

Shannon College of Hotel Management

The Aseless Ladder



December 1984

6th College Review

EDITOR'S NOTE

'Deck the halls with boughs of Holly' It's Christmas, everybody, a time to enjoy yourself??? We wish all the best and happiness in the New Year.

Welcome back - to the college, to the magazine and of course, to Mr. Blum, who did not get away as quickly as he anticipated - we are delighted that he is still in the chair.

This year has brought about many changes.....Mr. Gallagher has left to join the forces of T.H.F., and we welcome Mr. McMahon, who has taken over his position. We also said goodbye to Mr. Maloney and hello to Miss Daly, the Shannon International is closing for four months until March.....and above all, the Ageless Ladder has developed even further.

The purpose of the magazine is to progress each year, to bring closer the link between the college and graduates. This year we are producing three magazines to send throughout the five continents to you, the readers.

With thanks to Mr. Blum for all his help in producing the magazine, and to my fellow committee members and students, without whom there would be no magazine..... I leave it in your hands to read !

Ciao Bella?????

LUCINDA ROBERTS.

(1982 - 86)

PUBLICATION'S COMMITTEE

LUCINDA ROBERTS

BRIAN DALY

JOHN SCANLON

PATRICK MURPHY

SEAMUS McGEOWAN

SHEELAGH DALY

LAURO BATH

MARNIE CORSCADDEN

SUE MALONEY

ARTIST : CATHAL KEOGH

FERGUS FARRELLY



I HAVE RETURNED.....AGAIN!!!!!!!!!!!!

After the wonderful and unforgettable Farewell Party given to me on May 18th. last at the Old Ground Hotel, Ennis, I never thought for a minute that my life would be so changed within a few days. First it was my very nasty car accident on the Ennis Road which kept me at Barrington's for many weeks followed by more weeks of "take it easy" days at home. Then the request from my Board for me to accept to return to Shannon as no replacement could be found. Lastly, my return to an office I had beautifully cleaned ready for an eventual successor. Life is very funny sometimes and as you can see I am back behind my desk with Caroline on my side giving me a helping hand as it is still difficult for me to use my legs normally. In addition, I got brand new office furniture which makes the place look very different. So you see, if it is still the same routine, there are many changes

Among these changes there are the new faces within our academic team. To replace Dermot Gallagher who is now wearing proudly his Trusthouse Forte Cap, and is based near Birmingham, we have welcomed early in September Derry McMahon as Senior Lecturer Administration. Mr. McMahon is a Tipperary man and very proud of it. He went through top training starting from the Galway R.T.C. where he got his Diploma in Hotel Management then worked in the industry in Germany, England and Ireland. He has settled down very well and is actually very busy compiling his courses in order to avoid chaos within the course. Also new is Miss Teresa Daly who comes from Cork and teaches Economics at this stage, but may take over some other courses after Christmas. Miss Daly is a fully fledged academic and works also at U.C.C. There are also some minor changes with the members of the Part Time Lecturers. So as you can see, this has been a period of changes for the College, some expected and others unexpected.

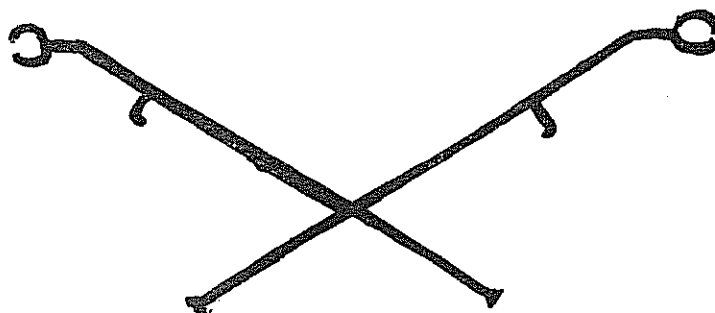
A new group of students joined us in September. Thirty six of them. From all over the country and overseas. As is always the case, they have behaved well to date and seem to be studying very hard. However, the forthcoming examination results will show us this. There are students from Hongkong, Brazil, Germany, India and Bangladesh. A real good mixture. They have settled well in their new surroundings in spite of the cold weather. The third years are still the same, just a bit more mature after their spell in Switzerland. In that class from the Bahamas we have welcomed Miss Averall Smith, a charming young lady with a real sunny smile

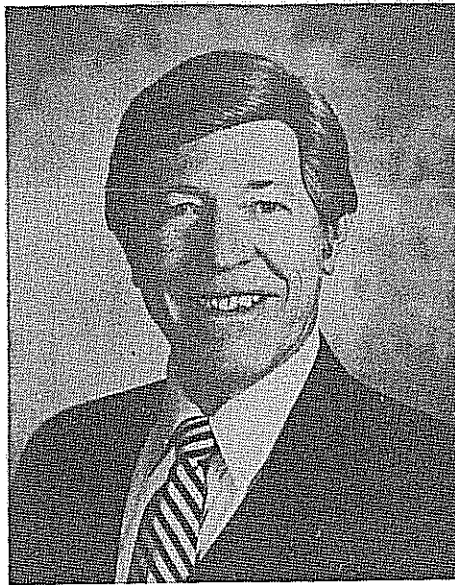
From abroad I have received many letters and visitors. In Switzerland everything seems to be going fine. However, we have lost one or two students who returned home. It is always very nice to talk to students who are home on holidays and this seems to happen more often than usual this year. From the U.K. not much news and sometimes I wonder if there are any Shannon students training with T.H.F. over there. A very quiet bunch of students they are.

Because of my accident it has not been possible for me to visit the students in Switzerland this year. I am however building high hopes to be able to travel early next year and my plans at this stage are to make an attempt in March or thereabouts. So do not despair, there also I will appear again.....out of the blue.

May I, in order to end this short letter, thank all the students and graduates for their wonderful support during my spell in hospital. It was so heart warming to receive so many cards, cables, flowers and especially your visits were very welcomed. I also wish to thank the graduates who are in far away places and who heard of my misfortune, for their kind messages. In short, you were "GREAT"

JORGEN E. BLUM
DIRECTOR





**MAY WE PRESENT – MR. ROY DUNFEY
PATRON OF THE 1982 – 1986 CLASS**

On Monday, October 1st, we had the honour of meeting with our Patron, Mr. Roy Dunfey and his wife Ruth. Mr. Dunfey has set a precedent by attempting on many occasions to try and visit us, and it was with great pleasure that our class "Third year 1984" finally met the man, who has shown great interest in our individual development at college and abroad.

Mr. Dunfey spoke to us about his life in the hotel industry in the United States, explaining many enlightening aspects as to what exactly Dunfey Hotels really were, their franchise operations, their managerial operations, and the unique situation of how Aer Lingus fits into the "success story" of this developing empire of Dunfey Hotels!!!

Mr. Dunfey initiated our morning meeting with a brief film on "Personnel" in the Dunfey organisation, and the unique feature during the film, was the spontaneous re-action from all who participated in it. His remarks on "staff", their importance and their contribution to the success in the organisation, left us in no doubt as to where his priorities lay.

After his address to us, the floor was open for questions, and then a presentation, from the students to Mr. Dunfey and his wife, of a Waterford Crystle Decantor was given. This was accepted with great pleasure and joy, as Mrs. Dunfey has been collecting Waterford Crystal for a number of years!!!

Mr. Dunfey, then very kindly, met each one of us and gave us a hand brief case, intact with Dunfey "corkscrew openers" and a brochure of all Dunfey operations, both in the United States and elsewhere.

Before lunch, I had the pleasure of interviewing Mr. Dunfey for a brief chat on his climb on the ladder of success to "the hotel world".

Like most distinguished Americans, Mr. Dunfey started work during the economic depression of the thirties in the United States. While most people were jumping out of windows and over bridges, he was starting to climb the ladder. He was the eldest of six, his career starting in his father's grocery store. In 1937, he ventured as a shipping clerk in Ohio. He lived in Ohio, until his move to Boston in 1969.

At the age of twenty-six, Mr. Dunfey became the Vice-President of a 'safe - making industry'. Then along came the war.....and the responsible task of being the prime co-ordinator of the manufacturing of navy and army requirements in this area, producing things like aircraft carriers and guns for submarines.

In 1969, Mr. Dunfey 'beckoned to the call of his brothers, and rejoined them in the event of the acquisition of "Parker House" - the longest opened hotel in the United States. His multiple skills in businessship have helped him to the success, which he now deservedly enjoys in his association with the Omni-Dunfey Hotel Group. He is the only brother that now has any direct contact with the organisation.

Mr. Dunfey left us after lunch to spend a brief stay at his ancestral home in Dingle. He told me how, ever since hearing tales of the 'old country' sitting on his grandmother's knees, he has held total affection for Ireland.

We would like to take this opportunity to thank him, and his wife Ruth, for their genuine support and interest in us. Also for the constant contact he has kept throughout by writing to us individually in the past two years, and for the Christmas cards we received in 'snow-bound' Switzerland. We are looking forward to meeting you again at our Graduation 1986, even hoping that we get another opportunity to meet, perhaps, before!!! Finally a large thank you to a person, who genuinely does follow the Shannon motto of "Keeping the Contact" !!!!!

**BRIAN DALY
1982 - 1986**

HANG "INN" THERE Mr. GALLAGHER

In 1965, almost twenty years ago, Mr. Gallagher started his career in the hotel and catering industry. After an admirable college career at the reputable S.C.H.M., he graduated in 1967 and returned to his previous T.H.F. position in Newport, Wales. Soon afterwards, he once again packed his suitcases - this time to return to Ireland. He took the position of General Manager in the beautiful "Lake Hotel", Killarney, Co. Kerry.

However, it wasn't long before Mr. Gallagher got itchy feet again.....NINE years ago the call of Shannon proved to be too strong, and he returned to college for "phrase two" of his academic life. He accepted the position of Food and Beverage instructor. He lectured this syllabus for two years, until Mr. Sleffer retired from the college management team - only to be replaced by Mr. Gallagher.

In 1983, he was made a Senior lecturer. Just over one year later, Mr. Gallagher left the college, broadening his horizons. This time he returned to T.H.F. and is based in Nottingham as "training manager" for the T.H.F. "Inns" division.

We all wish him the best of luck in the future, and look forward to meeting him 'across the water'



LORRAINE BEATTY
1982 -1986

MR. GALLAGHER'S GOING AWAY PARTY

On the evening of the 26th July, the "crack was mighty" in the Shannon Room of the Limerick Inn. Members of the board, and the staff and the students had gathered to wish Mr. Gallagher best wishes and luck at his departure from Shannon. Twenty-eight people were present - including Mr. and Mrs. Michael O'Gorman, Mr. and Mrs. Jim Lyons, Mrs. Ted Moynihan, Miss Jean Gallagher and of course, most of the staff and their wives. Unfortunately Mr. and Mrs. Blum had been unable to attend due to Mr. Blum still recovering from his accident.

The evening began with Mr. and Mrs. Maher, and Miss O'Rourke, greeting the students, who, of course, arrived punctually.....long before the remaining members of staff !!!

The meal was delicious....the camaraderie began with the "After Dinner" speeches, culminating in the two star performances from both Mr. Maher and Mr. Gallagher, whose battle of wits were sharp, astounding and hilarious !!! Did you hear of a certain Kerry student, who filled up the salt cellar from the top, and wondered why it was taking so long?!!

The presentation was preceded by a slight delay - "Shannon's answer to David Bailey" had technical difficulties with his equipment, so there were double retakes of 'Watch the Birdie'. Mr. Gallagher received linen tablecloths from the Board, a brass fender from the staff, a set of towels and a washing machine from the Students and a Waterford Glass Tantalus from the executive board. Mrs. Gallagher was given a bouquet of flowers - only she had to collect them from the kitchen fridge.....a person who forgot them shall remain nameless!!!!!!

After our meal and presentations, we moved into the 'Centre Court' - and I am ashamed to say that the students dancing was incomparable to the staff with Mr. Gallagher and Mr. Maher, once again, stealing the show. Here we must mention the fabulous duo - 'Johnnie Sca Travolta' and 'Mona Maher John' who danced and danced and danced.....

Thank you, Caroline and Mr. Maher for organizing such a wonderful evening - and although we hope that there will be many more 'almighty' evenings, the reasons behind them will not be so sad.....

We send our best wishes to you, and your family, Mr. Gallagher, - Plug in your computer and keep the contact.

LUCINDA ROBERTS (1982-86)

WELCOMING Mr. McMAHON

This year, we have a new Senior Lecturer, Mr. Derry McMahon, whom we welcome whole heartedly into the college lecturing team. His past experiences are varied - after going to school in the CBS in Tipperary town, he continued his studies at Galway Regional Technical College - obtaining a B.A. degree in Hotel Catering and Management.

After graduating from Galway, Mr. McMahon worked for a time in America, returning to Europe, he then worked in the Park Lane Hotel in Picadilly. He, once again, crossed the wide expanse of sea to gain benefit from a refresher's course in Cornell University. He, then, took up the position of Assistant Manager at the Old Ground in Ennis. Following this, he became the Site Catering Manager for the Moneypoint ESB Project. Then this July, Mr. McMahon joined the forces of Shannon College of Hotel Management..... We wish him good luck in the future - both in his job and in his recent engagement to Miss Kate O'Brien.

PATRICK MURPHY
1982 - 1986

Newpark Hotel  **kilkenny**

HAS "TWO GENERATIONS" OF SHANNON GRADUATES: !!!

BOBBY KERR (1950/51)

SUZANNE KERR (1976/80)

Newpark Hotel
kilkenny

ALL IS NOT HAPPINESS.....

free flow farce and demo kitchen demand

A brief Summary of the major problem facing Live-In Students at the College.

Although we now supposedly live in the plastic age it is hardly humane to expect us to eat plastic in our daily search for an evening meal. However this is precisely what is happening. Every evening a pilgrimage is made towards the airport's "free-flow" restaurant. Students have been observed fleeing the college in droves in their daily quest for food and survival. Many have, in blinded desperation, leaped to their death from first-floor windows in vain attempt to be at the fore of this frenzied pack.

For! to be first is to be triumphant, the winner is to be showered with prizes beyond the bounds of his imagination. He now possesses the privilege of purchasing the last trimly stale roll and chips before the rancid rubber and positively plastic substitutes discreetly arrive on the scene.

However, all is truly not fair in love and war. "One must pay the price of emerging at the fore of the queue of the". Foul and dirty play is allowed and in fact is quite common-place. Kicks to the teeth and blows to the groin are the reliable and favoured means of attack. However Man must pave the way for invention and nothing can be ruled out.

Take the latest unfortunate victim of these vicious and unprecedented attacks. It is rumoured that John Flannery's concussion, which needed hospital treatment, was caused by a simple fall and knock to the head.

Surely they jest! nothing could be further from the truth, I have it from a reliable source that John after having been in training for a number of weeks finally made it to the head of the queue. Some of the regular winners were totally shocked by this unexpected arrival. They were not very gratified and John was later found stretched out on the No. 3 runway with plane tyre tracks engrained on his head. However such are the ways of the world and may God bless And Mr. Blum bless the theory of the survival of the fittest.

Surely the time has arrived for the live-in provision of cooking facilities for the live-in students. Despite the fact that the food in the airport is totally inedible the prices are also outrageous and expensive. My own humble opinion suggests that the demonstration kitchen would provide the perfect solution. I'm sure that if these facilities were provided they would be treated with the upmost care and respect expected of the students of the college.

JERRY O'DEA
(1984 - 88) First Year.

"WOMAN IN MANAGEMENT"

A First Year Students View

During the next four years I, along with many of my fellow classmates endeavour to enter a career, which for so many years has been a typical male reserve. I for one congratulate all the female graduates of the past who have achieved a great deal in completing a managerial course and have since found great success in their chosen careers in the hotel business.

I believe that one and all should have faith in change, have faith in truth as it always has a way of asserting itself. It should seem evident that women do have managerial potential and that, the economic world of today can no longer ignore this fact. The commonality of human behaviour is more or less, my sex difference and it is with trust in this commonality that we should move forward to the future.

I firmly believe that as more and more women move into management positions and provide models for society, the entire process will gain momentum and eventually women should find it, commonplace to be managers. So ladies I implore you, cast away any guilty feelings you may have that 'A woman's place is in the home' and aim for success and fame that so many of our male counterparts so often boast about. On the other hand reader, I do not consider my predictions of the future for women in management to be over optimistic. I am merely stating that as a potential "wooman in management" I feel that we have a great deal to contribute, despite what many of our male counterparts may say. Hopefully within the next few years, that we women of this world shall cause the now male dominated realms of management to be more equally representative of both sexes.

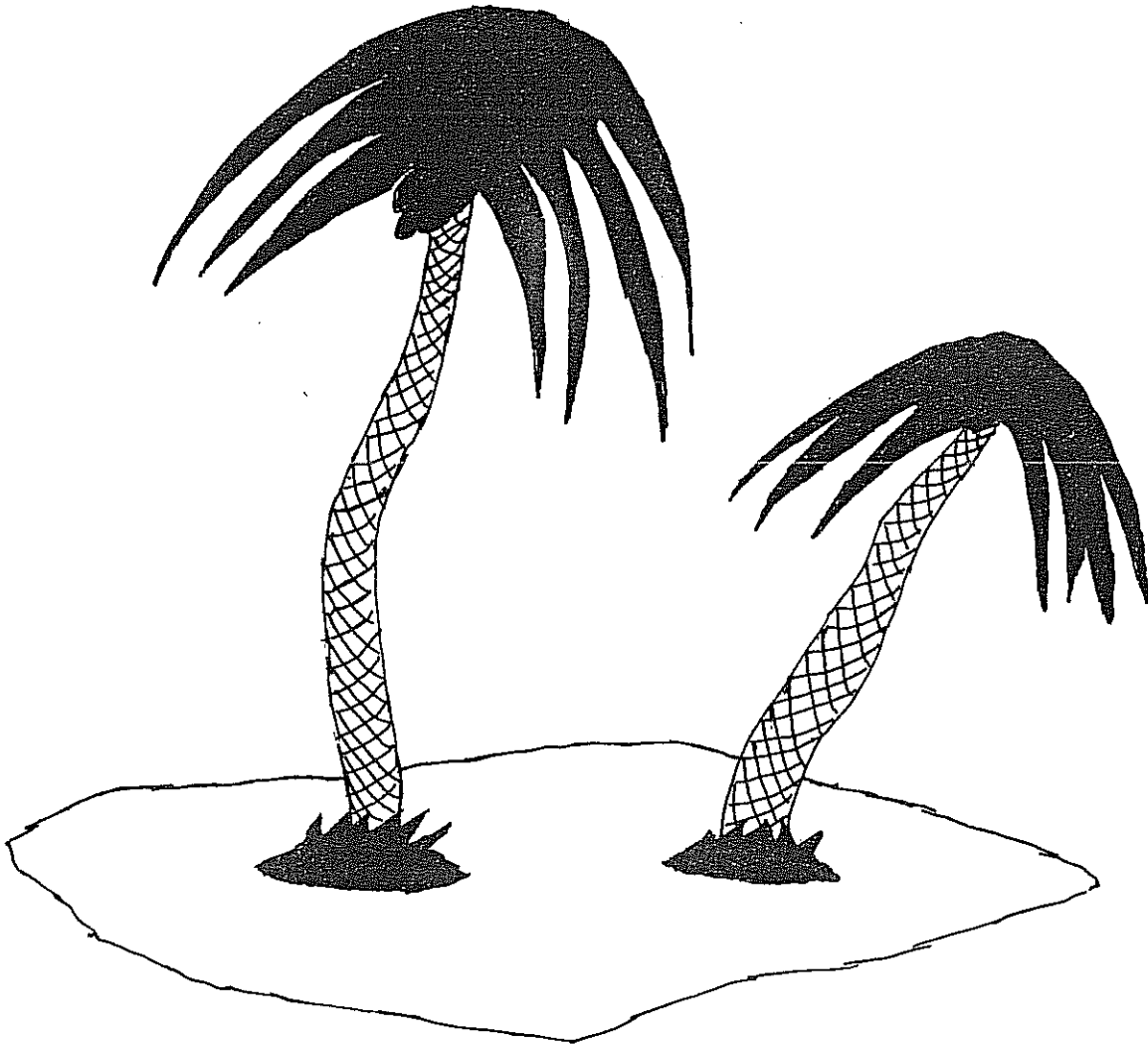
On this word of encouragement I would like to end by wishing all my fellow classmates the best of success in their chosen careers - especially the female minority!

SUSAN DEVANE
(1984-1988) First Year.

FEELING THE COLD

One person who is certainly feeling the bite of our present cold spell, is the lovely Miss Avernell Smith from the Bahamas. She is this year's exchange scholarship student from Walker's quay. We all wish her a very happy and pleasant stay with us. We hope Helen and Willie are enjoying themselves and working hard over there.

Céad Mile Fáilte



THE BAHAMIAN SHANNON EXCHANGE SCHOLORSHIP

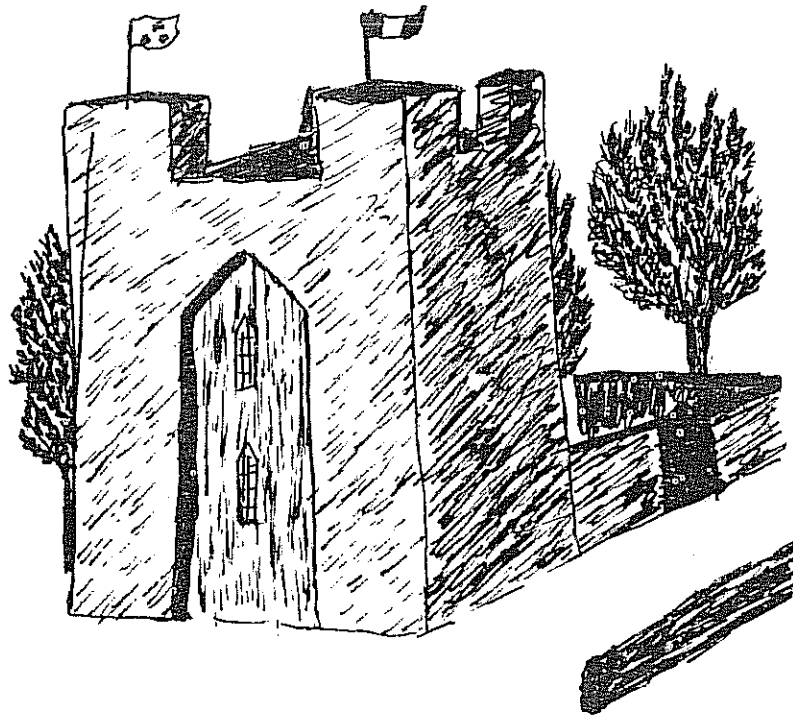
In January 1981, it all began with Ricardo Pears. The Walker's Cay Hotel and Marina offered a scholarship for graduates of the Bahamas Hotel Training College. A group of students were selected based on academic performance and work experience. These selections were done through the College. Students were then interviewed by Mr. David o'Shaughnessy, General Manager, of Walker's Cay property.

The scholarship presents itself in the form of an Exchange programme. It includes a nine to fourteen month work experience for Bahamian students, at Walkers Cay. After completion of this work period, students will enter into the Third academic year at Shannon College, Ireland.

The Irish students on the other hand, will be chosen during their third academic year, on the basis of their academic performance. They work at Walker's Cay in middle management for a year.

My name is Avernell Smith. I am the fourth recipient of this scholarship in July 10th, 1983, I began working at Walker's Cay in the position of Front Office, cashier/clerk and night auditor. After several months I was placed in the position of an assistant Front Office Manager.

Presently I am a Third year student, and I hope to gain an enriching experience and an advancement in my career.



GRADUATION 1984 Official Part

The Great Hall of Bunratty Castle was the setting for yet another historic day in the life of the Shannon College of Hotel Management, Graduation Day ; October 26th. 1984.

Mr. Martin Dully, Chairman of the College Board, congratulated the graduates on their achievements, and complimented their parents who's support and financial backing had made such achievements possible. He underlined "motivation" as the driving force which had brought them their personal successes and the gathering factor that saw them seated together for the last time as a group. Enrobed in the gown and colours of their profession and about to reap the rewards of their toil and the promises of four years of time.

The lady of the day was Miss Petronella Matumo from Botswana, who not only obtained the distinction of over all and singular first class honours but also won two scholarships. Out of a remaining twenty-one graduates, eleven obtained second class honours and ten passed, with scholarships to the value of ten thousand pounds generously distributed among them. These scholarships are without doubt a great incentive and are very much appreciated.

The twenty two graduates of the 1984 promotion received their diplomas from Mr. Donal Creed, Minister for State, Dept. Education.

Mr. Colin Forbes, Director of Personnel & Training (Hotels), Trusthouse Forte, London and Mr. Ralph Urban, Area Manager, Movenpick Organisation, Bern, Switzerland, represented their respective organisations and whose presence was an integral part in the meaning of Graduation Day '84.

CONGRATULATIONS: We, the Shannon based students would like to congratulate the graduates of the 1984 Promotion, and wish them every success in their ensuing future wherever they may go.

JOHN SCANLON
(1982 - 86) Third Year.

GRADUATION 1984

The Social Side

This year brought about a change in the format of the Graduation Day. The celebration lunch was held in the "Barn" of the Bunratty Folk Village, instead of the more familiar setting of the Shannon International Hotel. This, whilst providing the guests with more accessible dining facilities, proved to test our 'moving' abilities, as everything had to be transported six miles to Bunratty from the college.

On Thursday, students and all the necessary equipment alike were transported to Bunratty by bus and van. Here the service group transformed the barn providing a 'banqueting hall fit for a king.

Meanwhile, back at Shannon, other students were busily preparing for the pre-Graduation VIP dinner and the Champagne reception, under the directive eyes of Chef Vaughan and Mr. Schmidt. The 'graduates' partook of Champagne and were very kindly presented with gifts from Aer Rianta, before they joined the festivities at Fibber's. The board of directors and 'visiting notables' feasted on melon au Porto, consomme, lobster americaine and roast beef.

The following morning the bus arrived at 8.30 to carry the wide awake and eager students to Bunratty - people were carrying flower arrangements etc. on to the bus with them. Arriving in Shannon, the various different groups separated and began their working days. The guests were served coffee in the Dungeons before proceeding up to the Graduation ceremony. In the Earl's Dining room, a bar was being set up, where the guests congregated before moving to the barn. Their enjoyment here was further enhanced, when the Bunratty Folk Singers entertained them.

At one thirty, all the guests were seated in the barn to eat a sumptuous meal, which was prepared admirably under the somewhat primitive conditions by Chef Vaughan, and Michael Toohey (from Aer Rianta) and the students.

The menu consisted of : Saumon Fume.....Consomme Monte Carlo....Medallions de Veau - Sauce Forestiere.....Carrots glace.....Haricots vert au beurre.....Pommes Marquise.....Glace du menthe..... Cafe Irlandais.....Petit Fours.

On the service side Mr. Hans Schmid and another group of students did marvels without forgetting our ever smiling coach driver Dan Mortell.

ENJOY TODAY FOR

I think we should stop defending things as they have always been. No one is immune to change but nothing stays the same on this ever spinning planet. New ideas attitudes, customs, faces and places are not an indication that our own little universe is crumbling. By clinging to old beliefs and reminding ourselves and others of how things used to be detracts from enjoying today. All those yesterdays were formed from these todays. Yesterdays provide many insights for today but if today is to hold likewise for tomorrow we must accept change and live life at its best and accept it as it is now. The good old days are over, - these are the good new days.

PATRICIA O'SULLIVAN.
1982 - 86

MY HOW TIME FLIES!!!!!!!!!!

Tears and Promises,
Farewells and Promises,
Handshakes and Promises,
Wellwishes and Promise and Promises and.....

This was the scene at the end of term in May 1983. We were on our own. On our way to a new experience = Switzerland= our third years were leaving for England.

It was to be 15 long months before both years were to meet again. Now 15 months later - that day has come.

.....But the Promises have changed to an obvious sequence of embarrassed blushes from a strong female sector in our class (and Stirling?)

GOD BLESS INTER - COLLEGE RELATIONSHIPS

LORRAINE BEATTY
1982 - 86

'ODE TO 411'

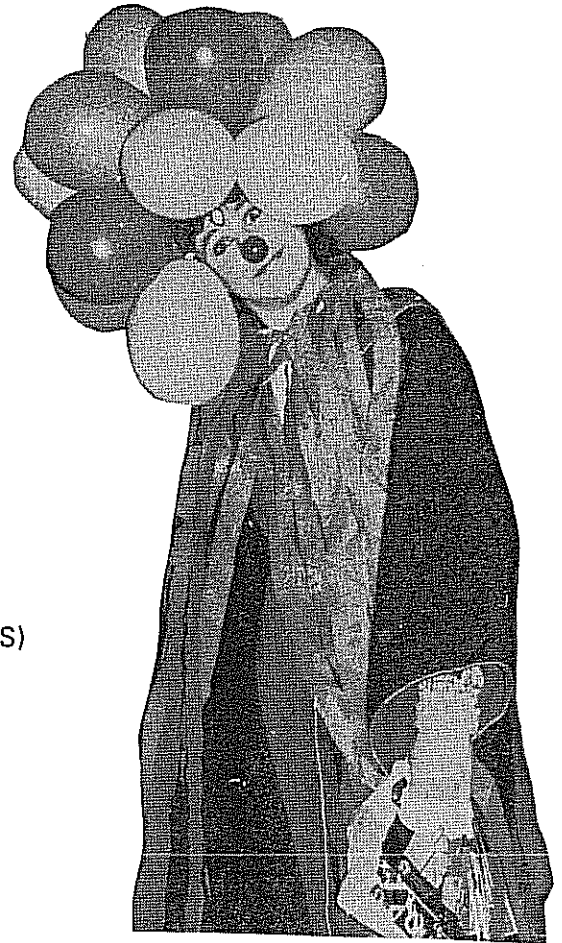
I WANDERED SLOWLY AS A CLOUD
I WANDERED ROYALLY AS A QUEEN
THE LIKES OF WHICH SHANNON HAS NEVER SEEN
FROM OUT OF MY POCKET I DREW MY KEY
AND QUIETLY OPENED MY CHAMBEREE.

AS LIFE IS LONG AND CATHY IS SHORT,
(THE WORLD IS MADE OF EVERY SORT)
WITH SCRUMMY DOOS AND JELLY BEANS
AND SCHOOL SKIRTS BURSTING AT THE SEAMS
SHE POUNDED OVER : ME TO GREET
AND I SNORTLY SAID CHEERY WIDDLES IN DEFEAT

BUT ESCAPE FOR ME? WAS DEFINATELY OUT
FOR FROM AFAR I HEARD A SHOUT.
"LIFT YOUR WELLIES AND TURN ABOUT
A FARMERS DAUGHTER YOU MAY BE
BUT NOT WHEN YOUR LIVING WITH MISS MAYSEY
(BUT FROM THIS ROOM YOU CLEAR THE COWS HEIFERS
AND THE AGEING SOWS)

THIS REASON I FAIL TO SEE
MY FAMILY MEAN EVERYTHING TO ME!
WITH ONE SWIFT KICK AND ANGRY SHOUT
I LANDED MY WELLIE IN HER MOUTH!

TO SAY SHE WAS STUNNED IS TO OVERRATE
FOR LITTLE DID I KNOW MY FUTURE FATE
FOR WITH A CHATTER OF HER TEETH
MY NEW GREEN WELLIE SHE DID EAT!



JACQUELINE O'BRIEN
(1982 - 86)

THE HITCH-HIKERS GUIDE TO CORNELL UNIVERSITY

1. Fly low cost as you will most probably be in England at the time of your departure, book as early as possible on one of the cheapies from Gatwick to New York - at least three months in advance where possible.
2. Take as much time off work as you can possibly afford, three weeks minimum.
3. Take as much money as you possibly can. Courses this year were 450 dollars each, so they will probably cost 500 dollars each by next year, and I would recommend approximately 30 dollars per day spending money. I would also suggest that all money should be taken in the form of U.S. Travellers cheques. It is advisable that you take one major credit card for emergencies, but I suggest that you only use it in emergencies, because the Rate of Exchange could fluctuate between the time that you actually spend the money and the time that you are charged on your card.
4. Contact as many people as you know in the U.S.A. before you go. Organise free accomodation, and most importantly plan out your travel arrangements carefully before you go.
5. If the current system of five flights within two weeks, is available next year - buy that ticket. Currently £99 it entitles you to fly to five destinations within the United States with a specific Airline. See as much of the U.S.A. as you possibly can.
6. Book your courses as early as possible as you will find that they become full very quickly.
7. Take out Medical and Personnel Insurance before you go to the States. If you get sick or need a dentist it could cost you dearly.
8. Bring some extra cash to buy books, as you will be told that you need a text with each course. The approximate cost of these texts is 30 dollars. If possible get a list of texts required before you go.
9. If you can arrange a group of four or five people, and have your travel coincide then the cheapest way to travel is by hiring a car. You should use a credit card when hiring a car, and don't forget to bring your licence.

FIRST YEAR WIT.....THE UNQUOTABLE!

Teacher "was ist das?"

Dermot "Is that serious German?"

Cathal to Chef Vaughan – "Sorry Sir, What are Brains?"

Miss O'Rourke in appreciation of first year intelligence,.....CLEAN, refers to lack of DIRT.....

Mr. Blum to Sonia, "Is your sister in Switzerland?"

Sonia to Mr. Blum, "No Sir, not in Switzerland in Geneva.

Cathal to Miss O'Rourke, "What is the difference between T.B. and Tuberculosis?"

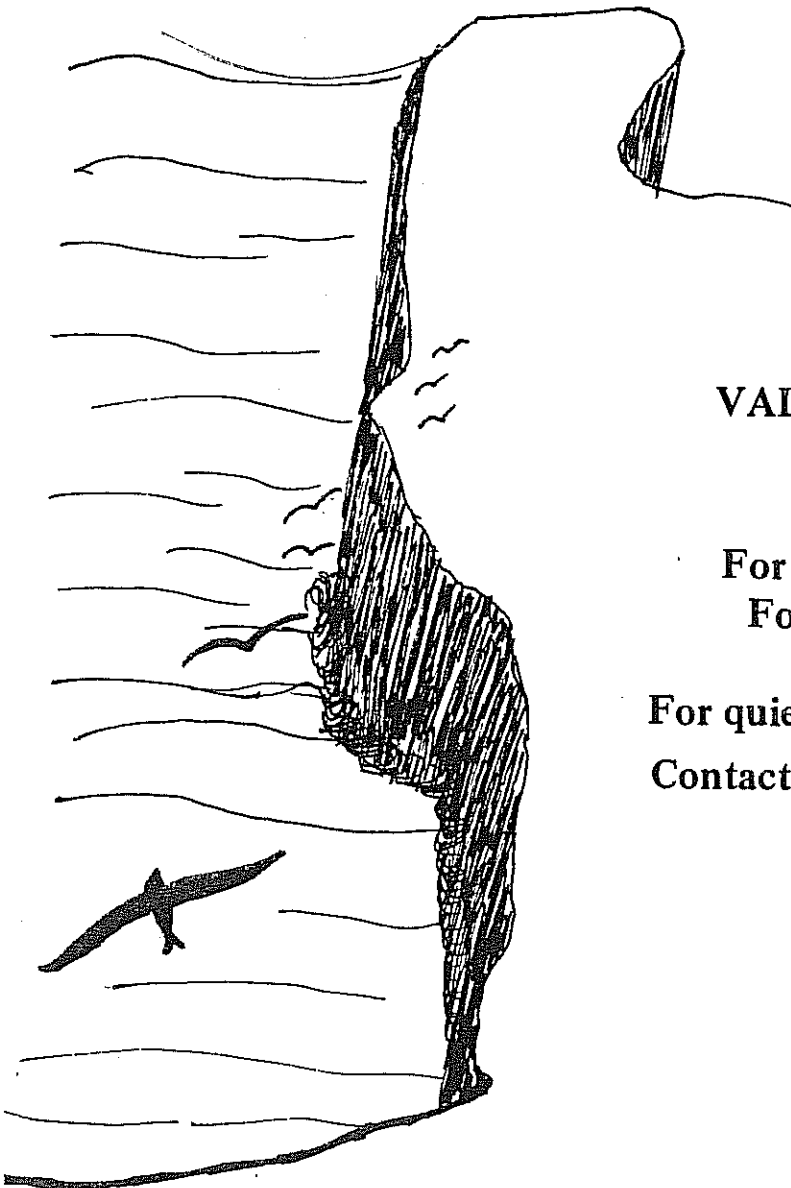
Constructive criticism by a Third Year to a First year....."You don't clean the crumbs on to the ground for God's sake".

Cathal (again) to Miss O'Rourke, "I can't see the board Miss, there is a bus in my way".

Miss O'Rourke – "That Pearse is up to no good, again!"

Mr. Schmid on room service – "Now lads, you will frequently find in Switzerland that when you deliver breakfast in bed, that you will be confronted by a naked person, it is an offer you must refuse!"

Miss Daly, on explaining how a man whose income increases will buy steak instead of his usual beans.
John Flannery – "Does that mean he'll save on Air Freshner!"



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SHANNON – IN THE EYES OF FIRST YEARS'

PAT The third years are very friendly.
ARUM I would have been nowhere without the help of the third years.
ANDREENA It was different to what I anticipated.
KLAUS I was very skeptical, but I must say it turned out to be a lot better than I expected.
SEAMUS The days are longer than I expected.
BER Not a minute to spare - I spent the first week running after myself.
MARNIE Hard work but great crack!
SHEELAGH Small and very expensive.
CORA Enjoyable, great team spirit in the college, good drack!
BARRY Tiring but good crack!
SUE Self discipline is needed, and hard work but there is time for enjoyment too!! Good team spirit among college students.
MARY We're kept going but there is a good team spirit.
JOHN Great college spirit but hard work.
CATHAL It's like being on a desert island, the sun and the fun, and very little mon.
CIARAN Very tiring, but not too bad - a lot different than I expected.
PAUL People are very friendly, hard to get down to study and burns a big hole in the pocket, there should be a common room, for 1st and 3rd years.
SUSAN Very enjoyable so far, great team spirit exists among all., but must admit fairly hard work - also plenty of "crack" and fun, (hope it lasts!).
DARAGH It's very different to what I had expected, the third years are lovely - very helpful.
SONIA I can say it was a very good memory in my life. Green!
FERGUS I love it, but I can't sleep with it!!!
PEARSE It's everything (it's defo no messo serio!) N.B. I hate the baby snatching!!!
CATHLEEN It's so so tiring.
MICHAEL I thought J. Flannery was a farmer but I was wrong!
JERRY I can't say I noticed too much as I spend all my spare time sleeping. However the third years are great and I don't believe a word people say about John Flannery. Common room very necessary.
BRIAN Friendly atmosphere - tiring - consistent drain on financial resources.
TOMMY I'm tired and broke, but otherwise O.K. and no problems.
BREDA It's strange and exciting. Different and nicer than I had heard.
LOUISE Brilliant, except for early mornings, and constant problem of being broke.
ANTHONY When I think about it, I only had second impressions!!
ENDA A very controlled atmosphere, but third years were very friendly.
LOLA Not too bad at all, but thank God for weekends to recover!!!!

"SECOND IMPRESSIONS OF SHANNON".....Third Years at their best.

LORRAINE Stuuuper Fantasptic!!!
CATHY Talking floorboards from 309, I heard it all!!!
LINDA TIP-TOP!?.
ARIETTE Ever heard of doing porridge?
KAYREE Old Cold Soup.
DAVID No Comment!
PATRICIA Fascinating!!
PAT The overflow of water!!! from 413!
BREDA "Just like leaving home in '69."
PAUL More restricted, more comfortable, crack is the same.
CATHERINE To say interesting isn't enough.
AVERNELL A new adventure!!
LOUIS Baby snatching should be stamped out, herpes also.

LIZ	Louis Murphy should be stamped out!!!
NARESH	Fun with all the laugh and no "work"
FERGUS	2nd!! I'm still trying for my first, but so far so good (I think).
BREDA	First what, Fergus!??!
MARION	"Definitely different:"
JOHN SCANLON	Great being back.
GRACE	Inhibiting, like a seasoned soup.
JOHM	Because!!
KEVIN	Why?
JACKIE	I never knew the Knights was so far away!! —poor Brian is lost!!
DAVID	Who gives a fiddler's anyway? Alcatraz rules OK.
RONAN	The word exciting wasn't invented until '84 in the Shannon College of Hotel Management.
LULU	Videos are the curse of the Student classes!!!!
KEVIN P	Stimulating!!
AINE	What can I say? !!
BRIAN	me to

"THE CORNELL EXPERIENCE" by CORMAC O'MODHRAIN
Mario Decurtins Promotion 1979 - 1983

This story has been compiled with the assistance of many brave men and women who did battle with the forces of evil, and stayed sober long enough to remember some of the more important things one must remember about Cornell University.

Never has so much been owed to so few by so many - it's expensive my Bank Manager told me. For those people who have been fortunate enough to win scholarships to Cornell University - Congratulations. For all of you who are hoping to aspire to their acquired standards - Good Luck! It's well worth it.

Cornell University saw yet another batch of Hotel and Catering Misfits through her doors this Summer. I was fortunate enough to be one of the milling throng. I attended two courses. The first, a Personnel Administration course, and the second, a Creative Marketing course. Courses chosen specifically because of the American track record in both of these fields, to no avail....

No new theories, in fact very little development on existing theories. The academics did not live up to my expectations, but I was never one for academics anyway. The classes I felt were overcrowded with forty-five in one and sixty in the second, and there were no Americans. In my two weeks at Cornell I only met one American attending the C.P.D. Courses.

Cornell University provides an atmosphere conducive to study. But it is not the study of books and theories, it is more the study of personalities and experiences, and the local hostelrys lend themselves to providing the proper surroundings. Each year the Administration Office at Cornell photocopies the computer listing of every student attending the course: their address and status. This document to me, is more important than any of the texts we were forced into buying.

While you are on Safari in the U.S.A., there is one gentleman that you will have to call on. A personnel friend of Mr. Blum and a long associate of the College - Mr. Paul Grossinger.

This year a group of us were invited to spend a weekend with him at his Country Club; An offer which he says is open to all Shannon Students.

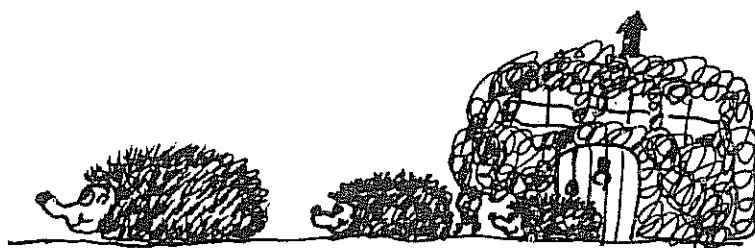
I would have been very disillusioned with my trip to the U.S.A. if it had not been for T.H.F. and the opportunity afforded me by them. I stayed at some of our exclusive hotels both at New York and Philadelphia, visited the Central Reservations Network and the Marketing and Sales offices. Having survived on Ronald MacDonald's specialities for two weeks, it was nice to see how the other half lived.

For those of you travelling to Cornell in the future, I have sent a copy of useful hints which will be available from Mr. Blum's office. Should anybody wish further information, I will be more than happy to accommodate you.

THE SWISS CONNECTION

COLM HANNON Animal and wrist muscle training have been my work to date.
CHRISTOS Treatment of my stomach has cost me a lot of francs
PAYL GALLAGHER Well it's different.....
CHARA CHU I have specialised in dish washers since I came here
AILISH I have broadened my outlook a lot!!! I am not the quiet country girl I was!
WALTER HALL Switzerland has been a blür- sorry!! So I will drink to that.
GERALDINE I dont like waving good-bye at train stations.
GARY SAC SAC, My gawd can I take any more???
JAMES GLANVILLE I have never learned so much about Swiss banking.
CIOSA It makes my hair stand on end.
KEVIN Where is Switzerland? Some day I shall make my way there.
THERESA I have made a lot of friends especially a lovely family called the PICKWICKS!!
BLAINEAD The water has a strong current, especially when you're going with it.
MARY MAC Moi et la Suisse, anything can happen!!!
TRI I bring my pyjamas everywhere, so you had better watch out.
ANDREW LANGWALLER They have got steep hills.
DARASH All I can say is that it has been different.
ANDY Y Apparently my sources say I am having a high time!!!
ANDREW THOMAS I have learned a lot about beverages.
JENNY I fell in love with moustaches.
IVOR Well dear what can I say.
EOIN "Neiderdorf" is a great place, who needs sleep.
MICKY They say blondes are more fun, but I dont know.
ANDREW PHEALAN I am thinking of changing accomodation.
JAMES TYNON Its easy to kill 2 birds, with one stone over here.
SUSANNE Vive le Paris - the weekend breaks are great bargains.
LIAM I think I know everything about it at this stage.
KATIE Life is very laid back.
DENIS Life is turbo charge through a graphic equaliser.
ENDA I have just arrived and I don't know so much.
ORLA Zwei deci fendant, bitte.
JACKO You get a good reception (ist) here.
RICHARD Hiccup and 20 Rothmans please.
SIAN The train fares cost a fortune.

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**ALUMINI
ASSOCIATION**



EDITORIAL.....

Dear Graduates, wherever you are.....

Well yet another year has started in Shannon, with new faces joining the College and old ones leaving us, almost at the same time. It is always sad for us to see students who have been over four years with us leave the College and go their own ways hoping for a brilliant future in the Industry at home or overseas. I suppose that this is life and it will never stop as long as there is a Shannon College of Hotel Management.

When leaving us after their lavish Graduation conferring and luncheon, they always promise to keep the contact with us. This is naturally our wish and especially my personal wish to know how you are all getting on after leaving Shannon and when you are strictly on your own. Scores of you, my friends, have left us on Graduation Day never to contact us again, let us know where you were or what you were doing until.....suddenly you need us for one reason or another. We NEVER refuse help and guidance to anybody so please make a point when reading these few lines to contact us soon and periodically if you have not done so for a while. The ones of you who are keeping the contact please make an effort to see that friends of yours who do not, be enticed to correspond with us soon.

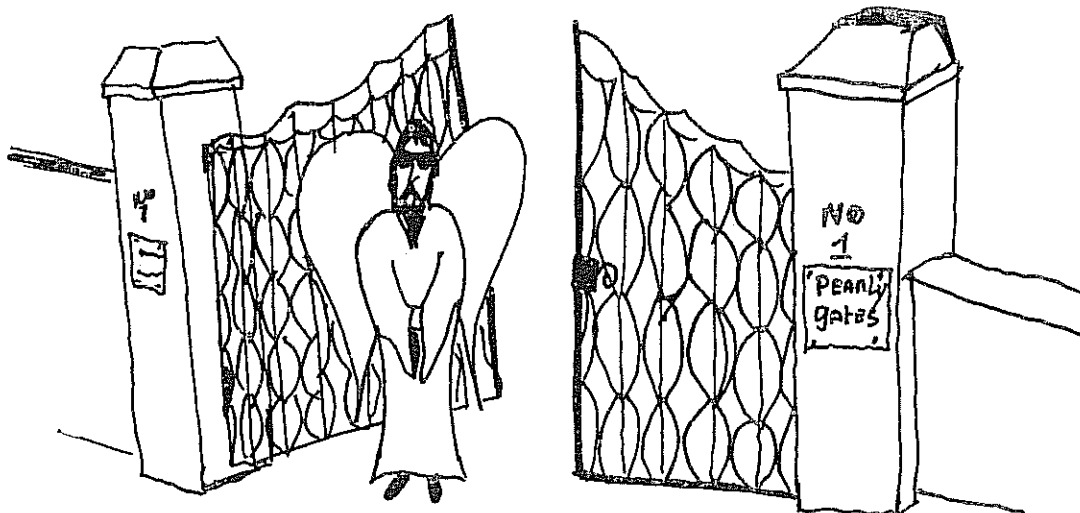
This "Ageless Ladder" is as we promised earlier, taking a new shape and you will see that from a stencil effort it has become a real printed Magazine. We are trying to get good and interesting stories from Graduates abroad and each issue will have a feature dealing with subjects which should interest all of you.

Remember that we are mailing these Magazines to you free of charge wherever you are and this costs a lot of money. The printing has gone up madly and as you well know postage is out of proportion in this country. So please put your hand in your pocket and let us have a few pennies. It would not be fair that the Shannon students have to pay for the lot. I know that you will understand this and I am convinced that your cheques will flow in fast as soon as you have read this letter. You must always remember that you are the main important person when mailing the Ladder because you are the ones we wish to keep the contact with.

I send you all my very best wishes and hope that you will have a very pleasant Christmas and a most successful and happy New Year.

CHRISTMAS 1984

JORGEN E. BLUM
DIRECTOR



C'EST LA VIE!!!
WHAT'S ANOTHER YEAR? by DOMINIQUE BOURDAIS
MARIO DECURTINS PROMOTION
1979 - 1983

The story I am about to tell you is about my experiences of the past year. The purpose being not just to let you know what I have done, but rather to let you know how lucky most of you are, and do not know it.....

After my happy years in Shannon and my happy graduation day, I had to face yet another challenge. Being of French nationality, I had to give one year of my life to the French nationality, I had to give one year of my life to the French Army. That is normal, but what was unusual was that I was two years too late and so I could have big problems facing me in the days to come.

I started by going to the French Embassy in Dublin to surrender myself. I was sent back to France to Lille (Northern France). On the day of my arrival in Lille, I was told the first bad news.....I had been sentenced to one month in Prison for not joining the Army in time. No need to try and explain that I was finishing my studies abroad, the French administration is like a brick wall. My only chance was to appeal against the judgement.....this was accepted, and I was to be judged again in the next six months.

I joined the army there, and to prove my goodwill, I asked to follow a special course to become a Sergeant. I was accepted, and this is when the fun started....it was December, the course lasted for four months, and there is no need to tell you that all the fun took place outside in the Fresh Air!!!

I went through Hell, 100 km walks with bags and guns in 18 hours - 8 km runs, with the same equipment, in less than an hour - being dropped into a forest by helicopter to find our way back - shoot - throw grenades - play with explosives - cross rivers in the middle of February.....I began to think I was an actor from "The Wild Geese"! I hated that Winter and the snow, but I came out of it with the grade of Sergeant and as fit as I had never been before.

I was called to be judged again in Ajul. I had prepared a big file for the Tribunal, and presented myself as a sergeant showing my goodwill. The first question I was asked was why didn't I ask to do my military service later. I blew my top, because all that had been explained in my file, which they hadn't read. The judges felt "guilty", and disappeared for fifteen minutes to come back and tell me that I had been "a bad boy", but that my sentence was cancelled.

The main thing I learnt in the army had nothing to do with fighting. I got to know people better, and realised I was one of the lucky ones. When you join the army, you are given a mark over twenty, which is a kind of I.Q. To give you an idea - someone from Shannon would be marked between eighteen and twenty. The average of the twenty guys I trained with was about three. Four of them had already been in prison, two couldn't read or write, all of them are unemployed, two of them haven't got a family or home and three of them have third level education.

We did not have the choice, we were all mixed together, and it is frightening to know how low people can get and even more frightening when you think, that all of them contribute to the development of the country, since they have the right to vote. I tried to help some of them, write letters for them, help them go through the complicated procedures of the administration (some of them were married with children, and had to ask to be freed, because their wives could not support themselves). There was very little I could do, and most of them didn't understand my efforts.

I have two months to go, and look forward to my freedom. I worked hard this year, as I did over the past five years, and once again it has paid off - since I haven't spent any time in prison, and I know I am wanted back in T.H.F., even after a year of absence. I hope you understand through these few lives, how lucky we are to be able to work hard and to have the opportunity to do well, and become one of those rare successful graduates of Shannon.

P.S. Best of luck to this year's graduates, and to those to come.

AN APPRECIATION OF STEPHEN FOLEY – KNOWN BY MANY LOVED BY ALL

At 1.00 p.m. on Saturday 6th October 1984, Stephen Foley, that well known Hotelier of Limerick origin, passed quietly away at his home in South Circular Drive.

The feeling of deep loss by his Family, Rosaleen his wife, sons Michael and Sean, in whom he was so fiercely proud, brothers and sister, Michael, Seamus and Maria, cannot be fully described, nor can the traumatic feeling of bewilderment and loss be put into words by his many, many friends.

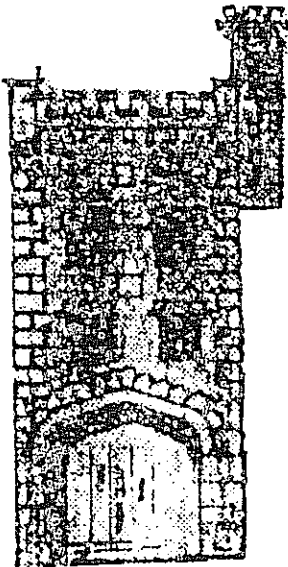
'Steve' as he was affectionately known was like St. Paul - he was all things to all men - he never knew an enemy, he had so many admirers and friends that they could never be categorised or counted. The crowds who attended the obsequies, could not be housed in the large Church of St. Joseph's and indeed the very wide thoroughfare outside was so congested that traffic had to be temporarily re-routed.

Peter McCreery, the well-known horse trainer and a friend told me by the graveside that Steve had sent, that very month, three postcards of encouragement, to his three children, all for different reasons. This gesture epitomised Stephen Foley, the man everyone, yes everyone, wanted to call their friend.

Steve, we shall miss you - the 600 past students at Shannon who you so gently interviewed over the years, your colleagues in I.H.R.M.A., I.H.C.I., I.H.F. and Shannon Sales and Catering, who respected everything you stood for; your associates in the Cork Regional College who appreciated and admired your work; all of us now bid you a silent farewell - we salute you as an outstanding person and one who overflowed with human kindness. We promise never to forget you - may your gentle Soul rest in peace.

BOBBY KERR

RSK:gm 12.10.84



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Contact Brendan Pettit.

A TIP FROM INDIA ! MENU CONSIDERATIONS

SAMJIV MADANE

Present day shortages of personnel having high selling skills, have resulted in an ever increasing need for well planned and designed menus to serve as an effective means of merchandising menu items. There are several simple yet effective rules of thumb which are often overlooked by management, but which are vital to the success of an F & B operation.

Important Factors:

Management should consider several aspects of their operation as well as their external environment in order to produce effective menus. There are four main areas which must be considered. It will be easily understood that each situation is unique and copying menus from other establishments can result in heavy losses and the eventual closure of such establishments.

The first important area to be considered is the Market. It is no use opening an outlet for food and drink, without prior thought, and hope that it will be a success. A proper analysis of the market must be the primary aim. Demographic factors need to be considered, such as the type of clientele that exists, their disposable income, their tastes in food and decor, meal time preferences etc.

The second factor is Competition. A thorough analysis of the types of restaurants that exist in the nearby areas must be done which should include their estimated turnover per annum, suitable price ranges of various dishes on offer, location, seating capacity, decor, standards and whether they are seasonal or not.

Next, a menu must be planned bearing in mind the skill level of the existing staff as also the availability of highly skilled staff if and when required; for example serving classical french cuisine due to an apparent market demand, would be absurd if existing staff have been trained to handle only fast food. The selection of menu items should be governed by the equipment available at the disposal of the chef, so that all areas and equipment in the kitchen are used equally.

Finally, the eventual menu should take advantage of the good points of the operation and minimise the effects of the flaws, such as shortage of storage space, seating capacity limitations and advantages of competing establishments.

Menu Aesthetics:

Now management can depend on such an analysis to produce a menu which will serve as an effective merchandising tool. It has been in use by retailing firms for a long time and involves the last digit of the price to be an odd number, the most popular being a 5 or a 9. The first digit of the price is however, seen as the most important with the price difference between .65 and .69 being considered as less than the difference between .69 and .71 and be so small so as to lose the selling impact due to small or unreadable print. The quality and finish of paper used can also effect sales. Cheap, easy to print, paper may not last long although the cost per menu may be small. Such menus are useful for frequent item or price changes. The use of thick, durable laminated sheets can be useful where menus need not be changed too often and where price changes are slow. There are generally two types of menus, namely the Cover-insert and the Single-sheet folded, the former being normally used by fine dining establishments. Therefore the nature of the establishment should determine the quality and durability of material to be used. The print or typeface used can confuse guests with too many sizes of typeface on a single sheet being used. Bold dark, one-sized typeface is most effective in conveying the message. The language chosen to convey the method of preparation should be descriptive in an appealing sense avoiding tall claims while using meaningful terms instead. Truth in menu is important to enhance guest satisfaction and terms like fresh, freshly made or homemade should denote exactly that or should not be used. The use of colour photographs of dishes on menus should be realistic and must not make the guests feel cheated when the food is placed in front of them. Representation of quantity in such photographs must match that on the actual dish.

The focus of attention on single card menus is normally at the centre of the page and slow moving items should be placed here to increase the average check. Many establishments make use of inserts and clip-ons to effect quick price changes and additions or deletions of menu items from the menu. It is usual practice to have the clip-on space printed with general guest information so that the area does not appear blank or out of place, when there are no clip-ons.

Psychological Pricing:

Once the price of a dish has been determined after various considerations and calculations, the final price to be placed on the menu for a particular dish should be done psychologically. The 9s and 5s rule of pricing has been in use by retailing firms for long and involves the last digit of the price to be an odd number, the most popular being a 5 or a 9. The first digit of the price is however, seen as the most important with the price difference between .65 and .69 being considered as less than the difference between .69 and .71.

In conclusion, the menu is the best sales tool management has to increase sales and boost profits. Therefore management must devote more time and effort to produce effective menus today.

UNLIMITED OPPORTUNITIES

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PAUL GROSSINGER'S PROMOTION.

1978 - 1982

Two years ago I graduated from the College. Four years were gone, all full of good memories, but undoubtedly the major question at the time was, what my future will be? Today still I couldn't answer that question, but I can assure you, that we shape our destiny. Our profession demands dedication, stamina and overall love. The hospitality industry is in badly need of professionals who love what they are doing. The beginning of your career is now. Some of you will have acquired already some experience in the industry, but definitely you are all shaping your destiny at this stage. Our industry will develop to be one of the largest income earners for countries around the world by the year 2000. Are you preparing yourself to face this challenge? Shannon College is an experience that I highly recommend to anyone wanting to be a hotelier. Our industry today presents enormous challenges as it is, both at home and at the International scene.

My experience so far, has been various spells in food and beverage, front office, but for the last year and a half I have decided to develop, what I feel is one of my strengths, marketing and sales. Unfortunately, hoteliers in the past do not have the best track on selling, compared with other service industries. Today's business environment in the industry is highly competitive and apart from improving standards and up grade the products, hoteliers have come to realise the importance of effective marketing and selling. Not long ago a hotelier will have accepted the obvious seasonality trends of the industry, and when analysing the years performance they will have been happy, accepting that their property was performing as well as the average media for the city or country where they were operating. Frankly in todays terms, that is the shortest way into bankruptcy. To remain profitable all year round a lot of creative marketing is required.

As well, hoteliers accept now that they can no longer afford to sit and wait for the customers to arrive at their door step. This is when we start shaping our destiny. Are we going to be conformist and accept the preachings of the prophets of gloom or are we going to re-assess our strategies and be successful at what we are doing. Commitment to achieve and the basic foundations which you are earning at this stage come hand in hand. In todays market place, customers have grown more experienced and demanding. In order to meet their needs we need to be highly innovative and creative. This is why it is so important that you prepare yourselves well to meet the future demands. And above all, never be afraid to make a decision, you will always learn something. Being good or bad, the important thing is to look ahead at the opportunities that lay within your own environment. This opportunity can never reach further a field than the imagination. The limits to progress and achievement are within our own imaginary boundaries, in a world of unlimited opportunities.

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FEATURE

THE MANAGEMENT PROGRESSION

BY

Peter P. F. O'Meara, General Manager, Albany Hotel, Glasgow.

So you Like Meeting People?

When I was interviewed by the famous panel, for entry into Shannon in February 1968, I had asked a graduate for some clues as to how the interview should go and what not to say. He told me I should not answer the inevitable question "And why do you wish to enter the Hotel Industry" by replying, "Because I like meeting people".....since it was a meaningless expression. In the highly charged atmosphere of the interview, I was horrified to find myself answering in that very fashion when asked the question, despite having rehearsed many more intelligent options.

My answer was fatuous, since we all "like meeting people" but how often do we enjoy being "of service" to people. Therein lies the essential difference and very often the stumbling-block over which many fail to climb. The ability to socialise successfully should never be confused with the essential management quality of motivating our staff to "like meeting people".

Shannon Students and Progression

Trusthouse Forte offers Shannon Students an excellent opportunity to learn from their year in the Company and put this knowledge to good use in seeking their next move. Unhappily, many do not grasp the opportunity, and very often blame everyone, except themselves, for setbacks which result in disappointment. It is worthwhile remembering that the learning process does not end when you graduate. In fact, one might say that real education begins when one has graduated.

While it is true to say that the hotel industry is becoming increasingly complex and technologically aware, it is also true that the role of hotel managements has not changed in the basic demands made upon it. Our industry, while not having the dubious honour of being the oldest profession, certainly has provided hospitality to the weary traveller almost since time began. Our guests' needs are simple, and so should our methods be of providing for these needs.

The Hotel Manager as a Salesman

An essential role of hotel management today is the ability to be a salesman. Just because the doors open in your hotel every morning does not mean that guests will come flocking in, especially in these highly competitive days. Your ability to influence clients to use your hotel is central to successful management. Equally importantly is your ability to motivate your staff to sell and be aware of empty bedrooms and empty seats in bars and restaurants. Our guests pay our wages, and we sometimes treat them in a less than competent fashion, almost indicating that their contribution to our wages is insufficient.

It is important to be involved in your local community, not to the detriment of your job, rather to ensure your hotel gets maximum exposure, even in your off-duty hours, when the occasion arises. If you are known to be from a particular hotel, you can be certain that people are making valued judgements as a result of meeting you. You must never forget, however, that the need to sell, although vitally important, should never cloud the vital task of caring for customers, since if we never lost a guest, we would never have to look for them.

The Hotel Industry and Your Future

In the U.K., tourism has become the star performer in provision of jobs and invisible exports, especially since the recession began to bite in the late 70.s. A major part of it is, of course, the hotel industry. Predictions for the future show that the tourism and leisure industries will continue to grow. Sometimes we forget how successful our industry has been, or, worse still, are not aware of its success. In a recent talk to a seminar of the British Institute of Management, I mentioned some of the successes of the Tourist Industry and made reference to the continual criticism made by the Media and people alike about how bad everything is 'at home' compared to everywhere else 'abroad'. This is absolute nonsense. We have an industry which is the envy of the world, and this is quickly confirmed by the steady increase of tourists coming to the U.K. The reaction from those listening was interesting, in that most of these otherwise well informed people, were totally unaware of how many jobs were provided and how much wealth was created, compared especially with their own industries.

So, we have plenty to be proud of. How do you become part of that success? That question must be echoed and re-echoed in Shannon at graduation time. The answer is fairly predictable but nevertheless true. Once you have graduated you begin to see Management in a somewhat different light. Some of the starry-eyed idealisms begin to disappear and the fundamentals of hotel management begin. Responsibility replaces unbridled enthusiasm and the need to make decisions which include other people and their feelings begin to make the job somewhat more intricate than heretofore. Keep a cool head. Do remember the basic simplicity of our job; that is, to provide food, drink and accommodation to the weary traveller, in as efficient and caring a way as possible. No one is asking you to be a tycoon overnight. Just concentrate on not losing your loyal guests.

OUR PERIODICAL PROFILE – GERRY AND JULIE GILHOOLEY

After going through so many names and addresses of past students, it occurred to me and so many others, I'm sure, what are all these people doing now? The Alumini Association of Shannon has now dedicated in each issue of publication a profile on past students, whether they are in the industry directly or not. For this issue we have the honour of publishing a profile on GERRY and JULIE GILHOOLEY, who are both Shannon graduates, and are contemporary successes in our industry.

I had the pleasure and privilege of interviewing both for this issue. During the interview, Mr. and Mrs. Gilhooley spoke about their training in Shannon, and their rise to success in our industry. They were a part of the 1961 class, their patron being Andre Martin. At that time, there were twenty in their class, I had the opportunity of seeing a detailed photograph album of their two consecutive years in Shannon, as it was then. Names such as Joe and Rose O'Loughlin; Naas, Des O'Connell, catering manager of Trinity College, Mary Kelly, Donegal, and Gerry Galvin, who ran a restaurant in Kinsale, and has now purchased a restaurant in Galway.

Mr. and Mrs. Gilhooley have both acquired substantial industrial training and experience in the industry before actually settling down in Ireland. Mrs. Gilhooley spent her training in Germany, and then the former Kensington Palace in London. She returned to work in the Ormonde Hotel in Nenagh, Co. Tipp-erary.

Mr. Gilhooley, for his experience in Switzerland, worked in the "Belvoir Park", which is a hotel school in Zurich. After graduating, his 'list of honours' include the Intercontinental in Geneva, America, West Africa, Monrovia, Ghana and such notables here, i.e. Jury's (as it was then in Dame St.) and the Inter-continental, Cork. (which is now Jury's).

Both Gerry and Julie are owner-managers of two Grade "A" hotels, the most notable being the "Nuremore Hotel" in Carrickmacross, Co. Monaghan, and the second (a more recent addition to the family!) is the "Arboyne Hotel", Navan, Co. Meath.

Nuremore is a beautiful, modern hotel situated on the outskirts of the town in the middle of 150 acres, with woodlands and lakes included in the surroundings. The amenities include a 9 hole golf course, swimming pool, sauna, jacuzzi, squash courts, a games room and facilities for equestion events. The hotel is a luxurious retreat for weekend breaks, a haven for seminars and generally a highly recommendable hotel in all aspects.

The success of both Mr. and Mrs. Gilhooley may be attributed to their interpretations of modern management thinking. They have, both, done a lot of market research in London, Paris and New York, and this has brought about changes in the managements of the hotels. They have invested a great deal of their time into their "Nite Club" and this is, without doubt 'distinctive' in the Northern region. They believe that the 'Nite Club' business is becoming increasingly important to the hotel industry.

The 'behind the scenes' facilities of the Nuremore are an example of how 'it should be done', the kitchen and restaurant are an example of sheer expertise, culminating in the expected results, the cuisine favours everybody's taste, whether national or international.

The Arboyne, on the other hand, is another part of their success. It is a more recent acquisition, a busy commercial hotel on the main Navan-Dublin road. It is a thriving enterprise and does not resemble in anyway the Nuremore, but the common character of both is the friendly atmosphere, which extends to all.

To Mr. and Mrs. Gilhooley – we wish them well in their future endeavours and so like so many other Past Students, we say "Keep the Flag Flying".

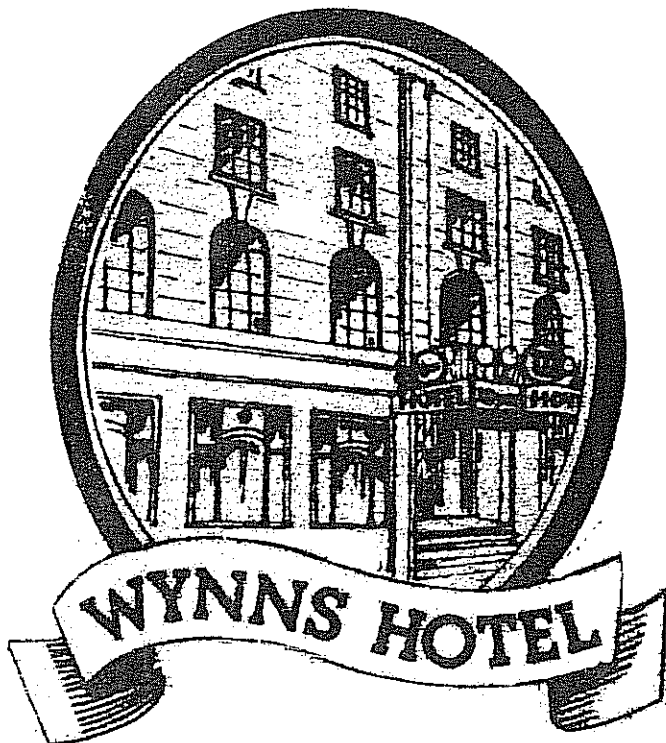
Brian Daly
1982–1986

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**"PROBLEMS AND RED TAPE ENCOUNTERED IN SETTING UP ONE'S OWN BUSINESS.....
.....IN LONDON.....!! "**

By Brendan O'Connor (1974 - 1978)

Lord Forte's Promotion

I will never forget the cold sweat which came over me as I sat in the waiting room of a firm of London solicitors, waiting to make the second biggest commitment of my life. The excitement and adrenaline which had flowed up to this point seemed to have deserted me as I sat alone wondering if I was making the right decision. I remember looking out on the Strand and seeing The Savoy Hotel...and saying to myself, "Well, you have to start somewhere!!" Enter my solicitor, Justin Roach, with a broken arm...."is this a sign or a message?.....I wonder is his legal knowledge as good as his skiing...!" We check over the papers, discuss searches, he points out a certain clause and its possible effect on us in the future....."Should we argue for deletion of this point?.....yes.....no.....God, will they ever hurry up?....I'm late Duty Manager in a well known London hotel, so they'd better get a move on....."

This was to be the formal exchange of contracts with just minor points to clarify before signature..... Enter the unexpected.....I have become a firm believer that every week you can expect at least one piece of news that will cost you £100, be it something breaking down, a surge in credit card commissions (the price you pay for attracting the business expense account market), or a burst pipe leaking into the premises below, not to mention my car being towed away and impounded! I never did create a nominal for this and parking tickets...I would have to open a business only 10 yards from the traffic wardens' headquarters! I've got more parking tickets than a "tout" before a Wembley Cup Final.

The Vendors arrive..." I wonder are they taking me to the cleaners? What are they thinking? Probably the same as I am." I never trusted those two guys, but then, I thought to myself, if I'd lost as much money as their accounts stated, I would be anxious to sell as well. The niceties of a March afternoon are exchanged as the Vendors announce they require £10,000 on exchange of contract. My cold sweat turns to ice. I wonder what would Tiny Rowland do in a situation like this? Some good advice - when you are stuck for something to say, say nothing. Not wishing to make any good comments, Justin, my one-armed ambassador and fountain of knowledge on the British legal system, propels me into the world's shabbiest waiting room. He belts me with positive vibes and says we shouldn't pay. We return to the room in a Scargill frame of mind, unwilling to relent. We win.....no money to be handed over until we move in. Just as well, as didn't have it anyway! The moment of truth arrives. Clauses amended, differences settled. "Sign here please, Mr. O'Connor," said their solicitor. Would you believe it, I didn't have a pen. One 12p Bic biro was passed over and I duly signed. My iced sweat melted and oh, the relief of it.

I've found that talking about going into business is one of the Shannon students' favourite pastimes; during First Year, as Chef Vaughan busily informs us on menus and their compilation, one tends to write the menu of that elusive restaurant. Again in Third Year, Durty Nellie's is the scene where many a business empire was set up.....only to fade away as 11 p.m. and Poldark's fast approached!

Once that monumental decision is made to sign, the rest is only slightly different to managing as all managers do on a daily basis.....the principles of hospitality, hostmanship, profitability, control, sales and marketing all apply. One has done it all before for an employer and was well paid for it....so why not test it out first-hand?

"Bank Managers are nice people." unquote. Let's face it, if you must grovel to people, do it to those who matter. My first meeting with the respective gentleman was cool by arctic standards, but it soon melted to a temperature which I could tolerate, as he outlined what he would require to hand over the dough. I bounded out of the office determined to return with my feasibility study within the week. This tigerish approach I cannot remember since the week before the thesis was due. "Make it professional," I said to myself and so I set about putting all those Tom Maher "Thesis compilation principles" into practice. (You know, the ones you read after you had already posted your thesis!) Photographs, sales, wages, operating expenses, graphs, a little "waffle" and 4 days later I entered the fine offices of the Bank of Ireland on Kilburn High Road, also known as the 33rd county of Ireland, with proposal in hand. By now I had become a well respected critic of professional waiting rooms, having spent what seemed like ages in quite a few....I should say, I found the Bank of Ireland's well up to standard! At last I was called in and the entire venture was discussed in detail. Quite painless, really, like a final interview at Shannon! The Bank's decision - 50% of what I asked for. It's just as well I had asked for extra....in his book, "The Negotiating Game", Chester L. Karrass brings this point home very well indeed.

One dreams of the Big Opening....the press, the celebrities, the cutting of the tape, the reception, those awful smoked salmon canapes....Well, none of that happened! I simply opened the door, plonked the menu outside and off we went. Would you believe it, it was like a Post House breakfast at 8.15 a.m. (those in Post Houses will know what I mean!) I remember counting the money at the end of service and being a little chuffed with myself. By the way, we ran out of bread half-way through lunch, a fine way to start! We started with one cooking and one serving. We are now up to 2 cooking and 3 serving so things are getting better. (or is the wage percentage rising?).

Setting up one's own business requires one very big mental decision to muster the courage of conviction, training and experience and make them work. More than these, it requires a stamina to keep going and when things look bleak, take out that well known volume, "The Golden Book" by Dale Carnegie. Note the line which reads "What's the worst that can possibly happen?" Think about it. By the way, things usually get better. Yes, there's lots of red tape, lots of problems, all to be overcome. I guess if we didn't have problems, we wouldn't be in business. That's why I now see problems as opportunities. (I seem to be having lots of opportunities lately).

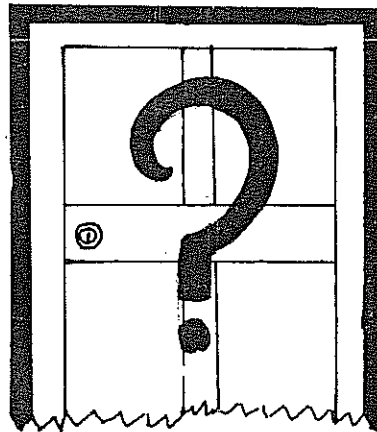
BY THE WAYIF IN LONDON COME AND VISIT ME AT THE BENEDICT'S WINE BAR RESTAURANT, 106, Kensington High Street, you will always be welcome.....

NOVEMBER, 1984.

We would like to take this opportunity to thank the Alumini Association, and all donators, for their generous support of the magazine. Unfortunately, we are still in dire need of financial assistance so that we can develop the magazine into a vital communicative link between all students, past and present.

Your help is needed, in order that the 'Ageless Ladder' does not die again, only to rise out of the ashes like the Phoenix at a later date??? The three magazines are costing us £2,000 to produce. We, ourselves have contributed £550.....

Please send us a cheque or currency (Irish, British, U.S.A. Swiss)



CHANGES OF ADDRESSES

Please note the following:

The Publication Committee would like to apologise for any mistakes occurring in the compilation of the address list. It was brought to our attention by several of the past students that many of these addresses were incorrect and out of date. The following addresses are those of people who have informed us of their change in address since the last issue. We thank them, and ask for your co-operation in helping us to keep accurate records by writing, and telling us of all your changes of address.


CHANGE OF ADDRESS – SINCE LAST ISSUE.

- | | |
|--------------------|---|
| BARADI BELINDA | The Shelbourne Hotel, St. Stephens Green, Dublin 2. |
| BARRY WILLIAM | Craigland Hotel, Cowpasture Rd. Liksey, W. York. |
| BERGIN MAURICE | Holiday Inn, McKeachie Street, P.O. Box 363. Harrismith 9880 S. Africa. |
| BERTRAM DUDLEY | Post House Hotel, Tyne and Wear, NE 37 1LB. |
| BITTEL THOMAS | Nixdorf Co. Ltd. Fitzwilliam Court, Leeson Close, Dublin 2. |
| BOLAND EVELYN | 17, Rue Adrien, Lachenal, Geneva, Switzerland. |
| BOURDAIS DOMINIQUE | 3, West Court, Great West Rd. Hounslow, Middlesex. |
| BOURKE EDMUND | Ryan Hotel, Rosses Point, Co. Sligo. |
| BOURKE RICHARD | Reg. Training Advice centre, Cert. 99 o'Connell St. Limerick. |
| BREEN BRETTE | 58, Aston Ave. Templeogue, Dublin 16. |

BROWN ANNE	5, Woodcliff Heights, Howth, Co. Dublin.
BROWNE PHILOMENA	The Nephin, Arthur St. Ballina, Co. Mayo.
BURDON BARBARA	46, Boxworth End, Swavesey, Cambridge.
BYRNE FRANCIS	The Rio Starkas, Glasgow.
BISCHOFF EDWARD	Holiday Inn, Roxanne Blvd. Manilla, Phillipines.
CAMERON MARY	Cunnagher Ross, Castlebar, Co. Mayo.
CARTHY PAUL	K.C.H. Wrights Lane, London.
CARR KIERAN	Derrynane House Hotel, 4, O'Connell St. Ennis, Co. Clare.
COGHLAN JOHN	Hyatt on Union Sq. 345 Stockton St. San Francisco. California, 94108 U.S.A.
COMERFORD EDWARD	Kytelors Inn, Kieran St. Kilkenny.
CONNOLLY DENIS	Holiday Inn Resort Hotel, 1300 N & Atlantic Ave. Cocoa Beach, Florida 32031 U.S.A.
COOKE THOMAS	"Peacocks" O'Rahilly Street, Ballina Co. Mayo.
COPPLESTONE JENNIFER	The Maritimo Gardens, East Blackrock, Dublin.
COUGHLAN IAN	The London Ryan Hotel, Kings Cross Rd. WCI London.
COUNIHAN HENRY	Irish Pavilion, East 57th St. New York U.S.A.
COYNE BRIAN	Corrib Hotel, Co. Galway.
COYLE PETER BRIAN	Skellig Hotel, Dingle.
CREGAN CHARLES	4, Banin Terrace, Kilkenny.
CRICHTON SCOT GRANT	Beechfield House, Beanacre, Wiltshire SN12 7PU.
CROGHAN CONALL	Swan Hotel, Grasmere, Ambleside, Cumbria.
CROKE WILLIAM	3, Farnleigh Close, Stillorgan, Dublin.
CRONIN BRIAN	Blue Haven Hotel, Pearse St. Kinsale, Co. Cork.
CROWLEY JAMES	Gatwick Manor, Crawley, Sussex.
CUNNINGHAM PEADAR	Beverly Arms Hotel, Beverly, Yorkshire
CULHANE JOHN	Tralee, Co. Kerry.
CULLEN AUDREY	1327 Cass St. La Crosse, WI 54061 U.S.A.
CULLEN OLIVER	Balmoral Club Hotel, Cable Beach, Nassau.
CUMMINS JOHN	South Winds Beach Club, St. Lawrence, Christchurch, Barbados W.I.
DALY JOHN	Keny Horizons Ltd. P.O. Box 67868 Nairobi.
DICKSON JOHN	Tullyglass Hotel, Galgorm Rd. Ballymena, Co. Antrim
DOYLE PAUL GERARD	245 East 55th Apt, ID, New York 10 22
DRAYNE DONAL	Westin Hotel O'Hare, O'Hare International Hotel, Chicago U.S.A.
FERRER MAURICE	21st LA Seizieme, 18 Rue Belles Feuilles, Paris 16.
FENTON PATRICIA	Green Street, Dingle.
FITZGERALD GRAINE	Larch Hill, Loughrea, Co. Galway.
FITZGERALD THOMAS	Galway Bay Hotel, Salthill, Galway.
GALVIN JOHN	Drimcong House, Moycullen, Co. Galway.
GENTLES JOHN	7871 SW 127Dr. Miami, Florida 33182
GEORGIAN MYROFORDA	Hall Cottage, Castlerisling, Kinglynn, Norfolk.
GIBSON SENAN	Wienerwald, Boulburn 2580, Australia.
GILMARTIN MICHAEL	Pearse St. Nenagh, Co. Tipperary.
GLEESON TONY	Flat No. 2=2, Glawood Gdns, N South Hd. Double Bay, Sidney, N South Wales, Australia.
GRIFFEY GERARD	The Post House Hotel, Queens Drive, Wakefield, Ossett, West Yorkshire.
GOULET MARIE	Skean Dhu Hotel, Irvine, Ayrshire
GRAHAM DIANE	P.H.H., Norwich, Norfolk.
HALL NICHOLAS	Sandton Sun Hotel, P.O. Box 784902, Sandton 2146, Transvaal, S.Africa.

HANNON MAYNA	Gledon Cottage, Colliemore Rd. Dalkey, Co. Dublin.
HAWKES NOEL	Federal Hotel, 35 Jalan Bukit Bintang, Kuala Lumpa, Malaysia.
HEGARTY JOE	Cathal Brugha Street, College of Catering.
HICKEY MICHAEL	58 Glendale Rd, Glen Leden, Auckland, New Zealand.
HOARE MICHAEL	Bern Hotel, Wantage, Oxom 12.
HACKETT JOHN	Tyone, Nenagh, Co. Tipperary.
JOYCE CATHERINE	9, Trinity Rd, Ware Hertfordshire.
BELAL JOY	57, Livingstone Rd. Southall, Middlesex, London.
KERR SUSANNE	Newpark Hotel, Kilkenny.
KEARNS RENA	Louisville Clarkes St. Athenry, Co. Galway.
KELLIHER CLAIRE	London Tara Hotel, Scarsdale Place, London.
KELLICHER St. JOHN	The Alverston Manor, Clapton Bridge.
KELLY MOR ALBIN	Grove Hotel, Grove Rd. Malahide, Co. Dublin.
KELLY ANTOINETTE	Angler's Hotel, Newport, Co. Mayo.
KELLY ANN	Pontoon Bridge Hotel, Pontoon, Co. Mayo.
KELLY URSULA	Brooklag Farm, Henfold Lane, Newdigate, Surrey.
KNOWLES DIANE	P.H.H. Northeny Rd. Hayling Island, Havant, Hampshire.
LAVELLE PATRICK	The Berkley Court Hotel, Ballsbridge, Dublin. 4.
LEE LOFTUS UNA	Ballina, Co. Mayo.
LONG DANIAL	123N Chautauga St. Wichita, Kansas 67214.
LYNCH BERNADETTE	11, Waterloo Rd. Ballsbridge, Dublin 4.
LONG ROSE	Garda Station, Creggs, Roscommon.
LYONS MARY	Lis Maura, Bettstown, Meath.
LYONS DOLORES	Baymount Hotel, Strandhill, Sligo.
McARTHY BREDA	Cashel, Co. Tipperary.
McCLINTOCK JOHN	Prospect House, Puckane, Nenagh, Co. Tipperary.
McGETRICK TONY	Nottingham/Derby, Bostocks Lane, Sandiacre Nottinghamshire.
McGEE JEREMIAH	Stakis Grand Hotel, Trinity St. Hanley, Stoke - on Trent.
McMANUS SEAMUS	G.M. Four Seasons Hotel, 614, Statler Buildings, 20 Park Plaza, Boston Mass. 02166 U.S.A.
McGOURTY MYLES	Hyatt Regency Riyadh, Airport Rd. P.O. Box 18006, Riyadh Saudie Arabia.
McGOLDRICK DAMIEN	Asst. Innkeeper, Holiday Inn, Leicester.
McKINTYRE MARY	Seaview, Belmullet, Co. Mayo.
McREDMOND MICHAEL	P.H.H. Pentwyn Rd. Bendwyn, Cardiff.
MAHER GERARD	Skyway Hotel, Bath Rd. Hayes, Middlesex.
McCARTHY MGT.	22, Rathgar Rd. Dublin. 6.
MADANE SANJIV	Tata Burroughs Ltd. Seepz, Andheri, East Bombay 400 096.
MANNIX THOMAS	The Old Motor Inn, Youghal, Co. Cork.
MANGAN	Hotel Metropole, Kings St. Leeds.
MANNING MAURA	CHERRY GROVE,
MANNING MAURA	Cherrygrove, 6th Rise Waterfall Rd. Cork.
MAISTRY KAMALA	Principle, Hotel and Catering School, Les Casernas, Mauritius.
MAHER JOHN	Wine Trade, Dublin.
MAHER GERARD	Skyway Hotel, Heathrow, London.
MAGUIRE ROBERT	Fitzwilliam Tennis Club.
MAY JAMES	The Atrium Resort Hotel, Ormsby Terrace, Mandurah West Australia.
MOLONEY JAN	c/O Mr. Matt Devine, 101 Lansdale Ave, San Francisco 94127
MOONEY DERMOT	The Shelbourne Hotel, Dublin.
MORGAN FRANK	Imperial Hotel, Bangor, Co. Down.
MORGAN COLM	43 West Margerat St. Highland Park, Detroit 48203 Michigan.
MORRISEY CATHI FEN	Avignon, Parteen, Limerick

MUNNELLY CLAIRE	Connolly St. Ballina, Co. Mayo.
MURPHY JOHN	Boxhill Hotel, Burford Bridge, Surrey.
MURPHY AIDAN	Maharari Hotel, Durban, South Africa.
MURPHY PATRICK	West Inn Hotel, 145 Richmond St. West, Toronto, Ontario.
MORRISEY MURPHY PAT	Westport Hotel, Westport.
MURPHY DENIS	6 Horbury Crescent, London, W2.
MURPHY MARY	Marlfield House, Co. Wexford.
NERNEY BETTY	PHH Thornbury Road, Alveston, Nr Bristol.
O'BRIEN PHILOMENA	1 Clifton Ville, Ennis Road, Limerick.
O'CALLAGHAN MGT.	7 Talbot Square, London W2.
O'CONNOR PAMELA	Brookville, Beaumont Park, Ballintemple, Co. Cork.
O'DRISCOLL JOHN	PHH Ipswich Rd. Norwich. Norfolk.
O'HARE MICHAEL	115 Granville Rd. Hillingdon, Middlesex UB10 9AG
O'KANE SEAN	Ryan's Hotel, Westport.
O'LEARY MICHAEL	Woodfield house Hotel, Ennis Rd. Limerick.
O'LOUGHLIN HOSEPH	Keadeen Hotel, Newbridge, Co. Kildare.
O'MEARA CATHERINE	Beach Plaza, Monte Carlo, Monaco.
O'REILLY JAMES	Leys Lodge, Lucan, Dublin.
PIERCE RICARDO	The Grand Hotel, Paradise Island, Nassau, Bahamas.
REGAN ENA	Crofton House Hotel, Crofton House, DL.
PURCELL FERGHAL	Cape Sun Hotel. PO Box 4532, Cape Town 8000 South Africa.
ROBINSON CHRISTOPHER	Tara Hotel, London.
RYAN DENIS	Movenpick Restaurant, Champs Elysee, Paris France.
SCHORMANN KARL	Silver Goblet Catering Agency Ltd.
SHANAHAN ANTHONY	Ski Hi Promotions, Lechworth.
SHANAHAN BRIAN	The Shelbourne Hotel, Dublin.
SHARKEY EDWARD	Bord Failte, Baggot Street.
WALSHE MARY	PHH, Reading, Berkshire.
WILSON GARY	Sunnyside Park Hotel, 2 York Road, Parktown Johannesburg South Africa
WALSH JACKIE	Crown Hotel, Crown Place, Harrogate.
FLANNERY MARY	Flannery's Motor Inn, Galway.
DUDLEY BERTRAM	Post House Hotel, Tyne and Wear, NE37 1LB
KEAN DAVID	Aishling Hotel, Dublin.
WALSH MARY	Mayflower Hotel, Post House Hotel Plymouth Devon PL
SWEENEY COLIN	Castle hotel, High Street, Windsor, Berkshire.
DELOUGHRY DERMOT	Compleat Angler Hotel, Marlow Bridge, Marlow, Bucks.
O'CONNOR BILL	The Star Inn, Nr. Dolegate, Alfriston, Sussex.
REED KEVIN	Brudenell Hotel, The Parade, Alderburgh, Suffolk.
O'SULLIVAN JOHN	White hart Hotel, Bailgate, Lincoln.
WELCH ANDREW	Grosvenor House Hotel, Park Lane, London.
SHITTLEWORTH RHONA	Post House Hotel, Norwich, Norfolk.
WALSH REDMOND	Post House Hotel, Heathrow.
MOONEY JOHN	Wellington Hotel, Belfast.



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Patrick & Josephine O'Looney, who through this magazine would like to send best wishes to all Shannon students, past and present.

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CO. CLARE.

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

Liscannor Hotel,
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Telephone: Lahinch 96
Lahinch 84 (Guests)

