair to those graduates outside London that those based in London meet them halfway.

The College Publications Committee were more helpful in providing the Reunion Committee with a mailing list. The only snag being that fifty percent of it was out of date. Obviously graduates had not 'kept the contact' with the College. Nevertheless a mail shot was produced, and we all hoped that the ever reliable grapevine would get word out.

Well it did, and we were hoping to have a final number for the weekend of eighty five people dating back to the 1974 graduates. The evening was a tremendous success with people arriving from 3.00 p.m. onwards to check-in, which got the atmosphere going at an early stage.

Mr and Mrs Blum were our Guests of Honour and Mr Blum marked the occasion officially by presenting Brendan O'Connor with his chain of office as the first Chairman of the now officially formed Shannon College Alumni Association (UK) Branch. The Reunion Committee also constitutes the Alumni (UK) Committee, the members being: Brendan O'Connor - Chairman 1987; St. John Kelliher - Vice-Chairman 1987; Paul Carty and Claire O'Connor - Committee Members.

As a way of marking the wish of all those present to sincerely consolidate the new Alumni Branch, nearly £250 was collected as a form of scholarship to be offered to a 1987 graduate for the best thesis on "Free Enterprise". The details of this will be clarified at a later stage by St John Kelliher.

The fun and frolics then got underway with a fabulous array of spotprizes, good music and dancing. Simon Fuller was presented with a bottle of Champagne as the prize for travelling the farthest (all the way from Killarney) and Barry Fogarty was presented with the Bunnratty Medieval Banquet Prize as the Graduate from 1974!

Dancing, drinking and good entertainment went on until 4.00 in the morning thanks to the singing and jokes from the Irish Folk Duet who played from 1.00 a.m.

There were not many people the following morning at Brunch which was organised from 8 - 11; that is to say there were not many people much before 11 (!!) when suddenly the Restaurant filled up for the cures of Orange Juice, Cereal, Toast and a good full breakfast.

Next year's Reunion will be on Friday 29th of January, venue to be confirmed but it will be in London to coincide with Hotel Olympia. We expect the numbers to be even greater and for it to be as successful, as this years. The only important message we have is to 'Keep The Contact', spread the word and

up date us with addresses - otherwise there is no way of reaching everyone possible. Here's to 1988 !!

P.S. There are plans for a Summer Barbeque this year - so keep your ears open !!

The contact for names and addresses in the UK is:

Mr. St John Kelliher,
General Manager,
Post House Hotel,
Marlborough Road,

Claire O'Connor
(1978 - 1982)

Swindon, Wiltshire SN3 AQ.
Tel. No. (0793) 24601

IN THE NEWS 86/87

HOTEL & CATERING REVIEW JANUARY 1987

Newpark Developments

One of Ireland's leading provincial hotels has announced plans for a major £1 million development which will include a new leisure complex and bedroom wing.

Kilkenny's Newpark Hotel has started construction of a leisure centre which will be among the most modern of its type in Ireland, and will incorporate a three-pool swimming area, a gymnasium, and sunroom, at a total cost of around £650,000.

Flexibility is the keynote in the design of the complex. The layout of the main 'dry' area allows use as a creche, viewing area or as an extension of the gymnasium. The emphasis is on roominess and airiness.

The main pool is over 50 feet in length, and there is also a cold plunge pool and a children's pool. Double-glazed roof-lighting and window-wall installations ensure a comfortable temperature in the 80s throughout.

A steam room (Turkish bath), two saunas, open and private jacuzzis and two solariums with private turbo sun-beds are also available for club members and hotel resident.

The new development coincides with the hotel's 21st birthday this year. In 1966, the former Newpark House was renovated and extended as the region's first Grade A Hotel.

HOTEL & CATERING REVIEW DECEMBER 1986

Irish to establish catering school in Malta

A team from Shannon College of Hotel Management, CERT and Aer Lingus has won an assignment to establish a new school of hotel catering and tourism studies in Malta.

The team will be headed by Gerry Hughes, director of the Shannon College and the project has the backing of the United Nations Development Programme and the World Tourism Organisation.

IN THE NEWS 86/87

**Hotel Catering and Tourism Studies
School to be set up.**

A contract with the Department of Tourism in Malta was recently signed in Valetta and work on the project has already begun.

The project will include the setting up of the school, up-grading courses for hotel and catering personnel and providing refresher courses for instructors in the existing School of Catering.

Gerry Hughes is chief technical adviser to the project and will also lead a team of consultants who will work in Malta over the coming eight months. Raymond O'Connor deputy director of CERT was in Malta for the signing of the contract and other members of the team will include Michael Vaughan of Shannon, D McMahon, a consultant in commercial and social services, Tony Lenihan of CERT, N Sheily, a consultant in accommodation operations, H. Schmid, food service consultant, T Maher, management training consultant and A. O'Gorman an accountant.

HOTEL & CATERING REVIEW 86/87

Swiss Scholars

Miss Lisa McAnaney of 2 Sommerville Tce., Dalkey Ave., Dalkey, Dublin & Miss Marie Therese Costelloe of Ballyallia House, Ennis, Co. Clare who were successful candidates for this year's Hotel Management course at the Shannon Hotel School have been awarded scholarships such as valued at SFRS. 17,000 to undertake the first two years of a hotel management foundation course at the internationally renowned Hotel Consult School at Brig in Switzerland.

Gerry Hughes, Director of the Shannon College who had the task of selecting the two recipients from the list of 1986 entrants - pointed out that the scholarship is the first of its kind to be awarded to an Irish college and provides the winners with a superb foundation course in the best Swiss tradition for a hotel management career. Both girls will return to Ireland after two years and re-join the Shannon course from which they will graduate following one year in College and one year with T.H.F. group in Switzerland.

This link with the Swiss Hotel school further strengthens the strong ties between the Shannon Hotel School and Switzerland - students from Shannon have passed their second year in training with Movenpick group in Switzerland for many years a relationship that has served both organisations particularly well.

It is expected that the Swiss Hotel School Scholarship will have the effect of putting further pressure for places on Shannon Schools prestigious Hotel Management programme. This year some 500 candidates were interviewed for 35 available places. The probable reason for the very high level of demand for entry to the College is that graduating students are guaranteed a management position with the Trusthouse Forte Hotel Group - a unique selling point in 1986!

A new school of hotel catering and tourism studies is being set up in Malta with the backing of the United Nations Development Programme and the World Tourism Organization.

The Department of Information (DOI) said that the National Tourism Organisation of Malta (NTO), with the full co-operation of the Ministry of Tourism and the Office of the Prime Minister had been working on the project for some time. It said that NTO has been working with the World Tourism Organization and the United Nations Development Programme (UNDP) to set up the newschool "to upgrade hotel and tourism standards generally and to provide on-going training in this field".

The project will be financed by the UNDP technical assistance programme and executed by the World Tourism Organization, the DOI said.

The project document was formally signed last week by the Shannon Hotel School of the Irish Republic, in partnership with Aer Lingus (Irish Airlines) and the Irish State Training Agency for Hotels, Catering and Tourism, as the implementing agency that will realize the proposed project.

Such a project would include assistance in the setting up of the new school, up-grading courses for existing hotel and restaurant personnel, and refresher courses for instructors in the existing School of Catering, the DOI said.

It said that Mr. Gerry Hughes, director of the Shannon Hotel School, who would act as chief technical adviser, would be heading a team of consultants who would start work on the project this week. They would continue to be engaged on the Malta project until July next year.



Liam Sheehan, promotions manager (West), Guinness Group Sales Ireland; Catherine Murphy, winner of the 1986 Guinness Scholarship presented annually to the Shannon School of Hotel Management and Michael Whelan, area sales manager, Galway, GGS. Catherine Murphy will use the 1986 Guinness Scholarship, valued at £900, to further her studies in Switzerland.

IN THE NEWS 86/87

Mr. Hughes arrived in Malta last Thursday accompanied by Mr Raymond O'Connor, deputy director of CERT, the Irish State Agency for Hotels and Tourism Training.

The other members of the consulting team who will be spending varying periods in Malta throughout their assignment are Mr. Michael Vaughan, lecturer in Professional Cookery at the Shannon Hotel School; Mr. D McMahon, consultant in commercial and social services; Mr A. Lenehan a training consultant in accommodation operations; Mr. H. Schmid, food service consultant; Mr T Maher management training consultant and Mr. A. O'Gorman an accountant.

They will start their assignment by training instructors at the existing School of Catering and Hotel Management, located at the Mediterranean Conference Centre, in Valetta. They will also train serving staff in the private sector.

The DOI said that local hotel and restaurant managements that wished to avail themselves of the envisaged training could attend a preliminary meeting which the consultants planned to hold on December 1 at 11 a.m. at the Mediterranean Conference Centre.

Further details about this meeting will be circulated among hoteliers and restaurateurs shortly.

SUNDAY INDEPENDENT DECEMBER 1986

Dorchester plum for man from Beleek

A young man from Beleek, in Co. Fermanagh, has been chosen for one of the most prestigious hotel management jobs in the world.

Seamus McManus is the new general manager of the world-famous Dorchester Hotel in London, for many years the luxurious sanctuary of the rich and famous.

Seamus, in his early 40's, takes up his new position a plum prized by any aspiring hotel manager anywhere in the world, on January 1.

Last week, he spoke excitedly to me about his appointment from the Four Seasons Hotel, in Boston, where he has been manager for almost four years.

"It is an incredibly exciting challenge" he said. "We have plans for a major renovation programme - a new restaurant, new suites and so on. At the moment the Dorchester has 200 bedrooms and 80 suites - more than any other London hotel.

"Managing the Dorchester really is a dream for any hotel manager. It's a great honour". Seamus was approached by contacts who knew of his impressive record with Four Seasons Hotel Group in the States. He had previously been manager in their Washington Hotel.

Which is a long way from the late 60's when he left Beleek to train at the Shannon College of Hotel Management. After that came spells with Ryans at Killarney, Limerick and Dublin.

His move up the ladder continued when he became food and beverage manager at the Heathrow Hotel in London followed by a spell at banqueting manager at the Carlton Tower, also in London.

But it was not until he went to the States that he became a full general manager with the Four Seasons in Washington. In 1983, he moved as manager to their hotel in Boston.

The Dorchester has also seen a number of changes over the last few years. Aral Construction sold it to a wealthy Saudi, Mouaffak al Midani. He sold it in 1984 to the Regent International Hotel chain but they only had it for a year or so before selling to the immensely wealthy Sultan of Brunei.

Regent International continued to manage the Dorchester. But earlier this year that management contract was coancelled, which allowed the talented Seamus McManus to step in and continue his meteoric rise.

THE STATE OF IRISH TOURISM

Irish Tourism is a subject which seems to be on many minds today. The recent Coalition Government published a white paper on Tourism, which was responded to by an analysis issued by the Chairman of the seven Regional Tourism Organisations. This was followed by a report on Tourism commissioned by the Irish Hotels Federation which in turn was in the main adopted by the present Fianna Fail Government in their pre-election manifesto. However, much of this they find they cannot implement due to the present national financial crises. Various Chambers of Commerce throughout the Country are strongly urging an increased committment to Tourism. Most local authorities are seeking opportunities to enhance our tourism potential and the pursuit in general seem to have a sharpened awareness that a strong Tourist Industry can be effective source of prosperity to the nation, at a time when such a contribution is so desperately needed.

So what are we doing about it all ? Sadly we seem to be poised but unable to attack the matter forcefully due to lack of the required financial backing. Backing to heighten our marketing, to assist in the area of up grading our existing product and to support the development of our environment and amenities. All vital to the industry but shelved until we can get our economy under control.

In the meantime what positive steps can be taken towards the enhancement of Irish Tourism ? To try to model ourselves on other countries is not the way. A study of our own product and the things that have made it special to those many thousands who return eagerly to holiday in our country will indicate that Ireland is loved for its naturalness - its people, its food, its scenery and its way of life and historical attributes.

Ironically it would seem that the first people who need convincing of this special Irish uniqueness are the Irish themselves. Only in pockets of Ireland will you find a general public awareness of the importance of the visitor to the local economy, and, whilst in other areas we will warm to the visitor in time, the spontaneous welcome which can be so much appreciated may be missing. A general attitude of welcome throughout the land would be of immense value and a campaign towards this end could be undertaken by the various Chambers of Commerce or Junior Chambers throughout the country. Put a smile on the face of Ireland.

The availability of the best of food produce is another great Irish asset. From our Seas, Rivers, Lakes and Land comes some of the Worlds richest foodstuffs. Our produce benefits from its fine natural flavour and we should ensure that we do not cook it out of it! Our sauces should compliment, no dominate, and a warm, friendly face on the one who serves it is the best sauce of all. Don't replace Brown Bread with Croissants nor Irish Charm with Swiss Efficiency! By all means do it right but keep it natural and friendly.

To protect our scenery/environment is of critical importance. Our scenery we have; - to keep it is the priority. Local Authorities in recent years have grown increasingly aware of their responsibility in this area and much good has ensued. To make our citizens more supportive of this need requires a concerted effort.

From all relevent sources of influence. To simply provide a service to collect letter is not the answer. It is for us to get the message accross that keeping Ireland tidy is for our own ultimate good and is entirely up to ourselves. Likewise, our seas, rivers, lakes and skies must be protected and cherished as any great natural resources should be.

There are encouraging signs that our Historical Heritage is being increasingly restored. This is a very exciting area for development and one which should be pursued to the utmost. A strong chain of Historical Sites, Heritage Parks etc. throughout the country would leave the Irish Tourist product greatly enhanced. Supoport for the development may be found if properly presented and identified.

We have an excellent product. We must believe in ourselves and increase our confidence. With that confidence we can lift our industry and take on the world.

Charlie Boland
Candlelight Inn
Dunmore East
Waterford

SWISS SCHOLARS

Miss Lisa McAnaney of 2 Sommerville Tce., Dalkey Ave., Dalkey, Dublin, & Miss Marie Therese Costelloe of Ballyallia House, Ennis, Co. Clare who were successful candidates for this years Hotel Management course at the Shannon Hotel School have been awarded scholarships each valued at SFRS.17,000 to undertake the first two years of a hotel management foundation course at the internationally renowned Hotelconsult school at Brig in Switzerland.

Gerry Hughes, Director of the Shannon College who had the task of selecting the two recipients from the list of 1986 entrants — pointed out that the scholarship is the first of its kind to be awarded to an Irish college and provides the winners with a superb foundation course in the best Swiss tradition for a hotel management career. Both girls will return to Ireland after two years and re-join the Shannon course from which they will graduate following one year in College and one



Pictured above, Lisa McAnaney, Gerry Hughes, Director of the Shannon College and Marie Therese Costelloe.

year with the T.H.F. group in Switzerland.

This link with the Swiss Hotel school further strengthens the strong ties between the Shannon Hotel School and Switzerland — students from Shannon have passed their second year in training with the Movenpick group in Switzerland for many years—a relationship that has served both organisations particularly well.

It is expected that the Swiss Hotel

School Scholarship will have the effect of putting further pressure for places on Shannon Schools prestigious Hotel Management programme. This year some 500 candidates were interviewed for 35 available places. The probable reason for the very high level of demand for entry to the College is that graduating students are guaranteed a management position with the Trusthouse Forte Hotel Group — a unique selling point in 1986!

CORNELL AND THE AMERICAN EXPERIENCE

Cornell University covers 740 acres of land on a hill overlooking the town of Ithaca and the scenic Cayuga Lake in the northern part of New York state. It is home every year to approximately 17,000 students and every summer to Professionals who attend the Summer Centre for Professional - Development Programme from nearly 60 countries.

The Summer Programme runs for seven weeks and covers most aspects of hospitality management (as they call it here in the U.S.) courses found to be extremely beneficial last summer in particular were the marketing ones; leave it to the Yanks to cover this aspect of management well. One Human Resources Course which was found to be outstanding was the one of Organisational Communication and Decision Making given by Ms. Francine A. Herman, a Professor who has dealt with negotiations in many industrial relations problems on the east coast of the United States especially in the heavily unionised city of New York.

The computer courses covered were quite good for those who had little or no experience in this field, if you want hands on experience in this field, Cornell is the place to do it, as it has nearly \$17million worth of Hardware/Software. Here, the course I found to be the most interesting was the one on managing the small business given by William Eberhardt. During this course Bill shares with the class his experience, good and bad. From the time he started out with nothing until today, when he runs a company which earns him a cool \$4.5 million per year. There is hope left for some of us. --- And all of the above you can have in 1987 for only \$625.00 per week.

Anyone who ever contemplates attending the summer programme at Cornell should make sure to coincide their stay in the U.S. with some travelling. One does not have to do all the travelling that a certain number of graduates did last year to get a sense for what this massive continent is all about, but, a visit to a number of U.S. cities is advisable as well as some of the beautiful rural parts of the U.S. that exist. Our thanks must go to Mr. Blum and Ms. Barbara Ratcliffe, Director of training and Management Development here in North America for organising last summers trip of a lifetime. It enabled us as Hoteliers to see what is happening in the industry in a country we all hear so much about. We found the American Hospitality Industry to be very much so market orientated, unlike ourselves in Europe, which is mainly product orientated. Generally our standards of service and attention to detail is much higher at home than here in the U.S.

One could go on for many more lines; just come on over and see it for yourself.

James Walsh
(1981 - 1985)

IHCI PAST, PRESENT AND FUTURE

The Irish Hotel and Catering Institute was founded 21 years ago this year. It was set up to act as the professional body for managers and potential managers in the food and accommodation services industry. It was recognised that unlike other professions, such as accountants and architects, management in the hotel and catering industry was not seen as a profession in the same way. The IHCI was thus set up to work towards professional recognition. As in the past, one of the key objectives of the Institute is to work towards a situation where employment in the Industry is conditional on membership.

The work of the IHCI, however, hasn't just stopped at recruiting members. A wide variety of services are offered to the members to help them develop their knowledge and skills. Except for a couple of years the IHCI has held a seminar each year on 'up-to-the-minute' topics relevant to members. While the educational content of these seminars has been widely acknowledged by delegates the opportunity for social interaction between members is also stressed. Students from the various colleges also participate which gives them an opportunity to meet industry practitioners.

Other activities over the years on the educational front are monthly lectures held on a variety of subjects. The IHCI is the certifying body for the 'Principles and Practices of Hygiene' course run by Health Boards all over the country. The Institute also provides scholarships to the colleges which are sponsored by various different organisations. In addition last year saw the start of the National Hotel and Catering Game which is open to students from all colleges both in the North and South.

On the social front apart from the Annual Seminar the Institute over the years has held monthly lunches/dinners in various establishments around the country as well as the Annual Dinner Dance which follows the AGM held each April.

The current President of the Institute, Paul Boksberger, is optimistic for the future. Membership has increased and is set to increase further as the IHCI gets nearer the goal of professional recognition for membership. Paul sees as a priority the involvement of the future Institute members i.e. present students, in activities organised by the IHCI. A number of these activities were held this year and even more are planned for the coming years. In an effort to meet the demands of the future the number of council members is being increased to give a broader representation from all aspects of the industry. The IHCI is set to become a more dynamic force in the Irish Hotel and Catering Industry.

Valerie Beatty
(19 - 19)

I.H.C.I.
11 Herbert St.,
Dublin 2.

**'ANYBODY REMEMBER
LAUSANNE ?'**

**THE IRISH COMMECTION
(Movenpick - Riponne)**

Its with great pleasure that I would like to say a few things about my tenure in the Movenpick Riponne, and the new challenging venture I have undertaken : Movenpick-Radisson Hotel.

Movenpick-Riponne , is and will always be my baby. I took it in hand like a destitute child ten years ago and today I am proud to say that it is a great success. A success, yes, but I would never have arrived at it all alone. Firstly, I had my sister Georgina, popularly known as Gin Gin, and then I was surrounded by a loyal devoted and ever ready executive team and 90 young, good and dynamic collaborators of which I gladly say the Irish were the exemplary elements to depend on. I was touched by your generosity on all levels and of course your sense of humour.

The restaurant Movenpick-Riponne is a group of restaurants under one roof. The overall capacity is 360 seats. We cater to every gastronomical need and we are always in search of something new to offer to our clientele which is the best, and within their means. The Movenpick-Riponne originally was conceived for a turnover of 3 million Swiss Francs. Today, after a remodeling in 1978/79, reorganising the daily operational tasks from the day I took over and an aggressive Marketing Mix technics, we have a turnover of 8.4 Mio. You may wonder how, miracle ? No, not at all. It was like our President, Mr. Ueli Prager said: "10% inspiration and 90% perspiration". Yes, perspiration, I can very well tell you, because I still perspire at least 13 hours a day, but as you all know, we have chosen the vocation, perhaps the best and most exciting. Therefore, naturally a certain discipline is expected from us all.

When I took over the management of Movenpick-Riponne, my first objective was personnel, because I believe the most important element in the establishment is the personnel.

It's with much regret that I still find it is neglected all over in this industry. We treat the merchandise with so much care, for example: we store the vegetables in an ideal place, the wine in a cellar with certain temperature and care, and yet, the real treasure of an enterprise is neither behind the doors nor in the plates, it's the HUMAN FACTOR, as for me, personnel will always be my top priority.

In the last few years every one knows that the cost structure was abruptly modified; the cost of merchandise has regressed by 30 - 40% and yet the merchandise holds the central place in our industry> He who detects this error will certainly not hesitate to modify his managerial policies for he would realise that if the personnel cost him much, after all, it's also the personnel on whom rests the larger part of the turnover.

I have now taken over the General Management of the Hotel Movenpick-Radisson in Ouchy, resting assured that my Riponne is in good hands.

The work on hotel is going on at an incredibly fast pace. It will have 380 rooms, 3 special restaurants, 1 bar, a ballroom for 400 people and a most modern convention centre. The opening is set for the 1st of March 1988 and we are obliged to respect this date because of a number of rooms that have already been sold.

I repeat my priority is my personnel : young, good and dynamic and I know at least one place where to find them and that's why I always love, trust and care my IRISH CONNECTION.

Hannelore Schnoll

**DEAR AUNT JULIA, YOU SHOULD
HAVE COME HOME FOR IT**

"We had an election you know, in early spring ?
(Three votes had him shakin', the poor old thing)
Sure, the weather was grand in the first few months,
But you could hardly say mild on the Political front.

For months in advance, we had Charlie's song blarin',
And Bruton was 'roarin' no policy sharin',
The PD's were spoutin' in seventeen languages,
Spittin' out promises and cucumber sandwiches.

Garret and Charlie were promising jobs,
About horsin' out taxes with capitalist sobs,
(But far more important it appeared to me,
Was that the 'Greens' got the vote and saved the tree)

Them young lads in Labour, were callin' great bluff,
Though only a small crowd among bigger stuff;
While the two boys were arguin' over who caused the
crisis,
Them young lads were roarin' 'bout inflation and prices.

Julia, Julia, 'twas mad in the village pub,
We'd barrels of porter and music and grub,
Frankie O'Malley got elected again,
With a total of votes of ten thousand and ten.

We're gettin' married in May, me and Jimmy, the pair
of us,
So we'll se you soon Julia, we know you'll take care of
us,
'Till we get settled in Boston, we can stay at Breda's,
Sure we voted for Frankie, he'll get us the Visas !

Dermot Collins
(1984 - 1988)

MEN

We have received a letter under the above heading, which is either a literary contribution or an epistle, telling the male sex where to get off. We print it to let readers judge for themselves what our correspondent was getting at.

"Men are what women marry. They have two hands, two feet, and sometimes two women, but never more than one idea at a time. Like Turkish cigarettes they are all made of the same material, the only difference being that some are packed better than others.

Generally speaking, they may be divided into three classes - husbands, bachelors and widowers. A bachelor is an eligible mess of obstinacy, entirely surrounded by suspicion. Husbands are of three types - prizes, surprises and consolation prizes. Making a husband out of a man is one of the highest forms of plastic art known to civilisation. It requires cunning, science, common sense, faith, hope and charity. It is a

MY ROOTS, MY DESIRE

And so swells my soul
As a drum roll
A Symphony of Splendour
Vibrating Over
Rolling hills of Majesty
Trickling to a bubbling stream
Crystalline Purity
Melting in
Warm breezes and
Dancing buttercups
Crossing Patures of Peace
An eagles shadow
Drifting over
Rippling green
Tiptoing Barefoot
A small child
In the dewy mists
Of a secret garden
Great blue mountains
Reflected in infinite grace
By watery mirrors
Gliding up Cobbled passages
Shaded by
The awesome bricks
Laid in Splendour
An age ago
And so yearns my soul
For the peace of
a Midnight street
The eerie call
Of centuries
The shelter of darkness
And silence
A part of all
Oh ! Just to be
Alone and Free

By Sheelagh Daly
(1984 - 1988)

psychological marvel that a small, tender, dresden-like, violet scented thing like a woman should enjoy being kissed by a big awkward sub-skinned, tobacco and bay-rum scented thing like a man.

If you believe in him too much you cease to interest him. If you argue with him in everything you cease to charm him. If you believe all he tells you he thinks you are a fool; if you don't he thinks you are a cynic. If you join in the gaiety and approve of his drinking he swears you are driving him to the devil. If you don't approve of his imbibing and urge him to give up the gaiety he thinks you are snow and ice.

If you flatter a man you frighten him to death. If you don't you bore him to death. If you permit him to make love to you he gets tired of you in the end; if you don't he gets tired of you in the beginning.

If you are the clinging vine type he doubts whether you have a brain. If you are a modern, advanced, intelligent woman he doubts whether you have a heart. If you are silly he longs for a soulmate, if you are brilliant he longs for a playmate.

If you wear gay colours, vogue and a startling hat, he hesitate to take you out, but if you wear a little beret and a tailor made suit he takes you out and stares all evening at a woman in gay colours, vogue and a startling hat.

Man is just a worm in the dust, he comes along, wriggles around for a while and finally some chicken gets him".

Mr. T. Maher.

IN THE BEGINNING OF THE WORLD, THE GOD CAME DOWN TO EARTH AND FOUND A SWISS.

GOD: What would you like ?

SWISS: Please, God, Mountains.

GOD: What else would you like ?

SWISS: A cow.

SOMETIME LATER GOD RETURNED
AND MET THE SWISS AGAIN.

GOD: Do you like the mountains ?

SWISS: Yes ! Thank you God.

GOD: Do you like the cow ?

SWISS: Yes ! Thank you God.

GOD: Its been a hard day, would you give me a glass of milk ?

SWISS: Certainly God. 2 Francs please !

NEWS FROM FOURTH YEAR

IT HAPPENED ONE NIGHT

And so that great band of merry Abplanalps continued on their infamous way from the vast wastelands of Shannon to the sophisticated mainland of Great Britain: however, the once proud class was no longer the potent forge of yesteryear, instead it has been desecrated by strategic placements with the leaders banished to the far corners of the country, thus reducing the class to a shadow of its former self. After five months of this forged separation, an inkling of a reunion was heavy in the air, but, many felt that such a revolutionary move was stretching the imagination, but, to their relief they had reckoned without the know how and cunning of four Scorpions who indiscriminately announced that they were having a Birthday Party! Let the story begin.

October 24th - was the date set - a fact very nearly confused by Anne Cronin's wonderful idea of omitting the date from the Invitation Card - Smart Eh! The venue after much thought and deliberation was the Lodge Restaurant in Hammersmith whose Proprietor was the one and only Barry Smyth, the long lost cousin of Mr. Tom Maher - but enough of these boring formalities - let's proceed to the party.

Picadilly Circus 4 p.m.: In the shadowy near drizzle, the first Assault Battalion gathered - even some Swiss Students had ventured over. The Tube journey was made memorable by two things: (a) A Magazine, (b) A Very Sweaty 'Animal' and the cries of 'Torremolinos', frightened the Urban dwellers to such an extent that they left the train long before their appointed stops.

For most of us it had been five months separation, and as the old saying goes "Absence Makes The Heart Grow Fonder", but in the case of Shannon Students, it is surely permissible to extent that to "Abstinence Makes The Beer Flow Quicker", for Barry's liquor surplus grew less with each passing minute, and even Teresa Byrne (that well reknowned Alcoholic from Knockainey) was seen to indulge in moderation. Everyone that was anyone was there, and quite a few nobodies to boot. Notable absentees were Andrew Langweller - The Social Co-Ordinator for the Entire Glaswegian Population. Jack O'Donoghue who was on a whistle stop tour of T.H.F. Hotels and was last seen working 37 hour shifts in Coventry; the two Bahamians (Walter and Aileesh) and my old Co-Scorpion Darshak, who did not have Visa. To all those we raised our glasses and to the absentees not mentioned we didn't.

It was a run of the mill party really and although Geraldines friends didn't understand my Irish, I'm sure they will take heart from the fact that Barry Smyth was

a revelation with his Musing and Contemplative "and there I was in the Gobi Desert" which he hopes to turn into a full lenght dramatisation along with his soon to be released album "Rise It There Lads". For the very comfortable carpet, we say thank you. At this stage, the party graduated to a "need to know" basis, because I know, that you need info, to turn the ageless ladder into a Number One Best Seller. For fuller details phone:

FREEPHONE TORREMOLINOS 662866
Signor Richard O'Sullivan
(1983 - 1987)

BEGINNING TO END AND BEGIN AGAIN

The day had finally come - for the last time, we had to get up before sunrise; it would be the last free-flow breakfast we'd ever have to face; the last of our early morning study sessions, and the best of all - our last 3rd year exam! But how could you win when the clock lounge was out of bounds, the Conference Room and under the stairs were jammed from 6.00 a.m. Leaving the airport as your last resort. Even at that: Katie couldn't concentrate until she'd heard the Russian Captain's voice over the P.A. at 7.45 a.m. Help! Here we go again.

Mr. Maher said "Time up, put your pens down" and a hand shot up for a seventh booklet while others were drawing diagrams to fill the first. The atmosphere had lifted and there was excited chit-chat as we left the third year block. Some headed to bed in anticipation of the forthcoming events and some to the bar in reflection of the past two weeks.

The punch reception set the ball rolling when we said our farewells prematurely as there was still a lot left on the agenda. Then the usual stock exchange system came into operation. A borrows from B and lends to C + D; D owes half of it to E who also gets a loan from F; poor parent B bears the brunt of it.

When everyone's "Disposable" income was at a respectable level, we indulged in Apertifs at 'Durdy Nellies'; Dinner at McCloskey's and rounded off the night at the 'New Yorker'. Needless to say, we were all in the mood for Miss Sheils room inspection next morning. The inspection - our licence to depart. But it was not yet time to set for home; you can't get rid of a bad thing that easily: 'Knockainey' was next on the agenda. Where? Some people had to ask directions from a shebeen in Bruff but this time, with Daffodils! Teresa's party marked the close of yet another chapter for the "R.H. Abplanalp Promotion."

Before we knew it, we were across the waters, engulfed in the network. Our first get together was the departure of Jim Walsh and John Lyons to the States. This was followed by the joint 21st of Gary, Andy, Richard and Geraldine at "The Lodge" Winebar, in London; five months later, the time lapse yielded to much celebration and "catching up" (which only lasted two days) while the Champagne flowed.

Next stop was the workshop at Nottingham where we met Mr. Hughes, Mr Blum, and Mr. G. Hearn. For the first time in nine months, we were exposed to a "class-room" situation so concentration and a shot at analytical thought proved difficult initially. The case-study was won by the diplomats - Team Members: Kevin, Andrew P., Andrew T., Darshak, Jack, Sian and Tim. Little Kevin arranged admission into a local Night-Club that night where James G. won a bottle of Champs for being so "cool" (?) Two of the Andrews still wonder why they couldn't dance on the stage, however, they found the bouncers really friendly.

Class gatherings are few and far between; but, fragments of the grapevine still exist. Little has been revealed about The Muskateers escapades in Amsterdam. There are still some hot lines to Switzerland - and one with a sparkler at hand.

The U.K. effect can at times, be a cause of worry - Blanaid feels that the new invention of square tomatoes totally defies nature and she's very concerned about it. Andrew P. has taken to cosy chats in ladies loos and applying face powder, but, Richard feels that as long as "you're wearing the gear" you're O.K. Andy is making her debut in London shortly - Ivor is said to have already done so - (there are talks of some peroxide blond punk rocker who lurks in Bond St. Tube station) and Tim still takes his week-end case on social calls.

The next official gathering of the class of '83 - '87 will not be for a further seven months - October 1987, Graduation, the final farewell or is it just the beginning?

Ciosa Hickey
(1983 - 1987)

TRAINING IN THE BAHAMAS

Nearly time for work, must iron my silk shirt and press my pin striped suit. Where are my high heels? God ones broken, Walter must have stood on it. I awoke with a jolt to find the sun streaming in my window (for a change), breathed a sigh of relief, what a nightmare!! Grabbed my shorts and t-shirt, Walkers Cay Official Uniform.

Make up is not necessary here, just factor 25 sunscreen. As I walk the hundred yards to work I wonder what a bus looked like. On my first day here I was surprised to see some trucks on this Getaway Island. Quickly I was asked if cared to carry my own bags to the hotel and with 20,000 bottles of Factor 25 Sunscreen they were pretty heavy. You will be pleased

to know that my tan is coming along nicely. By the way if you are thinking of coming to Walkers Cay expect to see wheelbarrows, not trucks as Walter has just learned how to drive.

Those in higher management here and also those guests that are involved in the hospitality industry assure me that training on Walkers Cay prepares me for to cope with anything. "Anything" can sometimes be very daunting and boy was I glad of those First Aid classes in Shannon when I had to assist a doctor sew up a mans head after he fell down. A heart attack victim is great fun here when after frantically checking the room report you discover theres no doctor on the island. Suddenly the island of no television and no telephone doesn't appeal too much. Not that we are that isolated because with Walters shoes we can always surf to the next island.

Training on Walkers Cay broadens your whole perspective on Resort Management and just what the hospality industry has to offer. On just one hundred acres of land we have a resort incorporated with an airport and the worlds largest tropical fish farm. We make our own power and water and supplies are flown in on a daily basis. The sixty two bedrooms and four villas all offer a spectacular view of ocean. Outside there are two swimming pools, a 88-slip marina, tennis, volley and basketball for action and pure white beaches for inaction.

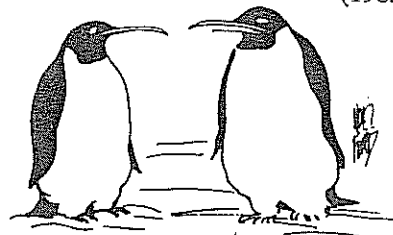
Besides spending a period of time in the usual hotel departments, induction also includes a period of time at the airport, the marina and retail stores. Being part of an industry that is extremely diverse the broader the experience we gain the better equipped we will be to cope in different positions in future years. As this is a relatively small operation the students form a very important link in managing the resort. We are given a lot of responsibility with plenty of guidance. Here we get first class on the job experience and training.

Of course there are also many social benefits when a student comes to Walkers Cay. Where else can you go diving, snorkeling or fishing on your days off? Eat fresh Lobster every day, and have 365 days of sun.

It is an ideal opportunity to travel and experience whole new cultures and ways of life. As the Bahamians say "Yeah Mon".

If you don't mind giving up Movies, McDonalds and weekly trips to the Hairdressers, Walkers is the place to be.

Aileesh Carew
(1983 - 1987)



"There's no point in fooling ourselves—we could be colour-blind."

WHERE ARE THEY ALL ?

TOTAL STUDENTS ENROLLED FROM 1961 TO OCTOBER 1986	910
PRESENT STUDENTS AT COLLEGE (including Graduste Class)	220
DIPLOMAS ISSUED UP TO 1985 **	590
GRADUATES WORKING IN IRELAND AND HOLDING SENIOR AND JUNIOR POSITIONS IN DIFFERENT SECTIONS OF THE INDUSTRY:	
HUSBAND AND WIFE TEAMS WITH THEIR OWN BUSINESS	33
MALE AND FEMALE GRADUATES WITH THEIR OWN HOTELS	27
GRADUATES WITH THEIR OWN PUBS	18
GRADUATES WITH THEIR OWN CATERING BUSINESS	?
GRADUATES WITH THEIR OWN RESTAURANTS	20
SENIOR AND JUNIOR POSITIONS IN CATERING	17
POSITIONS IN THE WINE AND LIQUOR TRADE	6
POSITIONS WITH BOARD FAILTE	4
POSITIONS IN OTHER IRISH COLLEGES (Shannon,Cork, Galway, Dublin)	5

Many graduates are working abroad i.e America, Asia, Africa, Australis, and New Zealand. Also in the West Indies and other Pacific Islands. These graduates are both Irish and overseas, many of them working for Governments large Multinational Corporations, some with their own business and others working for private enterprises.

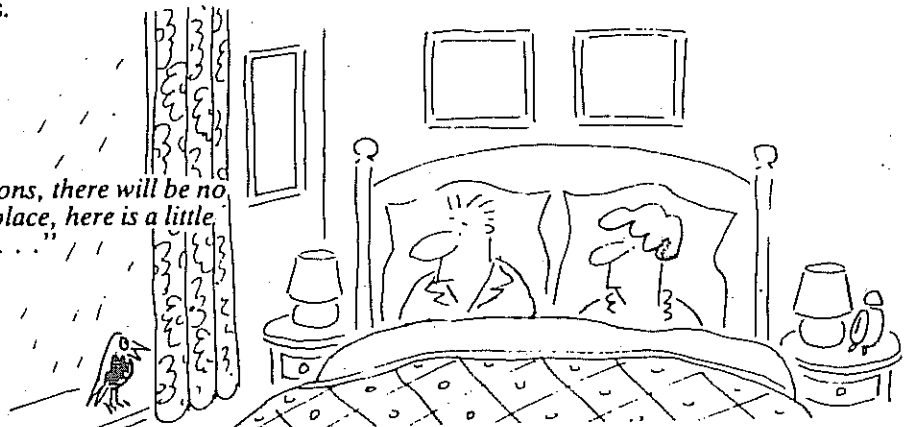
PERCENTAGES (August 1986)

GRADUATES WORKING IN IRELAND NORTH AND SOUTH	48
GRADUATES WORKING IN THE U.K.	42
GRADUATES WORKING WORLDWIDE	10

** The number of graduates for the 1986 promotion was not known at the time of writing this report.

The above figures are approximate as there is a continual movement of Graduates changing jobs or starting their own business.

"Owing to adverse weather conditions, there will be no dawn chorus this morning. In its place, here is a little monologue entitled . . ."



REVISED ADDRESS LIST 1986/1987

RICARDO PEARCE 79/83
Mayfair Hotel, Nassau, Bahamas.

EWIN O'SULLIVAN 83/87
The Imperial Hotel, Paul Hill Rd, Torquay, Devon TQ1 2DG UK

JOHN O'SHAUGHNESSY 80/84
Royal Station Hotel, Neville St, Newcastle Upon Tyne, NE99
1WD

JAMES O'REILLY 58/62
Leys Lodge, Lucan, Co. Dublin.

BRIAN O'NEILL 81/85
P.H.N. Leeds/Bradford, Leeds, West Yorkshire, UK.

RUARI PRENDIVILLE 81/85
P.N.H. Herbert Walker Ave, Southampton SD1 0HJ UK

JOHN POWELL 70/74
Royal George Hotel, Tinten Abbey, Chepstow. UK

ELIZABETH NALLEN 80/84
Asst. Mgr. Van Wyck Expressway, Jamaica. N.Y. 11430 Usa

DESMOND O'BRIEN
c/o 212 Beach ST, 139th Rockaway, N.Y. 11694

THOMAS O'BYRNE 76/76
No. 5 Woodview, Upper Kilmcoud Rd, Blackrock.

COLM O'CALLAGHAN 81/85
c/o Little Chef, A 329 London Rd, Sunningdale, Ascot Berks.
UK.

BRENDAN O'CONNOR 74/78
Sail Inn, Dromineer, Co. Tipperary.

NIAMH (ne O'Driscoll) LANDY
Russel's Food Centre, 45, Lower Camden St., Dublin.

TERENCE O'DOHERTY 67/69
Longford Arms Hotel, Longford.

JOHN O'DONOGHUE 83/87
Brandon Hall Hotel, Brannlen, Coventry, Warwick UK.

RODERICK O'DRISCOLL 74/78
F.C.S. Computers, 5 Mary St, Galway.

MAIREAD O'CALLAGHAN
7 Talbot Sq., London W2.

SIMON O'CARROLL
Fairways Hotel, Dublin Rd, Dundalk, Co. Louth

PETER O'COLMAIN 69/73
3718 Merrick, Houston, Texas, USA

CATHERINE O'CONNELL 76/80
Exec. Ass. Mgr. Londore Swiss Hotel, Keswick, CAI25OX
Cumbria

PAUL O'MEARA 82/86
Ass. F & B Mgr. Post House Hotel, Chapel Lane, Great
Bairn, Birmingham B437B3

CORMAC O'MODHRAIN 79/83
P.H.H. Maidstone/SevenOaks Lond Rd., Kent. Tn 15 7RS

MARY B. O'TOOLE
Ass. Banqueting Mgr. The Queens Hotel, City Sqr., Leeds, West
Yorshire.

ANDREW PATERSON 74/78
Lakeside International Hotel, Canberra, Australia.

AINE REYNOLDS 82/86
c/o Larkinstown, Clonard, Co. Wexford.

SHANE QUINTAN 81/8
1168 Milne Ave, Hillside Park, New Minas, Nova Scotia, B4N -
4CB, Canada

BERNADETTE RANDLE 80/84
Muckross Rd, Killamey, Co. Kerry.

LUCINDA ROBERTS 82/86
The Sail Inn, Dromineer, Co. Tipperary.

TED ROBERTS 81/85
Magnums Bar, Gresham Hotel, O'Connell St. Dublin 1

DENIS RYAN 78/82
Zig Hill St., 1 Chigago Ill, Gogio USA.

JOHN RYAN 81/85
The Westaway Hotel, New Bond St., London.

MATTHEW RYAN 81/85
The Grand Hotel, Malahide, Co. Dublin.

JOHN SCANLON 82/86
The Head Office, St. Martins Hse., Queensmere, Slough.

KARL PETER SCHORMAN 75/79
Berkely Scott Personnel Consultants, 15 High St., Godalming,
Surrey

BRIAN SEGRAVE 80/84
Apt. 63, 48 Ave., Jean Medeon 06000 Nice, France.

MYRA SEKGORORDANE 81/85
Botsald Hotel Ltd., P.C. Box, 35 Palane, Botswana, South
Africa.

AVERWELL SMITH 82/86
P.O. Box 2317, Nassau, Bahamas.

BARRY SMYTH 79/83
c/o The Sial Inn, Dromineer, Co. Tipperary.

SIOBHAN SMYTH 79/83
The Salad Bowl Rest, Powerscourt Town House, Dublin 2.

CHARLES STORR 83/85
Nassau Beach Hotel, P.O. Box N7756, Nassau, Bahamas.

JOHN STOKES 73/77
Glen Hotel, Glen of Aherlow, Co. Tipperary.

NICHOLAS HALL 77/81
Johannesburg Sun Project, P.O. Box 353, Johannesburg, Sth.,
Africa.

EAMON HAYES 80/84
Johannesburg Sun Hotel, Johannesburg, South Africa.

KEITH JOHNSON 80/84
Groseunok House Hotel, Charter Square, Sheffield, S1
3EIH, South Yorkshire, UK.

LINDA LAVELLE 82/86
Valentia Island, Valentia, Co. Kerry.

MAIREAD CORSODEN 81/85
Post House, South Hampton

JOSEPH MAURICE BERGIN 77/81
P.H. Heathrow, Middlesex.

DOMINIQUE BOURDAIS 79/83
Cumberland Hotel, London.

LOUIS BOURKE 70/74
Royal Dublin Hotel, Dublin

PAUL CAREY 75/79
Clonmel Arms, Clonmel.

EAMON COUGHLAN 81/85
The Penchagron Hotel, Hampshire, UK.

PATRICK CUNNINGHAM 72/76
G.M. Dudley Hotel, Sussex, UK.

D - DAY

Once again our Annual Dress Dance came to the fore and study was interrupted with heated speculation on dresses, partners and this year, dicky-bows.

On the evening of Friday 13th, the students arrived well-attired to the Old Ground Hotel, Ennis where the night began with a sparkling wine reception. After a few jars, everyone retired upstairs for the meal. The service and food as usual, helped make the evening a great success. Music followed with Sheelagh Daly one of the first to hit the floor. Later we returned to the Social Club where Tom organised the distribution of some fabulous spot-prizes. All in all the night or should I say the weekend was a great success. Ask Pearse, he still refuses to get out of the monkey-suit (suits him). Wishing the best of luck to future committees.

Andreana Purcell
Chairperson
(1984 - 1988)

COMMITTEE REPORTS 1986/87

H.S.M.A. REPORT

This year was a very active year for our college chapter. The H.S.M.A., through Mr. Denis Kane, commenced a new and much improved Student Programme. The new programme mainly consisted of

- (1) Donations of new Books and Magazines to the College Library.
- (2) Guest Speakers including such people as: John Rafferty - Bord Failte and Patrick McCarthy - Ryan Group Plc. U.C.G.

The response to the Programme was great. Over 30 third years and 13 first years became members. This year we were particularly honoured to be invited to the H.S.M.A.I. European Conference which was held in Fitzpatrick's Castle, Killiney.

The conference was a fantastic success. The theme being "Marketing For The Year 2000". Guest Speakers came from the U.S., U.K., and Ireland, and the quality content and presentation were of a very high standard.

The three days went off very well and everyone commented on the welcome, service and food, provided by Mr. Fitzpatrick and his staff.

Our special thanks to Mr. Denis Kane of C.E.R.T. who, in his position as a National Council Member and as College Co-ordinator of the H.S.M.A. National Chapter provided us with all the help, support at times patience necessary.

'CIAO'

John Flannery
Caroline Boland
Committee Members
(1984 - 1988)

SPORTS COMMITTEE REPORT

Well ! What did the Sports Committee do or not do during the year ? We were accused of being lazy, unorganised etc. However, these allegations came from the minority; those who insist in dieting rather than a little exercise.

I'd like to apologise to those who requested provision of parachuting, hand gliding and american football. But they were not possible due to an apparent lack of finance - not interest mind you.

All through the year many "BODS" took to the roads. The effort has paid off with size 12's being replaced by size 10's and the lads requiring more porter room.

Events through the year included;

- * The annual third year vs. first year soccer match - won by the old reliables.
- * The Fun Run - two gruelling miles with people sporting all types of costumes.
- * The Graduating XI vs. The college XI with the rigorous T.H.F. training apparently having taken effect.
- * Internal Table Tennis, Darts, Pool Leagues with some new stars being born.
- * Basketball, swimming, golf on an ad hoc basis.

Our annual sports exchange saw a change of venue this year after the closure of Rockwell Catering College. In March we took to the fields of Pallaskerry Agricultural College, and a most enjoyable day was had by all. The return visit was approached with as much eagerness and although results weren't achieved on the playing field, everyone concerned gave 100% effort, to what was a very successful day.

Events day came a little late this year and included events such as Girls Soccer; Lecturers, Students Basketball, Tug of War, 3 Legged Races etc.

I'd like to take the opportunity to thank the student body for their co-operation and participation, and a special word of thanks to Mr. Vaughan and Mr. Schmid for the interest and attention throughout the year.

Lastly, but not least, I would like to thank a superb committee comprising:

- * Enda Lavelle * Kathy Bond * Sharon Cahir
- * Ashling Fox

Pearse Keller (84 - 88)
Chairman

THE S.C.H.M. SOCIAL CLUB REPORT

The Social Club which is still in its first year of operation, provides a place for students to do their own thing. Situated near the Control Tower it consists of a main hall & stage, with refreshment room and a T.V. & Video Lounge.

Many nights have been spent up there, the most memorable being the Graduation Ball in October and the "Apres Dres Dance Disco" which continued into the early morning light.

The College Drama Society had a Gala night just before Christmas and staged an act from John B. Keane's "Sive" and impersonations from John Cleese to The House Martins.

Poor Ber alas, when it came to The Stormy Debating Society, had trouble controlling the floor whether the Catholic Church is detrimental on Irish Society and many other heated arguments almost lead to the roof giving way.

The Sports Committee used the Club to organise the heats of Darts, Pool and Table Tennis Tournaments for events day. The latest addition to the Club has been the Gym Room. Fully equipped with Sauna, Showers and Exercise machines. Unfortunately we were not able to have full use of this but we are sure it will be of great benefit to future sport enthusiasts in the College.

Overall on behalf of the students we would like to give a special thanks to me Schmid for his continued efforts and his own free time which he has put into making the Social Club a greater contribution to the College.

Lola O'Higgins
Pat Ahern
(1984 - 1988)

THE MANAGEMENT GAME

A Social and Educational event of magnitude, drawing competitors and supporters from the whole country, feeling apprehensive, expectant and faintly nervous, we set out for a weekend in Dublin. The "Burlo" was to be home for the weekend - an experience in itself. Of course none of us country cousins went to best the temptations of "Anna bells" on the previous night.

The game itself was less frivolous than the name implies, sleeves rolled up, ties undone and cigarettes smoke clouding the Berkely bedrooms, we set to our task of sorting out what appeared to be a mess of a hotel.

The rules of the game gave us one hour to read the case and between thirty minutes and two hours to answer each of the four questions, each varying in length and detail. As the case unfolded, we realised the extent of the problem, which we were to solve in a mere six hundred words.

From the instant the competition began there was an air of determination and competitiveness causing pressure which bordered on panic as time flew past. Examiners footsteps were heard on the corridors, solutions, ideas, answers, brainwaves flooded in - too late, time up. A new question to tackle, re-apply yourself, settle down, collect your thoughts and don't let the team sense your exhaustion - keep at it, concentrate, time passing, time up - OK! Well done everyone take a break.

Downstairs, tension ebbed as feelings were shared with other teams, all enthusing over the sense of teamwork and interest in the game. The day progressed, the hotel improved, hopelessness gave way to anticipation for the future of the "Castle Hotel".

At lunchtime delivery dawned, in the form of a takeover of the hotel. At last we got what we wanted, new management who listened to our advice.

- Arrest deterioration of profitability.
- Aim towards a specific target market.
- Utilise existing facilities.
- Re-organise personnel structure.
- Room occupancy/maximisation of revenue i.e. increase the occupancy rules V.I.P.

Advice which happily impressed the judges also. To everyone's amazement including the team and its most loyal supporters, Shannon's team were deemed the winners of the 1987 Management Game.

Bernadette Coffey
(1984 - 1988)

ENTERTAINMENT COMMITTEE REPORT

With basic marketing strategies, questionnaires, telephone calls and personal interviews, it seems that this years entertainment is one to forget. Not because of the lack of enjoyment, but, due to those early Monday morning blues.

The Entertainment's Committee causes great havoc with the famous attitudes board this year. Some random examples (1) Sleeping during lectures headed by Pearce, followed closely by Sean. (2) Party organisation Chairman of Entertainments (-10 at that !!)

Enough of that for now, what did we do? The smart start was a general hooley in the knights followed by many many-many many many nights by the piano at Nellies.

We were then fortunate to receive permission to hold Disco's in the Social Club. The first was Graduation, Buffet Dinner, Coke, 7-up, Orange, Ballygowan, (for those Yuppies) and the odd keg here and there, to wash it all down. Some other events to remember are:

- (1) The Baby Bop
- (2) The Toga Night
- (3) Christmas Character Cracker
- (4) The Organised Stats Disco (which as a matter of interest we were trying to work out the probability of the normal distribution, tho Mode, the Mean and the Correlation Regression of being caught, followed by a detailed work study of peoples movements in the Disco

In all sincerity it was a year to remember and I'd like to thank all students and staff for joining in on the fun, and an excellent committee for all the help.

Cathal Keogh
Chairman
(1984 - 1988)

DEBATING SOCIETY REPORT

Comprising of forty members, the 86/87 debating society got off to a humorous start, with Mary misleading her little lamb in the first debate. A league was organised, in which the well hidden talents of our members came to the fore, as concepts, ideas and prejudices were thrashed out in heated but friendly arguement. The 'light' topics early in the year gave way to deeper issues as the competition progressed.

The teams which have reached the final debate are captained by Mr. John Flannery and Mr. Tony Devitt. Congratulations to these and all the other teams which participated.

On behalf of the committee may I take this opportunity of saying Thank You to everyone who helped to make the years activities such a success.

Bernadette Coffey
Chairperson

Committee
Klaus Jung
Caroline Boland
Aine McCarthy
John O'Grady

MAYFLOWER RESTAURANT

Southern Chinese Cuisine
Upper O'Connell St., Limerick

LUNCH: Mon. - Fri. 1pm - 3pm
A LA CARTE DINNER: 6.30pm - 12.30am

OPENED LATE AT WEEK-END

1987

KELLERS

Two of the best names in travel.

CAMPOTEL

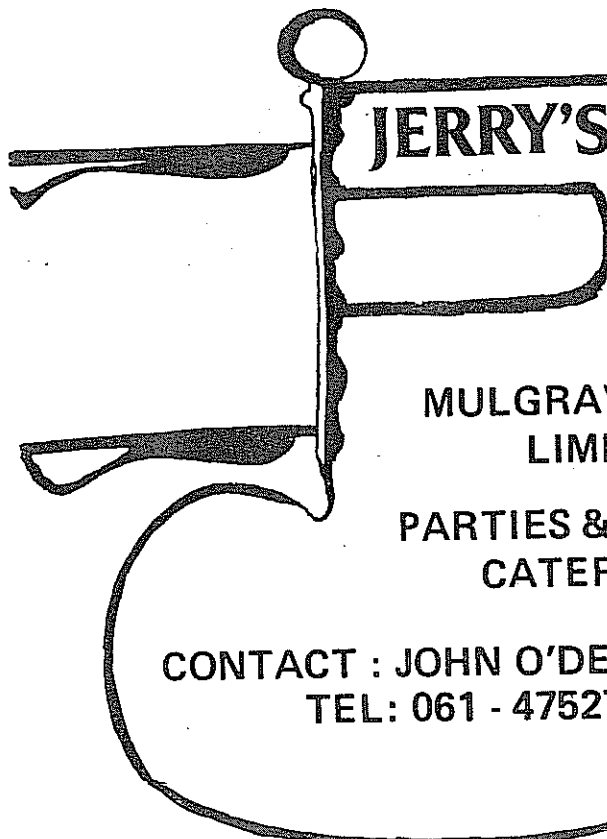
Wish the best of
success to all the Students
in the UK and Switzerland

VOTED
Irish Continental Line
Travel Agent of the Year
1983 & 1986

THE SILKEN THOMAS
KILDARE TOWN

Bar - Snug
Lounge - Billiards

New Restaurant opening shortly



JERRY'S Lounge Bar

MULGRAVE STREET
LIMERICK

PARTIES & FUNCTIONS
CATERED FOR

CONTACT : JOHN O'DEA (Prop)
TEL: 061 - 47527

THE PARTY

The day dawned early and bright and the last preparations for the party got underway. The bar was stocked to the hilt; the dining room organised to receive the crowds; the kitchen buzzing with the activities of Pat, Fergus, Andreena and Sue only; and the sleeping arrangements organised by Lola and Sue Devane - no wonder chaos broke out later that night.

Of course the first to arrive was Brian, as organised as usual. The convoy hit Waterford at 5.30 p.m. To start carting the tramps to Dunmore East. Lola and Kathy, the first to be seen holding up traffic as they watched for the cars. It had started. The Limerick contingent already downing porter in a pub.

With cars full the guests arrived to Village. The Dublin crowd had turned up thinking how "quaint" and "cute" it all was. Dublin yuppies!

Then of course Evacuation Shannon Students hit the village. The W. Anchor was turned upside down and boy, did they regret not taking down the "Happy Hour" sign.

Of course one and all had to be dragged from the pub. Miracle of miracles our skinny lads Pat and Fergus didn't go for a dip on the way.

Man of the night, was that innocent, courteous and well mannered chap Matthew. Both he and the "jeune Mademoiselle" from Marseille enacted the "taming of the Shrew" and received a creditable applause from the critics. My aunt would have loved it!

And so the night wore on. The tramps got mouldier; the dogs barked louder; and the rats (Rathnew Girls) got pinker.

Kathy and Siobhan kept the pace at the counter and stayed as quiet as 'lambs' all night. Poor Paul, the famous Kerryman found the South East quite a test though fell in love with the couch. He couldn't believe all the pretty faces that had been there and was known to blush the next morning.

Marnie went in circles all night but found a new meaning to the HSMA. Tom and John joined forces that night as they fought off the wrath of the Candlelight staff.

Seamus and Cathal complained about the disturbances and swore to purchase Life Assurance Policies. The key was passed from hand to hand, panic broke out, "How you got the kee?" Ah so, poor Seamus.

Dunmore East brings out the best things in people. Lola got a haircut thus impressing Jerry and so began the official romance between Limerick and C.I.E.

The night wore on, we got rid of Pierce, but after a short nap, returned to bug us once again drone on that he had to be up for 7.30 a.m. He left at 1 p.m. Punctuality!

And so the bar closed - a new record broken. The gin and tonic sold out! FERTIG! Not a drop left. Dermot and Barry were escorted to their abodes. But 'more porter' carried through the air all night. The girls enjoyed their chats and discussions which went on all night. Huey is such a hunk! Cashel stayed clear of any gossip, but, Kieran and Tony per chance had sad farewells the next morning.

Brian had encountered a relation. A cousin from Tallagh. Confusion struck. In the early hours of the evening, everyone thought it was a younger sister. But folks, let me stop all the rumour, it was the older one. Sorry about that Brian. I know you felt awful about it. But one to get out of hot situations, you soon found you way out of the linen press!

And so dawn broke bringing a new day. The Cokes were a sell out though the odd Brandy was needed also. Farewell to all the tramps, leaving the little quiet, picturesque village to pick up the pieces and return to sanity.

Caroline Boland
(1984 - 1988)

GRADUATION DAY 21st OCTOBER 1990

It was that great occasion in the college calendar, when the 37 bright students of the Michael McCarthy Promotion waited patiently to receive their Diplomas and various scholarships.

Ready to present the awards was the new Director Ms. Nora Shiels and head Housekeeper Tommy Maher. With the video camera in position, then up comes graduate number one. Our man from Gorta, T.H. Fullard with thin receding grey hair and generally looking spent out after so many years on our planet.

Next came Norma who had to be supported by Sharon Bath (nee Mann). Tracy was offered a scholarship to travel the world with £2.5 million spending money if she would give up her serious image. She turned it down. Lia won a shower for two in Ashford Castle.

As the cool Kinery strolled up now wearing double glazed specs, he signed autographs and almost lost his "cool" when hearing he had won a trip to St. Lukes Hospital to cure his heavy drinking problem.

Frankie "leaped" forward to obtain his prize - life membership to the Jimi Hendrix fan club. David Duffy said that it never ceased to amaze him that he didn't win a scholarship. Olive O'Reilly won a grant to set up "Valentines" mens lingerie shop, from guest of honour Sue Ellen from Dallas.

Deirdre and Aiden sent a postcard apologising for their non appearance as they are having so much fun still in the Bahamas.

Amanda was next up and 3.5 hours later she was still receiving the last of her awards. Breda L and Ish were not able to attend due to the festivities of a month previous.

The same fate beheld "poor" Ronan due to jet lag suffered from the long trip from the Russell Hotel in Dublin, four years previous.

Breda Lawlor is now running her own marriage counselling agency, won a scholarship to Lourdes for Healing and Relieving purposes.

Tallagh won the award for the champion student and the best prospect Shannon ever had, on his way to Cornell, he provided the hi-jacked a plane to get there. No problem!!!

Lunch at the Shannon International had to be put back 4 hours on Sharon Cahir thanked everyone for everything including the nice (dirty) weekends. John O'Grady slapped his hand on the table to shake with Mrs Shiels.

Tom Liddy won a great prize courtesy of McDonalds - all their shops throughout the world. They were given to him as a "Growing Concern".

The Heavy Gang marched up together clutching their hand bags for dear life. Everyone was delighted to see Vikki receive her diploma although Derry McMahon R.I.P. would turn in his grave. Bimbo made the announcement to the world that Tulla had exceeded 1000 in population. This is also the number of drinks Pat consumes every day.

Yorkie asked some intelligent questions including "will Mr. Travers presence at our graduation entitle him to overtime".

At this time a minute's silence was held for Bobby and Alan who had departed to the Great Big Airport in the Sky. John Flynn basically spoke Robotic Turd. Anne-Marie Considine complained about the scroll on her diploma. Liz Staunton had gone to Dublin for the weekend again !! As Graham Canning approached and all the cameras zoomed in on our own model student, his hair piece fell off.

Last but by all means least John Howley approached, complete with his Woodstock Tent which he claims is a piece of history - MAN !! He received copies of "Now That's What I Call Music 28" and "Hits 192".

As the final speeches were being concluded the sight of two stretcher bearers could be seen leaving Bunnratty. The long delay for lunch had taken the life of Tom Liddy.

May he Rest In Pieces.

John Howley
Graham Canning
(1986 - 1990)

THE LUNCHBOX BRIGADE

Looking at the hopeful candidates for next year's precious first year positions, during the week, I thought back to this time last year when I was one of the sweaty palmed applicants nervously trying to impress the powers-that-be. Little did I realise the outcome of my innocently completed application form. Two interviews and various rigorous tests later, I received the nod of approval - I was deemed as suitable material for the Shannon Hotel College.

My first Summer out of the confines of school was spent gaining necessary "experience" to join the college. Unfortunately, I took this to mean hotel work only and not the many other fields of experience needed for joining this illustrious college !

September 29th finally arrived and I prepared to meet my colleagues for the next 4.5 years. Enrollment day passed in a blur - there were parents and students everywhere and even on this first day the great barrier was erected and the Lunchbox Brigade was founded.

This elite club had the sum total of 7 members in first year and in the beginning had far more disadvantages than advantages. In the beginning, those "living in" became friendly far faster, the lunchboxes used to arrive in on the 7.45 a.m. bus and depart on the 4.30 p.m. shuddering doubledecker and apart from finding out the exciting happenings of the night before during mise-en-place, they basically retained a group apart from the other 1st years. Integration began to occur around graduation time when we began to see the others outside of lecture times and the hectic pace of service of kitchen work.

Now, a special point must be made here. I write about a lack of knowledge about our fellow 1st years on the part of the lunchboxes, but I believe at this time we also had 3rd years in the college. These were the uniformed people to whom we were introduced on the first day, and after that seemed to always be going in the appropriate direction (except when they were definitely stationary as I ineptly attempted to place lasagne on their joint plates with an unco-operative fork and spoon that had definite ideas as to what they wanted to do with the Lasagne !) Our fellow first years used to speak easily about getting to know the third years and talk knowledgiously about what was facing us in Switzerland, but, I remained unable to put faces and names together, so I used to just smile and pray they wouldn't notice all 5' 7.5" of me ! The graduation once again helped lunchboxes to get to know 3rd years working with them in the kitchen and dining-room, and socialising at the pre-graduation dance helped immeasurably.

After graduation, the Entertainments Committee seemed to be on our side by organising various social gatherings in the form of Bonny Baby Discos etc. or else just jaunts to the Airport Ban, Durty Nellys or Fibber McGees.

If I was given one wish during the first term, I would willingly have given up membership of the Lunchbox Brigade and joined the full-filled ranks of the live-ins, but the second term changed all that. I began to appreciate saving the best of both worlds, home comforts and freedom along with the fun of college life.

Granted, I imitated Cinderella on move, the one occasion by fleeing the fun to catch my midnight bus, but at least I had attended in the first place and could speak about it the following day.

First year has gone frighteningly fast and Switzerland looms. I have to give up membership of the Lunchbox Brigade for 2nd year, but it comfotingly awaits me in 3rd year. So, fellow lunchboxes, 'til we meet again in 3rd year, keep your boxes full and ready - who knows we might meet on some train -route in Switzerland ?!

Tracy Brennan
1st Year
(1986 - 1990)

THE COUNTRY CLUB

**2 Lounges
1 Bar**

Old Cratloe Road,
Redgate,
Limerick.

Tel: 061 - 54052

Prop: John & Frances Brennan

EAMON WALSH & CO.

*"Some of the Worlds
Finest Fruit Juices"*

Refridgerated dispensers
supplied free of charge.

**ARDFINNAN,
Co. TIPPERARY.
Tel: 052 - 66133**

LIFE SHANNON STYLE

A visitor from Mars is sent on a mission to study human behaviour. His first sight of this is of the Shannon International Hotel. Here is his report to his superiors.

Humans seem to group in numbers of 75. They all look nearly the same apart from one who had a longer growth of a thing called "Hair" from his head and another who had it all over his face ! I presume a slight disorder at birth was the cause of this.

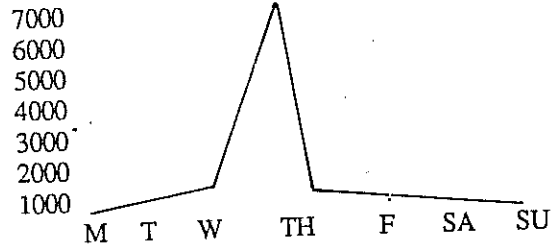
Frequently this group breaks up into groups of 35 where one of these seems to like crowding up together in a small cubicle they call a classroom.

The other group seem to have what we in Mars call "slaves" by whom they are served food, every day. There seems to a master of these slaves who flogs them frequently, these people like slaves are also unpaid !

These humans have a peculiar method of learning. They seem to concentrate better when sleeping in class. With that lecturer they call a 'female' they do it best.

When relaxing those humans listen to what they call music. I can't understand what they see in this noise, although there is one person who has a music taste similar to ours, he likes "Jimi Hendrix".

Contrary to rumours there is no water on earth. There are dimilar liquids though, they come in various colours, yellow, orange, green and even black. I havedrawn up a graph of the weekly consumption of these liquids from a sample of these 75 people.



I propose to call of the planned invasion of earth because the earth has vast supplies of these liquids and the risk of getting hooked is too great.

John Howley
(1986 - 1990)

FIRST YEAR QUOTES FROM THE CLASS ROOM

MR McMAHON TO FRANKIE IN F & B
"Frankie what affects the price of Potatoes ?"
"Morale, sir."

JOHN HOWLEY TO TOM LIDDY
"Tom did you get the Joshua Tree yet ?"
"Oh yeah, we have one at home hanging next to the window."

CHEF VAUGHAN TO VICKI
"Vikki boil 20 eggs for me."
"Do you want me to shell them first?"



The Limerick Inn

ENNIS ROAD, LIMERICK.
Tel: Limerick (061) 51544. Telex: 28121

FEATURES

153 ROOMS WITH PRIVATE BATH
DIRECT DIAL TELEPHONE
RADIO AND COLOUR TV
FULL HEALTH AND SPORTS CENTRE

Conference and function suites -
Catering for up to 1,000 people

"THE CASPAR E. MANZ PROMOTION 1984 - 1988"

CASPAR E. MANZ

Caspar E. Manz is a well known Swiss hotelier. His father and grandfather successfully managed the traditional hotel St. Gotthard on Zurich's famous Bahnhofstrasse. So Caspar E. Manz had an early contact with the hotel and restaurant business. Today all his hotels, restaurants, club discotheques, trading and management companies are united in a group named CEM, Caspar E. Manz, Hotels & Restaurants. This group is one of the largest hotel and restaurant companies in Switzerland.

Caspar E. Manz knew very early in his life, that he would follow his father's and grandfather's footsteps in his professional career. He went to the commercial High School in Trogen, to the business school of the "Schweizer Wirtverein", to the famous hotel management school in Lausanne and finally attended courses at Cornell University in Ithaca, N.Y. Complementing his formal education, he worked as stagiaire at different hotels in Geneva, London, Atlantic City and New York. In 1957 he took over the management of his father's hotel in Zurich and later managed the continental hotel in Lausanne as well. Today the CEM group has 21 hotels, restaurants and inns, among others the two five-star hotels "de la Paiz" in Geneva and "Euler" in Basel. CEM is the first Swiss hotel group with operations in South America; there are two hotels in Ecuador - the Ora Verde in Guayaquil and the La Laguna in Cuenca. A second Oro Verde hotel in Puerto Vallarta, Mexico, belongs to the group too. CEM also has two Swiss based trading companies - the wine distribution for "Weinkellerer St. Gotthard" and the fish and seafood company "Connessa" in Basle.

Zurich, March, 1986/CEMRO

GRADUATION OCTOBER 1986

The first of the V.I.P.'s arrived on Thursday afternoon. They were met in the airport by a combination of first and third year students, who then escorted them to their rooms in the hotel.

All the plans, 'mise en place' and anticipation had come to an end; they had arrived! Shortly afterwards they were treated to some smoked salmon and wine in the hotel diningroom. It was rather informal and gave everyone a chance to settle in and get to know each other.

The graduates, with the news that they all passed their Case Study exams were in great form when they arrived for the Kir reception that evening at seven o'clock. Their patron Mr. Roy Dunfey delivered a

speech and afterwards everyone tucked into the fantastic selection of canapes 'created' by Mr Schmid and Chef Vaughan for the occasion. They were delicious!

The Social Club was the venue for the final pre-graduation celebration. With a buffet and bar organised by the students, the scene was set for graduates, students and even some parents to 'Boogy' the night away in true Shannon fashion with Fozzle as the D.J.

Meanwhile at the hotel the V.I.P.'s were enjoying a full dinner cooked and served by the students under the watchful eyes of Chef Vaughan, Miss Brady and Mr. Schmid. However, after the meal they too joined us in the Social Club and everyone 'bopped' into the early hours of the morning.

Six o'clock the next morning was when work began for Graduation Day itself. Breakfast was served to the V.I.P.'s between 6.30 a.m. and 9.00 a.m. the great hall in Bunratty was prepared for the ceremony and the diningroom was prepared for lunch afterwards.

The ceremony went very well and after the usual photo-taking everyone arrived back in the hotel at two o'clock for a sherry reception before lunch. There were a few after dinner speeches and then on to one of the highlights of the two days - a student group of musicians and singers gave a recital to everyone present.

However, not to be outdone by a junior class, the graduates proposed one of their own, Paul O'Meara to sing a song. Paul who 'Stepped In' in 1982 and 'Stepped Out' in 1986, did so with real style singing the bars of a real Irish jig "Lanigans Ball".

Brian Staunton
Third Year



WHO'S WHO 1987 POLLS

SLOW EATER OF THE YEAR

1st Sonia Chu
2nd Mr McMahon

BAGLE OF THE YEAR

1st Andreena Purcel
2nd Robert Hill

PORTER DRINKER OF THE YEAR

1st Dermot Collins
2nd Barry Dean

SPACER OF THE YEAR

1st Bernadette Coffey
2nd Norma Mooney

BALDY OF THE YEAR

1st Graham Canning
2nd Mary Keegan

BELLY OF THE YEAR

1st John Flannery
2nd John O'Grady

COUPLES OF THE YEAR

1st Lia Sheradin & Paul Corridan
2nd John Howley & Marnie Corsadden

Bernadette Coffey

VANDAL OF THE YEAR

1st Sean Drew

MOST UNDERSTANDING AND HELPFUL 3RD YRS

1st Brian Staunton
2nd Seamus McGowan
3rd Thomas Lynch

SPEAKER OF THE YEAR

1st Sharon Cahir
2nd Tony Devitt

HAIRCUT OF THE YEAR

1st Jerry O'Dea
2nd Mary Keegan

LUNCHBOX OF THE YEAR

1st John Flannery
2nd Barry Dean

LADY OF THE YEAR

1st Breda Lawlor
2nd Laura Bath, Tony Devitt

GENTLEMAN OF THE YEAR

1st Seamus McGowan
2nd Graham Canning

BABY FACE OF THE YEAR

1st Sean Drew
2nd Tom Liddy

BROKEN HEART OF THE YEAR

1st Cliona's X
2nd Sean Drew

BEST DRESSED OF THE YEAR

1st Jerry O'Dea
2nd Sharon Cahir

ACCIDENT PRONE OF THE YEAR

1st Breda Lawlor
2nd Aidan Quirke

WAITER/WAITRESS OF THE YEAR

1st Graham Canning
2nd Johnathan Aspin

CHEF OF THE YEAR

1st Chef Brady
2nd Escoffier

CUDDLIEST PERSON OF THE YEAR

1st John Flannery
2nd Ashling Fox

PARTY OF THE YEAR

1st Graduation

2nd Caroline's 21st

PERSON MOST LIKELY TO SUCCEED

1st Johnathan Aspin

2nd John Flannery

POSER OF THE YEAR

1st Pierce Keller
2nd Cathal Keogh

**Your friend
for
life**

Bank of Ireland
in order

IRE

0000 37 90-1490 4 2273795 10

Bank of Ireland
The bank of a lifetime
SHANNON AIRPORT

AN ODE TO THE FIRST YEAR

Straight from New Delhi,
Came Ish and his bags,
He's now a true native,
The fastest thing on two legs.

Sharon and baggage arrived in a hurry,
'Porter' she cried in an absolute flurry.
Inspecting the fittings to see what she could find,
She came across a bath-tub, now it's always on her mind'.

"Cool Dude" Keniry - a charmer he thinks,
Anything in a skirt, you can be sure that he winks.
Exclusive ! The truth , the inside story we know,
He's a real lazy bum and not a Romeo.

Miss Ryan from Malahide is next on our list,
"Keep typing Cliona" Tommy insists.
Bound for Zurich Airport and more hearts to break,
We'll bid her farewell, a great pilot she'll make.

All the way for Rochford Bridge,
Came Frankie and his "Hearses".
We'll send a card to the west county,
Once we've all lined our purses.

Drinking pints and stealing socks is Ollis's occupation,
Soon this will have to stop - Lausanne, the ultimatum.
Camogie's the scene, she's full forward on the team,
To her opponents, a "dirty player" she may seem.

Lord Aspin we're told resides in Kilkenny,
Our "90" Boy - envied by many.
Salmon in the freezer, Lambs on the lawn,
Yorkie's our hero, a country gentleman born.

The Hunt began when the "fox" arrived
From the Zoo's where the Bagles reside.

Unto lingering hopes they all do latch,
With her beautiful beam, our "Ais" is the catch !

Onwards we go to the Loughrea lug,
Proving beyond doubt that he sure is no slug,
His talent, maturity, experience us tell,
That our red-headed tinker knows the 400's too well !

Deirdre's the name, Aidan's her game,
To cater together in life is their aim.
To Bern she must go with Jonathon and Ish,
But if it's her man she wants - it's back to Basel to Fish.

Once a quiet man but not for long,
Davids shark-like tendencies became very strong,
Watch out Geneva, here comes Jaw's,
From this little habit, he rarely does pause.

Sharon arrived, chatter and all,
And for the Askeaton fella Miss Cahir did fall,
One of her habits makes her stand out in the kitchen,
But if she does in Montreaux, they'll send her hitchin'!

From Caravan to Hotel comes our own dear "Talla",
An absolute thug but a likeable fella,
His heart once broke just like the window,
God help Geneva, where his strength will show.

The Country Club opens, Tracy's on show,
They'll miss her next year, she'll be in Montreaux,
As a tease, the fellas she does please,
But that's our dear Tracy as cool as a breeze.

Be it Ronan or Ulick, his surnames Magee,
Moaning and "groaning is his cup of tea.
He fancies himself a French Romeo,

To the Swiss mountains he wants to go.

Now let's talk of Amanda , bus stops and books,
It's always in the classroom for her that one looks,
Long live Horan's Haulage, Pakie and the Island,
Accommodation's no problem in Lausanne, the beige mini's always on hand.

As for Derry's favourite, namely Victoria Hughes,
Between Clare-men and Kerry men she had to choose,
Pulling legs, hoovering and wickie go hand in hand,
But drinking beer from Mandy's shoes we'll never understand.

Pat Murphy's the one with the bottomless wallet,
Forever sending pints travelling down his gullet.
Tulla's the hotspot in Co.Clare,
Bimbo's the attraction so please BEWARE.

Once bitten, twice shy, but not our Mac,
A glutton for punishment Aine went right back.
Night Porters and Waiters, Chefs and Barmen,
After First Year she'll not be right again.

When it comes to fishnets, or a shower,
In sneaks our popular first year flower,
Lunchbox is the name, soccer is the game,
The question is - is Anne-Marie still in pain ?

"On yer back you Bagle" we all hear Bobby cry,
But which female first year will be first to comply,
Behind the wheel of his Opel Kadett,
He has all his passengers in a cold sweat.

In skips Norms with a friendly bounce,
Intelligence or brains she hasn't an ounce!
She was hot stuff with the chefs in Dun an Oir,,

But spent the weekend with Scan
on the floor.

Lia we know starts the day with a
shower,
Kerrywoman to the core, she has
this strange power.
Off all the fair men, he's come
from Listowel,
At the rate things are going, we'll
soon hear bells toll.

Alan's from Limerick our
unattached guy,
To Dun an Oir with Tracy he'd
love to fly,
Pints, Porter, and Poker he does
enjoy,
Alan's our hero, our snakebitten
boy.

More pints is her friendly Cork
motto,
After 5 pints of Guinness one still
isn't blotto,
Additives and preservatives for our
mini giant,
Keep singing Muireann, and mind
that pint !

We're now off to Carlow to meet
Breda Kehoe,
When it comes to fellas she find it
hard to say "no".
Baby face Breda whom everyone
knows,
Will always pick Shamrock
wherever she goes.

Almost first to sub it to a third
year girls charms,
John Flynn fell willingly into
Marnie's arms.
Lausanne with five girls will the
poor guy cope,
A second dance with Norma he'll
bet, we all hope !

Cashel has lent us Miss Delaine
Carew,
A law abiding citizen through and
through.
Generally found with bed, books
and telly,
Or flirting with John Flannery
who's the years biggest belly.

A posy of Daisies for Aidan's Chef
Brady,
But deep down we know that Dee
is his lady.
Miss Coffey is hot competition for
her,

But Dee's "Pizza's Ovens" are
bound to beat Ber.

From Kilkenny to Shannon and on
to Dunshaughlin,
Miss Sonya Crotty's our giggling
girl,
Just three months later Madonna
took over,
And Graham stepped in to give her a
twirl.

From Dunshaughlin to Shannon
and on to Killiney,
Our Grahams reputation sure isn't
shiney,
Thanks to his exploits his hair is
going grey,
But with Sonya's permission,
transplant it he may.

When it comes to kickbacks,
bribery or blackmail,
Beware of Mary Ellen, she's sure to
have a tale.
There's only one gentleman for this
Westport lady,
After several attempts it's sure not
O'Grady !!

John Howley, our smiler, hails
from Sligo,
Animal of the back-row, he's
rare in' to go.
Baked Beans, parties with Marnie
and Ger,
The "Jimi Hendrix" experience
lives forever.

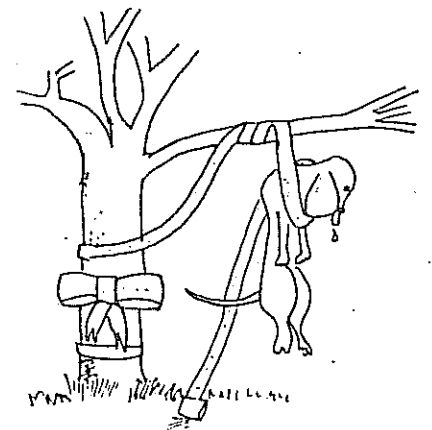
Niamh arrived to Co. Clare,
innocent and sweet,
But in S.C.H.M. her true fate she
did meet,
Black Russians, Powers, Malibu
and Co.
Soon made a hot spot of room
420.

O'Grady's next - the classes
greatest bagle,
After all his talk, he's honestly not
able !
A Cassanova he thinks his sign -
language stinks,
If seen with him, your reputation
sinks.

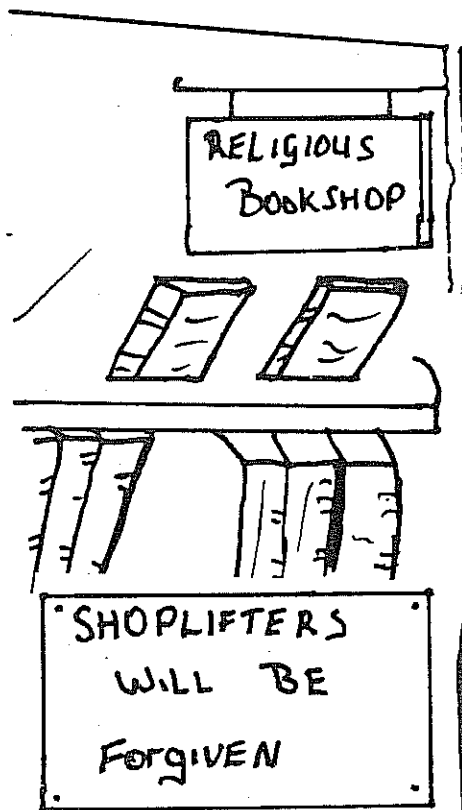
Along comes the white van, Peter
jumps out,
"oh, where is Breda ?" we all hear
him shout.
Too good to be forgotten as
everybody knows,

All the boys, 077 their guard she
sure throws.

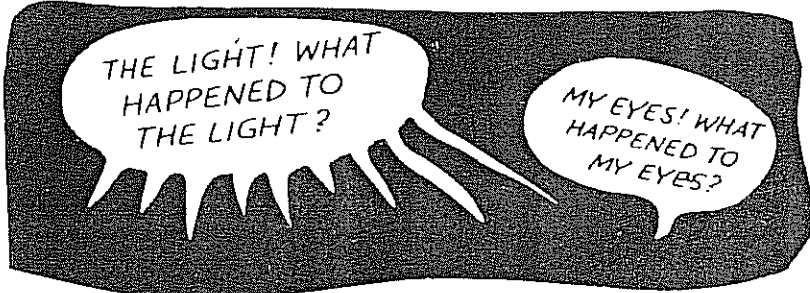
To finish this poem on a very glad
note,
The window was open - Tom Liddy
blew out,
Back to Newmarket - he's trying to
grow,
God Bless him we pray 'cos he has
no muscle to show.



'ANDREX' -- THE STRONG ONE !



One person at this party is a hypochondriac. To find out who it is, switch off the light.



"Just choose what you fancy from the catalogue and my assistant will see if it's in stock."

"Is that Gamblers Anonymous, by any chance?"



